A Study on Customer Satisfication of Service Quality Provided by Byju's(with Special Reference to TV Malai Town)

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Abstract

This project titled "A Study on Customer service quality Of BYJU'S ".The main objective of this study is to determine the customer service quality that is by the BYJU'S to its customers. Primary, well defined objectives are framed to the study then questionnaire is prepared based on defined objectives. The prepared questionnaire is used to get the direct response from the selected sample size of 100 customers of BYJU'S on the basis of convenience sampling method. The response given by the employees are analyzed and interpreted using different statistical tools such as chi square test and correlation methods. It is found that the overall customer service quality score is within the acceptable level. Keywords: Byjus, satisfaction, quality, customer, awareness.

I. INTRODUCTION

The services sector with an around 57 percent contribution to the gross domestic product (GDP), has made rapid strides in the last few years and emerged as the largest and fastest-growing sector of the economy. Besides being the dominant sector in India's GDP, it has also contributed substantially to foreign investment flows, exports, and employment. India's services sector covers a wide variety of activities . That have different features and dimensions. They include trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, and business services, community, social and personal services and services associated with construction. Services in India are

emerging as a prominent sector in terms of contribution to national and states' incomes, trade flows, foreign direct investment (FDI)inflows, and employment.

Objectives of the study

•To find the expectation of customers towards customer service quality in Byju's.

•To understand the perception of customers on the customer service equality of BYJU'S.

Scope of the Study

The aim of the study is to find out the impact of customer satisfaction in respect of customer service quality and its dimensions. For this purpose the study focused on the in-depth issues regarding the nature and customer service qualitys provided by the BYJU'S.

Limitations of the Study

• The findings of my study were based on the assumption that the respondents gave their true and unbiased information.

• The Sample Sizewas 100 respondents. If the sample size were more than the results of the inference would have been different.

• The study was restricted to BYJU'S Thiruvanamalai only as majority of the supermarkets are located in the city area.

Review of literature

Michael Cusumano, Steve Kahl and Fernaando Suarez (2008) "A theory of servicesin product industries", has concluded that in many product industries,services have become increasingly important. In case of automobiles ,many auto makers generate the vast majority of their profits from a service activity closely tied to their product activity. The automobile industry overall generates a large portion of its profits from other product-related service activities such as insurance and repairs.

S.Saravan,N. Panchanathanand S Pragadeeswaran(2009) concluded in their research paper" Markets and Consumers- Consumer Behavior Towards Showroom Services of Two wheeler with reference to Cuddalore District" that students and employees are more satisfied about showroom service and age of consumer is an important factor while choosing the brand of bike and all the consumers give importance all factors relating to buying a vehicle.

SteveKahlandFernaandoSuarez(2008)intheirresearchpaper"Product,Process, and Service:A New Industry Lifecycle Model", has concluded that Existing models of industry lifecycle evolution tend to focus on changes in the products and processes and largely overlook the dynamics of services, but increasingly, the revenues of many firms are becoming dominated by sales of services rather than products, or products sold with services to gain competitive differentiation in markets marked by increasing product commoditization.

RajnishKatarne,andSatyendraSharma13(2010) ThispaperaimedatthemeasurementofcurrentcustomerservicequalitylevelofatypicalautomobiledealershipinanIndiancity.Inthispaper,satisfaction/dissatisfactionofthecustomerhasbeenmeasu

redusingstandardstatistical tools, and an attempt has been made to find out reason(s) for dissatisfaction by applying the root cause analysis.

Ali Ramezani Ghotbabadi et al., 2012 In their Review of customer service quality models shows that all of them have some advantages and disadvantages and Customer service quality models have improved day by day. SERVQUAL is the most common model used by researchers but it is not comprehensive and suitable for different applications. In this study,they have found the Hierarchical model as the comprehensive model.

Profile Study

The research methodology deals with various aspects of research, it talks about the types of research to be used, the research plans, how data can be collected either by primary or secondary sources. It also plans what type of questionnaire to be followed and what ranking scales. To be used. The research decides about the sample frame (size), research boundary and the various statistical tools to be used in data analysis and interpretation.

Research Problem:

A Research problem in general refers to some difficulty which a research experience in the context of both a theoretical (or) practical situation and wants to obtain a solution. A research problem is one which requires a researcher to find out the best solution for the given problem i.e. to find out by which course of action the objective can be attained optionally in the context of a given environment. There are several factors which may result in making the problem complicated.

Tools for Data Collection:

The primary data is collected through a very well defined structured questionnaire is formulated in the lights of objectives of the study and about 100 customers were surveyed through it. The questionnaire includes 5 points Ranking Scales.
The Secondary data is collected from the company profile, company website, books, articles, and journals, etc
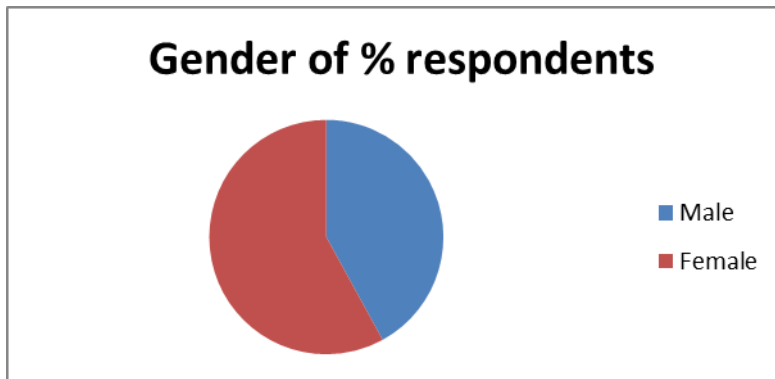
Tools for data analysis

For the analysis of the data and its interpretations, various tools of research where used.
❖ Chisquaretest
❖ Correlation

4.1 Data analysis and interpretation the gender of the Respondents

Gender	No.of respondents	% of Respondents
Male	42	42
Female	58	58
Total	100	100

Source: Primary Data

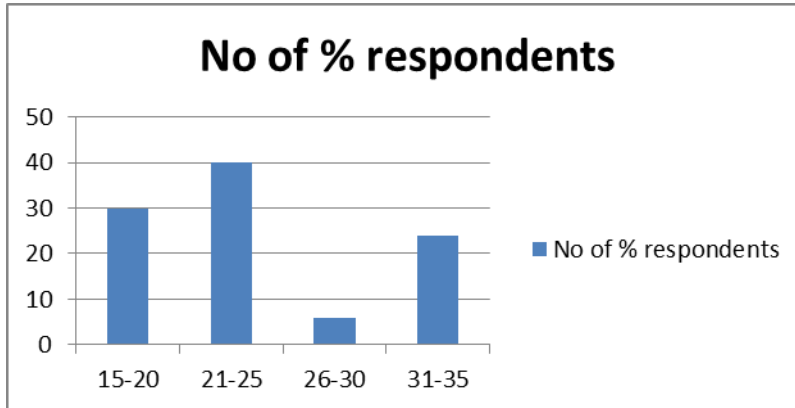
Inference: From the above table inferred that, 42% of respondents were male and 58% of respondents were female.

4.2. Age of the respondents

Age Group	No. of respondents	% of respondents
15-20	30	30
21-25	40	40
26-30	6	6
31-35	24	24
Total	100	100

Source: Primary Datav

4.2AGE OF THE RESPONDENTSINFERENCE:

From the above table it is inferred that 50% of respondents were under the age group of 15—20, 30% of respondents were under the age group of 21—25 years,40%of respondents were under the age group of 26—30 years and 6% of respondents were under the age group of 31—35 years.

Chi Squares test analysis :
$$X2 = \frac{\sum(Oij - Eij)^2}{E}$$
O =Observed
E =Expected
∑ =Summation
X2 = Chi Square value

Oij = Observed frequency of the cell in ith row and jth column
Eij = Observed frequency of the cell in ith row and jth column
d.f. = (c-1) (r-1)
Where 'c' means the number of column and 'r' means the number of rows.
Calculated value= 12.06, Table value= 5.08

Interpretation:
    No difference between education and Byjus learning app.

Findings of the study
▪   42% of respondents belong to male and 58%were female.
▪   40% of respondents to 21-25 and 30% of the respondentsto15-20.

Suggestion
•   BYJU'S   can enhance their satisfaction level by bringing mode rnand compatible tools and equipment for use
•   There liability of customers over the organization can be improved by showings in cere interest in addressing customer problems.
•   The company can show more care in regularizing the payment and billing system with appropriate transparency.

II. CONCLUSION

- The overall customer perception of the services provided by BYJU'S is found to be within the accepted level. Analysis of difference between perception and expected customer service quality revealed room for improvement in almost all areas.

- When considering the five dimensions reliability, tangibility and empathy are found to be at adverse condition. Hence the company has to improve these three dimensions with more care. And empathy should be given additional care as it is found to be very low in serviced quality score.

III.REFERANCES

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