

A Study On Customer Satisfaction On Sales

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Abstract:

Customer satisfaction plays a critical role in the success and sustainability of any business, particularly in the area of sales. This study examines the key factors that influence customer satisfaction within the sales process, including product quality, pricing, customer service, delivery efficiency, and post-sale support. By analysing the customer feedback, sales data, and service interactions helps to identify the patterns and gaps in customer expectations versus actual experiences. This study was conducted with the aim to investigate the key factors influencing customer satisfaction on sales at the company. The research employed descriptive analysis and primary data was collected through distributing questionnaires to 150 customers, who were selected through the random sampling technique. In this study, the descriptive research method is used and random sampling method has been used to collect every respondent's opinion satisfaction.

Keywords: Customer satisfaction, customer perception, Quality.

1. REVIEW OF LITERATURE

Michael Nayat and Yogi Tri (2021), The study examines Assessment of service quality has been widely utilized in after-sales service, especially in the automotive industry. The purpose of the study was to determine factors affecting customer satisfaction in an automotive after-sales service at Toyota Dasmarinas-Cavite Philippines by utilizing the SERVQUAL approach. **Sri Lestari, Suyanto, and Mursida Kusuma (2021)** This research seeks to find out how to provide satisfaction to consumers. The aim is to analyze and test empirically the effect of price and sales promotion on customer satisfaction that is mediated by service quality. This study uses primary data; questionnaires are distributed to 100 consumers at the Jingga Project boutique. The sampling technique uses simple random sampling. **Erry Sunarya and Maun Jamaludin (2022)**, This study aimed to determine the magnitude of the effect of product quality and after-sales service on consumer satisfaction. The research method used is a descriptive and associative method with the research design is a causality and verification type of investigation. **Shahriar Soltani, Farzad Movahedi Sobhani, and Seyed Esmaeil Najafi (2022)**, Determining the factors affecting customer satisfaction in after-sales service in various industries has been studied. However, the importance of after-sales service by considering customer demographic factors in the automotive industry and its impact on organizational profitability needed further investigation. **B. S. Suresh; M. Suresh (2024)**, Analysing retail sales data is essential for enhancing the product sales rate and helps to maintain trust between retailers and customers. Various existing methods employed strategies to

increase customer satisfaction but failed to achieve significant results due to improper analysis of retail sales factors. Analysing collected online shopping data is crucial for optimizing retail sales. **B. S. Suresh; M. Suresh (2024)** Analysing retail sales data is essential for enhancing the product sales rate and helps to maintain trust between retailers and customers. Various existing methods employed strategies to increase customer satisfaction but failed to achieve significant results due to improper analysis of retail sales factors. Analysing collected online shopping data is crucial for optimizing retail sales.

OBJECTIVES OF THE STUDY

- To assess the impact of customer satisfaction on sales performance.
- To identify the key factors influencing customer satisfaction on sales.

NEED FOR THE STUDY

- To Identifies customer expectations and areas for improvement in the sales process.
- To provides insights into enhancing customer retention and loyalty.
- To support competitive advantage by ensuring high customer satisfaction.

SCOPE OF THE STUDY

- The Study is exclusively conducted to understand customer satisfaction in their sales operation.
- The study aims to assess the effectiveness of the company's sales strategies in meeting customer needs and expectations.

LIMITATIONS OF THE STUDY

- Some of the data given by the respondents may be bias.
- Due to the limitation of the time the study could not be make more detailed.

2. RESEARCH METHODOLOGY

Research Design

The type of research is descriptive in nature.

Statistical Tools

After the data have been collected, an analysis has been done with the following tool.

- Chi-Square test
- Correlation

Data Analysis and Interpretation

Chi Square Test

Null HypothesisH0: There is no significant difference between price that meets customer expectations and quality of the products are satisfied.

Alternative Hypothesis H1: There is significant difference between price that meets customer expectations and quality of the products are satisfied.

Table 1 Cross Tabulation

Cross Tabs		The price of the products					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
The Quality of products that meets customer expectation	Strongly Agree	40.5	0	0	0	0	40.5
	Agree	0	62.5	0	0	0	62.5
	Neutral	0	0	33.5	0	0	33.5
	Disagree	0	0	0	7.5	0	7.5
	Strongly Disagree	0	0	0	0	6	6
	Total	40.5	62.5	33.5	7.5	6	150

Summary of Chi-Square

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
The quality of the products that meets customer expectations and The price of the products are satisfied.	150	100.0%	0	0.0%	150	100.0%

Chi-Square Test

	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.307	16	<.001
Likelihood Ratio	58.920	16	<.001
N of Valid Cases	150	1	<.001

Inference

From the above table it is inferred that, Value of $p < .001$ which is less than 0.05. Null Hypothesis is accepted. There is an association between Organization provides quality products that meets customer expectation and price of the papers are satisfied.

Correlation Analysis

Null Hypothesis H0: There is no significant difference between the customer are satisfied with the features of the products and customer are satisfied with the timely updates of the products status.

Alternative Hypothesis H1: There is a significant difference between the customer are satisfied with the features of the products and customer are satisfied with the timely updates of the products status.

Table 2 Correlation

The customer are satisfied with the features of the products.	Correlation coefficient	1	0.390
	Sig. (2-tailed)		<.001
	N	150	150
The customers satisfied with timely updates of the products status.	Correlation coefficient	0.390	1
	Sig. (2-tailed)	<.001	
	N	150	150

Inference

From the above table 4.39, it is inferred that $r = 0.390$ (r value lies between -1 to +1), hence it is clear that there is positive correlation relationship between the customer are satisfied with the features of the products and The customers satisfied with timely updates of the products status. So Alternative hypothesis is accepted, this reveals that there is relationship between the features of the products and timely updates of the products status.

3. CONCLUSION

The study clearly indicates that customer satisfaction plays a vital role in enhancing sales performance at the company. Through the study, it was found that key factors influencing customer satisfaction include product quality, Timely delivery, pricing, customer service, and after sales support. Customer who reported higher satisfaction levels were more likely to engage in repeat purchases and recommend the company to others, thereby contributing to increased sales.

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