

A STUDY ON EXTERNAL QUALITY SERVICE AT PYNUX SOFT SOLUTIONS

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

SABEETHA.J

Register No.41410259



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY - 2023



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BONAFIED CERTIFICATE

This is to certify that this Project Report is the bonafide work of **J. SABEETHA 41410259** who carried out the project entitled "**A STUDY ON EXTERNAL QUALITY SERVICE AT PYNUX SOFT SOLUTION**" under my supervision from January 2023 to March 2023.

DR. BLESSIE PATHMU

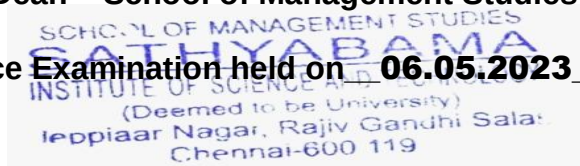
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DECLARATION

I **J. SABEETHA (41410259)** hereby declare that the Project Report entitled “**A STUDY ON EXTERNAL QUALITY SERVICE AT PYNUX SOFT SOLUTION**” done by me under the guidance of **DR. BLESSIE PATHMU** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:006.05.2023

PLACE: CHENNAI



SABEETHA.J

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I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

SABEETHA.J

30th March, 2023

To,

The Head of Department,

Sathyabama Institute of Science and Technology,

Chennai.

TO WHOMSOEVER IT MAY CONCERN

With the completion of the internship between January 10, 2023, and March 30, 2023, **Ms. Sabeetha J (41410259)**, a final-year MBA student at Sathyabama Institute of Science and Technology, Chennai, is thus certified as having successfully finished the course.

She put in a lot of effort and was highly driven. She worked very hard and put in a lot of time, and she did a great job.

We hope she has success in all of her future undertakings.

With warm regards,
For **Pynux Soft Solutions**


Authorized Signatory
Human Resources Department

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ABSTRACT

The concept of service quality which represents the services provided to the actual customers or consumers of Pynux soft solutions.

Service quality is a measure of how well a delivered service matches the customers' expectations. Generally, the customer is requesting a service at the service interface where the service encounter is being realized, and then the service is being provided by the provider and in the same time delivered to or consumed by the customer.

The study is based on the services provided by an organization. The study is about what kind of services an organization provides to its internal and external customer for customer satisfaction. So, that they may retain long term relationship with their customers.

The main reason to focus on quality is to meet customer needs while remaining economically competitive in the same time. This means satisfying customer needs is very important for the enterprises to survive. The outcome of using quality practices is:

- Understanding and improving of operational processes
- Identifying problems quickly and systematically
- Establishing valid and reliable service performance measures
- Measuring customer satisfaction and other performance outcomes

In this study we are using both the primary and the secondary data. Here primary data is used to collect information from the respondents and secondary data to get basic information like company profile, industry profile and review of literature.

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CHAPTER - I

1.1 INTRODUCTION

Service quality involves a comparison of expectations with performance. According to Lewis and Booms service quality is a measure of how well a delivered service matches the customers' expectations.

Generally, the customer is requesting a service at the service interface where the service encounter is being realized, and then the service is being provided by the provider and in the same time delivered to or consumed by the customer.

The main reason to focus on quality is to meet customer needs while remaining economically competitive in the same time. This means satisfying customer needs is very important for the enterprises to survive. The outcome of using quality practices is.

- Understanding and improving of operational processes
- Identifying problems quickly and systematically
- Establishing valid and reliable service performance measures
- Measuring customer satisfaction and other performance outcomes

Service quality is a business administration's term and describes the degree of achievement of an ordered service.

In this connection, objective and subjective service quality can be distinguished.

- Objective service quality is the concrete measurable conformity of a working result with the previous defined benefit; since the measurability is remarkable dependent on the definition's accuracy, a measurable quality criterion easily can turn out as a subjective one.
- Subjective service quality is the customers perceived conformity of the working result with the expected benefit; this perception is overlayed with the customer's original imagination of the service and the service provider's talent to present his performance as a good one.

Moreover, a defined result can turn out as unreachable. Then the best possible achievable result would be the objective ideal result, but subjective still be an unsatisfactory result of a service.

Service quality can be related to service potential, service process or service result. In this way for example, potential quality can be understood as the co-workers qualification, process quality as the speed of the generated service and result quality as how much the performance matched the customer's wishes.

CRITERIA OF SERVICE QUALITY

A customer will have an expectation of service determined by factors such as recommendations, personal needs and past experiences. The expectation of service and the perceived service result may not be equal, thus leaving a gap.

Ten determinants which may influence the appearance of a gap were described by Parasuraman, Zeithaml and Berry.

Competence is the possession of the required skills and knowledge to perform the service. For example, there may be competence in the knowledge and skill of contact personnel, knowledge and skill of operational support personnel and research capabilities of the organization.

Courtesy refers to factors such as politeness, respect, consideration and friendliness of the contact personnel; consideration for the customer's property and a clean and neat appearance of contact personnel.

Credibility refers to factors such as trustworthiness, believability and honesty. It involves having the customer's best interest at heart. It may be influenced by company name, company reputation and the personal characteristics of the contact personnel.

Security represents the customer's freedom from danger, risk or doubt including physical safety, financial security and confidentiality.

Access refers to approachability and ease of contact. For example, the waiting time is not excessive and there are convenient hours of operation and a convenient location.

Communication means both informing customers in a language they are able to understand and also listening to customers. A company may need to adjust its language for the varying needs of its customers. Information might include for example, explanation of the service and its cost, the relationship between services and costs and assurances as to the way any problems are effectively managed.

Knowing the customer means making an effort to understand the customer's individual needs, providing individualized attention, recognizing the customer when they arrive and so on.

Tangibles are the physical evidence of the service, for instance, the appearance of the physical facilities, tools and equipment used to provide the service; the appearance of personnel and communication materials and the presence of other customers in the service facility.

Reliability is the ability to perform the promised service in a dependable and accurate manner. The service is performed correctly on the first occasion, the accounting is correct, records are up to date and schedules are kept.

Responsiveness refers to the willingness of employees to help customers and to provide a prompt timely service, for example, mailing a transaction slip immediately or setting up appointments quickly.

1.2 INDUSTRY PROFILE

INTRODUCTION

The IT & BPM sector has become one of the most significant growth catalysts for the Indian economy, contributing significantly to the country's GDP and public welfare. The IT industry accounted for 7.4% of India's GDP in FY22, and it is expected to contribute 10% to India's GDP by 2025.

As innovative digital applications permeate sector after sector, India is now prepared for the next phase of growth in its IT revolution. India is viewed by the rest of the world as having one of the largest Internet user bases and the cheapest Internet rates, with 76 crore citizens now having access to the internet.

The current emphasis is on the production of significant economic value and citizen empowerment, thanks to a solid foundation of digital infrastructure and enhanced digital access provided by the Digital India Programme. India is one of the countries with the quickest pace of digital adoption. This was accomplished through a mix of government action, commercial innovation and investment, and new digital applications that are already improving and permeating a variety of activities and different forms of work, thus having a positive impact on the daily lives of citizens.

India's rankings improved six places to the 40th position in the 2022 edition of the Global Innovation Index (GII).

MARKET SIZE

According to National Association of Software and Service Companies (Nasscom), the Indian IT industry's revenue touched US\$ 227 billion in FY22, a 15.5% YoY growth.

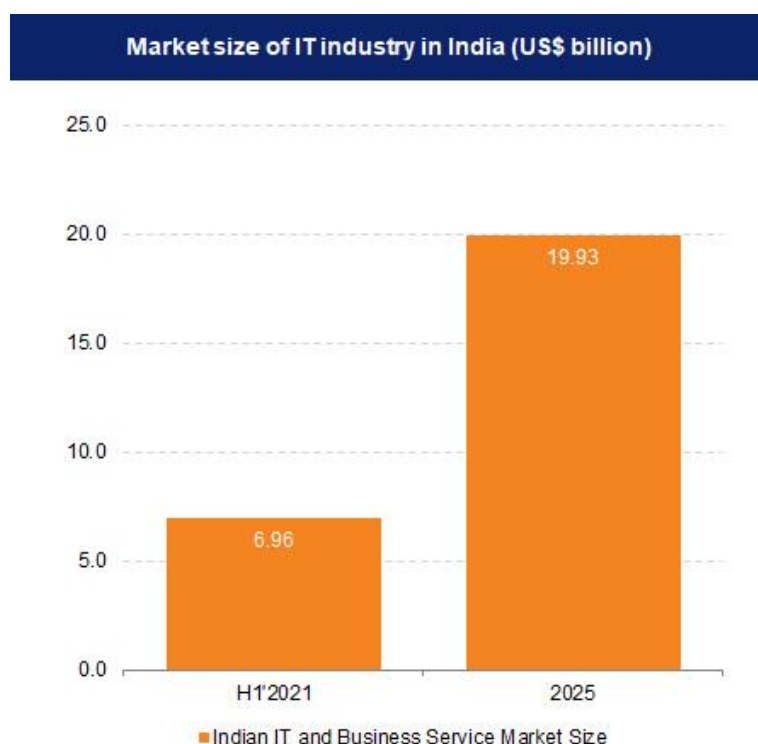
According to Gartner estimates, IT spending in India is expected to increase to US\$ 101.8 billion in 2022 from an estimated US\$ 81.89 billion in 2021.

Indian software product industry is expected to reach US\$ 100 billion by 2025. Indian companies are focusing on investing internationally to expand their global footprint and enhance their global delivery centres.

The data annotation market in India stood at US\$ 250 million in FY20, of which the US market contributed 60% to the overall value. The market is expected to reach US\$ 7 billion by 2030 due to accelerated domestic demand for AI.

Exports from the Indian IT industry stood at US\$ 149 billion in FY21. Export of IT services has been the major contributor, accounting for more than 51% of total IT export (including hardware). BPM and engineering and R&D (ER&D) and software products export accounted for 20.78% each to total IT exports during FY21. The ER&D market is expected to grow to US\$ 42 billion by 2022.

The IT industry added 4.45 lakh new employees in FY22, bringing the total employment in the sector to 50 lakh employees.



INVESTMENTS/ DEVELOPMENTS

Indian IT's core competencies and strengths have attracted significant investment from major countries and companies.

- In November 2022, ICICI Bank introduced two new products for its NRI clients - Loan against Deposits (LAD) and Dollar Bonds, at its branch in GIFT City.

- In November 2022, Amazon Web Services announced the launch of its second AWS infrastructure region in India - the AWS Asia Pacific (Hyderabad) Region. By 2030, it is anticipated that the region will support more than 48,000 full-time jobs annually thanks to investments totaling more than US\$ 4.4 billion in India.
- In November 2022, Google established a partnership with local gaming startup SuperGaming through its Google Cloud division. As part of the collaboration, game developers who use Google Cloud to create, host, and distribute their games will have access to SuperGaming's SuperPlatform game engine.
- HDFC Bank has partnered with Flywire to enable their customers to make fee payments digitally to overseas colleges and universities.
- In August 2022, Network People Services Technologies (NPST) announced that it was working on a banking super app. The high-end platform can be used by banks, fintech companies, and other BFSI players, and it will offer a seamless user experience with all banking, financial, and transactional services combined into a robust, smart app.
- In August 2022, PwC India announced that it was planning to hire 10,000 employees in the cloud and digital technologies space over the next five years.
- In October 2022, PE/VC investments in the technology sector stood at US\$ 157 million across 12 deals.
- The computer software and hardware sector in India attracted cumulative foreign direct investment (FDI) inflows worth US\$ 88.94 billion between April 2000-June 2022. The sector ranked second in FDI inflows as per the data released by Department for Promotion of Industry and Internal Trade (DPIIT). Computer software and hardware make up 14.70% of the cumulative FDI inflows.
- In July 2022, the Union Bank of India (UBI) launched a Metaverse Virtual Lounge and Open Banking Sandbox environment in partnership with Tech Mahindra.
- In June 2022, ZStack International, a worldwide market leader in cloud computing, IaaS and PaaS solutions, announced that they were entering into India and the SAARC Region.

- In June 2022, Redington India, an IT provider, entered into a multi-year strategic agreement with Amazon Web Services (AWS) to drive cloud technology adoption in India.
- American-Irish consumer credit reporting company Experian is planning a major expansion of its global innovation centre (GIC) in Hyderabad to about 4,000 employees over the next three to five years. According to sources, GIC will concentrate on employing emerging technologies in the BFSI (banking, financial services, and insurance) sector, including cloud computing, big data analytics, artificial intelligence, and machine learning.
- In 2021, PE investments in the IT sector stood at US\$ 23.4 billion.
- India's IT startup ecosystem has received record investments of nearly US\$ 36 billion in privately held companies in 2021, up from US\$ 11 billion in 2020.
- In March 2022, Licious, India's largest tech-first, fresh animal protein brand, raised US\$ 150 million in a Series F2 funding round.
- In March 2022, Byju's raised US\$ 800 million in funding as part of a pre-IPO round, which values the Bengaluru-based company at about US\$ 22 billion.
- In March 2022, debt marketplace CredAvenue raised US\$ 137 million in a funding round led by Insight Partners, B Capital Group and Dragoneer Investment Group, which propelled the startup's valuation to US\$ 1.3 billion.
- In February 2022, Hasura, a software company which helps developers with tools, raised US\$ 100 million in a fresh funding round led by Greenoaks Capital, which elevate the company into a unicorn.
- In January 2022, Google announced plans to invest US\$ 1 billion in India's Bharti Airtel Ltd. to push India's digital ecosystem.
- Amazon has partnered with Airtel to sell Amazon Web Services (AWS) to its customers and intends to inject US\$ 1.6 billion in their two upcoming data centres in Hyderabad.

- In November 2021, Wipro partnered with TEOCO to build solutions for communication service providers (CSPs) to improve network automation, efficiency, flexibility and reliability.
- In August 2021, Tata Consultancy Services was adjudged a leader in the NelsonHall NEAT for CX Services in Banking, Financial Services and Insurance (BFSI).

1.3 COMPANY PROFILE

They are a technology driven, agile organization focused on building and managing software products using proven and emerging technologies. They deliver world class custom software products that can scale and are maintainable over their lifecycle.

The organization combines technology & innovation together to deliver value-based products & services to our clients. They believe in maintaining long term relationships with our clients, therefore focusing on the unaware needs of our clients so that they don't need to do any kind of brainstorming. They work round the clock to bring to our clients pioneering technologies that'll change the face of their business and enable their vision with our technical expertise.

Their offerings are built for an expanding workspace and strive to manage by exception to improve operational efficiency. They believe in doing the best for our clients because they care. A software organization exists to solve our client's problem in an innovative way to drive the ultimate results.

Values

The values of commitment to clients, ethics and society through sustained collaboration, honesty and opportunity creation partnerships.

Mission

The mission is to create products and services for the smooth functioning of our client's business resulting in sustained long-term growth.

Data Analytics

They are a data analytics services company that drives digital transformation using disruptive technologies

Partnering with us enables you to implement data analytics best practices.

They adopt a dynamic approach with real-time data analysis aided with the right technology that drives a competitive edge. Data is a precious asset in today's business world. Organizations rely heavily on data analytics to make quick and well-informed decisions, minimize risks, and maximize profits.

However, companies prefer to outsource data analytics services because implementing data analytics in-house has its fair share of challenges.

- They need hands-on experience of the latest tools and technology used in the process.
- They have to deal with issues of privacy and data security.
- They need a dedicated team to take care of the ongoing data analytics process.
- They have to combine and synchronize unstructured data from disparate sources.

Business Benefits and Key Offerings of Our Data Analytics Services

The data analytics services and solutions synchronize your data with the strategic, tactical, and operational goals of your organization. Depending on your business needs, we offer a suitable combination of different analytics techniques, including -

- Prescriptive Analytics, making use of data and models to optimize your forthcoming business decisions
- Predictive Analytics to forecast probable future outcomes

They derive insights from your business information to optimize functioning across all levels. Our series of data and analytics services help create solutions to let your data speak for itself amid digital transformation, from forecasting and performance analysis to strategy and optimization consulting.

Considering the volume and variety of your growing data stores, we streamline your data processing procedure to unlock hidden insights while reducing costs.

They are hiring Pynux as your data analytics services provider, your business gets the advantage of information management, customized data analytics solutions, and advanced decision science, among other things

DevOps Services and Solutions

Ensure Faster Software Delivery with DevOps

Partnering with us enables you to implement data analytics best practices.

As a DevOps service provider, Uses effective collaboration tools & provide agile delivery to help you achieve rapid deployment and better resilience to volatility. They DevOps engineers incorporate DevOps processes in your organization and use modern tools that complement our frameworks. They automate your cloud infrastructure and processes while ensuring continuous delivery and continuous integration to quickly get your product to the market. They focus on continuous integration & continuous deployment, client collaboration, regular process improvement and proactive monitoring to help enterprises of all sizes optimize their IT operations.

They are assured of feature-rich product development, adherence to delivery timelines, and an end product that outstrips the competition. By implementing market-validated continuous integration and continuous delivery practices, we give you a superior digital experience with the DevOps consulting services.

They Support to stay ahead of the competition, The assess your current infrastructure & pipelines to pick the best tools for transformation. As part of our DevOps implementation services, we create a strategic roadmap and help with faster & agile delivery of products. They select the right architecture and compatible tools to make your development journey a smooth one. Right from building, integrating, deployment and operations, simplify the processes.

The DevOps approach orchestrates all DevOps tools, CI/CD processes, and practices you need to accelerate software delivery. With us, you can automate infrastructure, streamline operations, as well as facilitate Infra/Dev/Ops/QA/Security communication. They help clients to build a friction-free operational environment, and leverage secure coding practices. Their development and operations practices are industry-validated and based on modern industry standards.

Mobile App Development

1. Succeed with Your Own Mobile App!

Mobile App Development

Transform your unique ideas into intuitive apps that provide seamless user-experience and power productivity.

They understand their business needs and provide custom app development services. This includes app architecture, designing, deployment & testing and migration as well. Companies and organizations choosing Pynux for their custom mobile application development needs can be assured that their final deliverable, no matter the technology its built on, will be secure, scalable and sustainable in whatever environment its hosted.

Pynux welcomes all types of mobile app implementation – from website-to-app conversion to original concept realization; from refactoring of your existing code to blank-slate app development. They offer native mobile development for iOS, Android and cross-platform/hybrid development on Cordova/PhoneGap, Xamarin, and React Native. Their business analysts help you decide on the platforms to target and choose a suitable development framework. Pynux can also build cross-platform mobile applications that will work on any device or platform. They offer best-in-class native & cross-platform app development services enabling faster go to market. The technical prowess enables us to create intuitive cross-platform apps that feel like native apps.

Software Development Services

Build Innovative Applications For Accelerated Performance & Growth

The enterprise services enable businesses with next-generation software for web, mobile and desktop platforms. They cover the essential components of design, development, maintenance and support. Partnering with us for enterprise application development services lets you transform your software vision into successful technology outcomes. They uniquely combine both the in-demand and existing technologies and top-notch development frameworks, including Angular, Laravel, React & more. If you are looking for a qualified custom enterprise software development solutions provider, they have you covered.

As a pioneer in custom enterprise solution development, the change as your digital transformation partner. The leverage next-generation technologies to help you to meet the ever-evolving customer expectations. These capabilities help you thrive in this era of rapid digitalization by creating a competitive edge.

Application Maintenance & Support

As a success-driven custom enterprise software development company, we don't stop at the final prototype. The maintenance and support services help focus on stabilizing & optimizing your applications' functionality to maintain quality levels. Ensure, that your apps remain future-oriented and scalable through regular updates.

Application Integration

As a firm specialized in developing enterprise software, we're experienced in integrating complex API & robust microservices. They plug your existing cloud applications and on-premise systems to ensure seamless data connectivity, uninterrupted operations & smooth collaboration. Boost your productivity with rightly implemented enterprise software.

1.4 NEED OF THE STUDY

-  The research is a contribution to developing new knowledge in the discipline of service quality provided by the organization.
-  The research will facilitate policy and strategic development in respect to the service quality.
-  The research is in partial fulfillment of the requirement to obtain a certificate of MBA.

1.5 OBJECTIVES OF STUDY

PRIMARY OBJECTIVES

- To analyze and study about the external services quality of the Pynux soft solutions.

SECONDARY OBJECTIVES

- To study about the service that is provided by the company to their external customers.
- To study the effectiveness of the quality of services provided to the external clients.
- To evaluate the factors that has an effect on the external quality of services.
- To give the appropriate suggestions this can be applied to improve the services quality.

1.6 SCOPE OF THE STUDY

In today's rapidly changing environment, clients are the main asset for any organization, no matter whether they are internal clients like employees or the external clients like other companies.

1. This study helps to know about the effectiveness of the service quality provided to both internal as well as external quality.
2. This study helps the organization to identify the area of problem and suggest ways to improve the service quality.
3. This study helps in understanding the process of service quality.

1.7 LIMITATIONS OF THE STUDY

1. The study is confined to a short period. This would not picture the exact position of company.
2. The results made using the statistical technique are expected outcomes and not the fact.
3. Every company will be having their own factors and situation. The findings of the study could be taken only as guidelines and cannot be applied directly to other companies.
4. In depth analysis of data is not possible due to time constraint.

CHAPTER - II

REVIEW OF LITERATURE

Retailers and marketers often seek to learn how and why people shop. The consumer decision- making process is a complex phenomenon. The purchase of goods or services includes a number of factors that could affect each decision. Decision making is more complex and even more important for consumers today than in the past. Consumers are besieged by advertising, news articles, and direct mailings that provide an abundance of information, much of it with mixed messages. In addition, increases in the number and variety of goods, stores, and shopping malls, and the availability of multicomponent products and electronic purchasing capabilities have broadened the sphere for consumer choice and have complicated decision making (Hafstrom et al., 2020).

Sproles and Kendall (2020) define a consumer decision making (CDM) style as “a mental orientation characterizing a consumer's approach to making choices.” Broadly speaking, there are three types of approaches in studying consumer decision-making styles: the psychographic/lifestyle approach, which identifies hundreds of characteristics related to consumer behavior; the consumer typology approach, which classifies consumers into several types; and the consumer characteristics approach, which focuses on different cognitive dimensions of consumer decision making (cf. Fan et al., 2020).

In the extant consumer behavior literature, most studies assume that all consumers approach shopping with certain decision-making traits that combine to form a consumer's decision-making styles. Academicians and researchers have long been interested in identifying these underlying decision styles of shoppers. For example, consumers are identified as economic shoppers, personalizing shoppers, ethical shoppers, apathetic shoppers, store- loyal shoppers, recreational shoppers, convenience shoppers, price-oriented shoppers, brand- loyal shoppers, name-conscious shoppers, problem-solving shoppers, quality shoppers, fashion shoppers, brand conscious shoppers and impulse shoppers. (Bellenger and Korgaonkar 2019; Darden and Reynolds 2019; Stone 2018, Williams, Painter, and

Nicholas 2016, Moschis 2017;Stephenson and Willett 2019, Gehrt and Carter 2016, Jacoby and Chestnut 2018, Lumpkin 2018). (cf. Hiu, A.Y. et al., 2019).

Using the consumer characteristics approach, Sproles (2019) developed a 50-item instrument to profile the decision making styles of consumers. Using data collected from 111 undergraduate women in two classes at the University of Arizona and employing a factor analysis technique, Sproles (2019) found six consumer decision-making style traits He named and described these traits: (1) Perfectionism, (2) Value Conscious, (3) Brand Consciousness, (4) Novelty-Fad-Fashion Consciousness, (5) Shopping Avoider-Time Saver-Satisficer (6) Confused, Support-Seeking Decision-Maker.

In a later study, Sproles and Kendall (2018) developed a comprehensive instrument called Consumer Style Inventory (CSI) to measure consumer decision making styles. The instrument was administered to 482 students in 29 home economics classes in five high schools in the Tucson, Arizona area. (cf. Fan, J.X., 2019). This instrument measures eight mental characteristics of consumer's decision making: perfectionism, brand consciousness, novelty-fashion consciousness, recreational, price-value consciousness, impulsiveness, confused by over choice, and brand-loyal/habitual. (cf. Mitchell, Vincent-Wayne, 2020).

According to Sproles & Kendall (2020) identification of these characteristics among consumers "helps to profile an individual consumer style, educate consumers about their specific decision making characteristics, and counsel families on financial management".

Consumer Style Inventory (CSI) developed by Sproles & Kendall (2021) was used by many researchers to study the consumer decision making styles. Some of the research are briefly described below.

Hafstrom et al. (2021) used the CSI to identify the decision-making styles of Korean students. They confirmed seven of the eight factors using Sproles & Kendall's analytical methods and conceptual framework. The only factor that was not confirmed was 'novelty fashion consciousnesses. They attributed this to possible links between 'brand consciousness' and 'fashion consciousnesses among young Korean consumers. Hiu et al. (2021) administered the CSI to 387

adult consumers in China. Their findings indicate that five decision-making styles are valid and reliable in Chinese culture. These styles were perfectionist, novelty-fashion conscious, recreational, price conscious, and confused by over choice.

Fan and Xiao (2021) used a modified CSI with Chinese students. They clearly identified five dimensions of consumer decision making styles: brand consciousness; time consciousness; price consciousness; quality consciousness; and information utilization.

Walsh et al. (2019) confirmed seven factors of consumer decision-making styles for German consumers. These factors were brand consciousness, perfectionism, recreational/hedonism, confused by overchoice, impulsiveness, novelty-fashion consciousness, variety seeking. Durvasula et al. (2019) administered the CSI on 210 undergraduate business students at a large university in New Zealand. They found eight consumer decision making styles. These styles are perfectionist, brand conscious, novelty-fashion conscious, recreational shopping conscious, price-value conscious, impulsive, confused by over-choice, and habitual/ brand- loyal.

Canabal, M.E. (2022) investigated the decision making styles of South Indian Consumers utilizing Customer Style Inventory. Using data collected from 173 college students from two institutions of higher education in the city of Coimbatore, South India, Canabal (2022) identified five decision making styles of South Indian. These styles are (1) Brand Conscious Style, (2) High Quality Conscious / Perfectionist Style, (3) Confused by Overchoice Style, (4) Impulsive / Brand Indifferent Style, and (5) Recreational Shopper Style.

E. Laird (2021) classified “The relative importance of self and ideas self image to the purchase intention of customer. He concludes that self image and self-image tend to be positively correlated in overall suspects the purchase intentions of some products tend to be more correlated with self image than cain ideal self image whereas in some other products the purchase intention tends to be more correlated with ideal self image.”

Kent Monroe (2019) conducted “A study of influence of price different and brand familiarity into brand preference. The findings of the experiment designed to isolated the effect of price increase than the price increase than to price decrease. Forcel choice, price, quality, experiment may lead to result that are artificial and brand familiarity is a dominant one is a choice behaviour.”

Samuel (2020) in his study focused to study the different factors considered by customers in selection of the handsets and the practices and preference for the use of mobile phone by customer and the opinion of customers on various services provided by the mobile Industry. He found that the respondents consider size, quality and price of the instruments. Servicing, an important factors for selecting the handset and the majority of the respondents are satisfied over the payment systems, quality of services, coverage area, tariffs and attending complaints.

(Harrison-Walker, 2021). Depending upon customer’s perception of cause of service failure, customer experiences negative emotions, thus affecting consumer behavior directly by negative emotions and indirectly by perception of the cause (Harrison-Walker, 2021).

(Chang & Hsiao, 2018) Emotions are an important ingredient of individual personality, and acts to create customer value, which in turn affects behavioral response. Service recovery is an important activity, as customer value is also created during service recovery process (Chang & Hsiao, 2018) through perceived risk and perceived justice based on emotional value.

(Nicolau-gonza & Casado-di, 2019).In a situation where the fails to respond to customer’s complaint, then the situation is described as double deviation situation (initial service failure then a failed service recovery). Under incidence of double deviation;—size of service failure,— recovery plans,— justice system,— emotions associated with recovery, and— recovery satisfaction; areimportant factors affecting customers response (Nicolau-gonza & Casado-di, 2019).

Concepcion Varela-Neira & Vazquez-Casielles, 2020). Socio-emotional selectivity theory, suggests that intensity of negative emotions has a reciprocal relationship with demographic factor of age. People tend to regulate their negative emotions better as they grow old. Young customers are likely to express stronger

negative emotions than the older lot. Satisfaction through service recovery strategies (compensation, apology, and speed of service recovery) can also affect negative emotions. Thus effective recovery strategies are important for consumer recovery satisfaction (Concepcion Varela-Neira & Vazquez-Casielles, 2020).

(Smith, 2019). People from different culture may react differently to negative service encounters. In general, a negative service encounter is viewed with anger. Compared to others, people from African origin reported sadness and feeling of 'being let down' and humiliated at the hands of service employees during negative service encounters (Smith, 2019).

(Laroche, Ueltschy, Abe, Cleveland, & Yannopoulos. Peter P., 2021). The difference in emotions across cultures is a result of variance in the interpretation of appraisal of situations. In collectivist Asian cultures; showing of dissatisfaction is discouraged, in order to maintain harmony and protection of interpersonal relationships. Such harmony discourages open display of negative emotions (Laroche, Ueltschy, Abe, Cleveland, & Yannopoulos. Peter P., 2021).

Waggett and Hoffman (2020), is "a customer's perspective based on expectation and then subsequent post purchase experience". In other words, it is an evaluation of products or services" quality level that meets or exceeds the customer expectations. The term customer satisfaction has been on the markets for a long time. In fact, many researchers and academicians emphasized that it is a key element for a company"s success in the market as well as a crucial factor for company"ssurvival as it has a positive effect on company"s profitability.

(Novikova, 2019; Angelova and Zekiri, 2019) It cannot be denied that a satisfied consumer has a tendency to buy more than a less satisfied one. In a highly competitive market, customer satisfaction is, indeed, a crucial key that builds strong and long-term relationships between the customers and the firm. The measure of customer satisfaction, therefore, has become a vital concern for many companies and services providers to achieve such success.

(Mohammad, 2021) Customer satisfaction is thought to be a precursor to behavioral intentions. Scholars have produced impressive evidence of the favorable effects of customer satisfaction on various behavioral intention indicators, such as repeat purchase (Szymanski and Henard, 2021), Bolton, 2019), willingness to recommend to others (Homburg et al., 2019), loyalty (Anderson and Sullivan, 2019), and profitability (Anderson et al., 2019; Bernhardt et al., 2019). Equally impressive results have also been found in healthcare research.

(Williams, 2020; Ahorny and Strasser, 2020) heal faster (Kincey et al., 2019) and are more likely to utilize services in the future (Baker, 2019). It is therefore an important business success strategy (Anderson et al., 2020; Yoon and Uysal, 2020). An individual's behaviour is not independent from others thoughts. Indeed, people are influenced by many opinions as well as attitude of people around them. (Eroglu, 2019).

Solomon et al. (2020) defines the term consumer behavior as a study of individuals or groups and products that help to shape their identities.

(Bennett 2019).Another definition of consumer behavior is “the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives”. (Bennett2019).

(Lovelock, Wirtz and Chew, 2021; Tsiotsou and Wirtz, 2021).Consumer decision-making goes through three stages, including the prepurchase stage, the service encounter stage, and post-purchase stage (Lovelock, Wirtz and Chew, 2021; Tsiotsou and Wirtz, 2021).

CHAPTER - III

RESEARCH METHODOLOGY

3.1 AN OVERVIEW:

Research is a scientific and systematic search for pertinent information on a specific topic. The advanced learner's dictionary of current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge." Redman and Moray define research as "a systematized effort to gain new knowledge." Research is an academic activity and as such the term should be used in a technical sense. According to Clifford Woody, research comprises of defining and redefining problems, formulating hypothesis or suggested solution; collection, organizing and evaluating data; making deductions and reaching conclusions; and at last, carefully testing the conclusions to determine whether they fit the formulating hypothesis.

3.2 RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It is a science of studying how research is done scientifically. The various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them are studied. The researcher should know the research techniques, the research methodology, how to develop certain tests, how to calculate the mean, median, mode or chi-square, how to apply a particular research technique, which methods are relevant and which are not, what would they mean and indicate and why. Researchers should understand the assumptions underlying the various techniques. Hence, research methodology has various dimensions and research methods constitute a part of research methodology.

3.3 RESEARCH DESIGN:

Research design is the decision regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. It can be defined as the arrangement of conditions for collection and analysis of data in a manner that aims to combine the relevance to the research purpose to the economy procedure. Research design is needed because it facilitate the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, time and money. In fact, research design has a great bearing on the reliability of the results arrived at end as such constitutes the firm foundation of the entire edifice of the research work.

3.4 DATA COLLECTION:

There are two types of data:

- Primary and
- Secondary

PRIMARY DATA are those which are collected afresh and for the first time and thus happen to be original in character.

SECONDARY DATA, on the other hand, are those which have already been collected by someone else and which have already being passed through the statistical process.

The methods of collecting primary and secondary data differ since; primary data are to be originally collected, while in the case of secondary data, the nature of data collection work is merely that of compilation.

FOR THIS STUDY:

In this study, primary data has been collected directly from the respondents using a questionnaire while the secondary data was collected from books, articles and the internet.

3.5 RESEARCH INSTRUMENT:

QUESTIONNAIRE:

A questionnaire is sent to the persons concerned with the request to answer the question and return the questionnaire. The questionnaire consists of a number of questions printed in a definite order on a form or set of forms. The questionnaire is mail to respondents who are expected to read and understand the questions and write down the reply in the space lent for the purpose in the questionnaire itself. The respondents have to answer the questions on their own

In this study, a questionnaire was used to collect data from the sample.

SAMPLE SIZE:

The sample size is 130.

3.6 TOOLS USED IN THE ANALYSIS

Data has been codified, tabulated and arrangement in a scientific manner statistical analysis. The term statistical refer to a measured value based on sample data. The various statistical techniques used are:

3.6.1 PERCENTAGE

It is a special kind of ratio, which is useful in making comparison between two or more series of data. It is also used to describe relationship between the variables.

3.6.2 ANALYSIS USING KARL PEARSON'S CORRELATION:

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables. The Pearson product-moment correlation coefficient is a measure of the strength and direction of association that exists between two variables measured on at least an interval scale. It is denoted by the symbol r .

3.6.3 CHI- SQUARE TEST I – (χ^2)

A chi-squared test, also referred to as chi-square test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi- squared distribution as closely as desired by making the sample size large enough.

The χ^2 test was first used by Karl Pearson in the year 1900. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation.

3.6.4 ONE WAY ANOVA

The ANOVA tests the null hypothesis that samples in two or more groups are drawn from populations with the same mean values. To do this, two estimates are made of the population variance. The ANOVA produces an F-statistic, the ratio of the variance calculated among the means to the variance within the samples. If the group means are drawn from populations with the same mean values, the variance between the group means should be lower than the variance of the samples, following the central limit theorem. A higher ratio therefore implies that the samples were drawn from populations with different mean values.

CHAPTER - IV

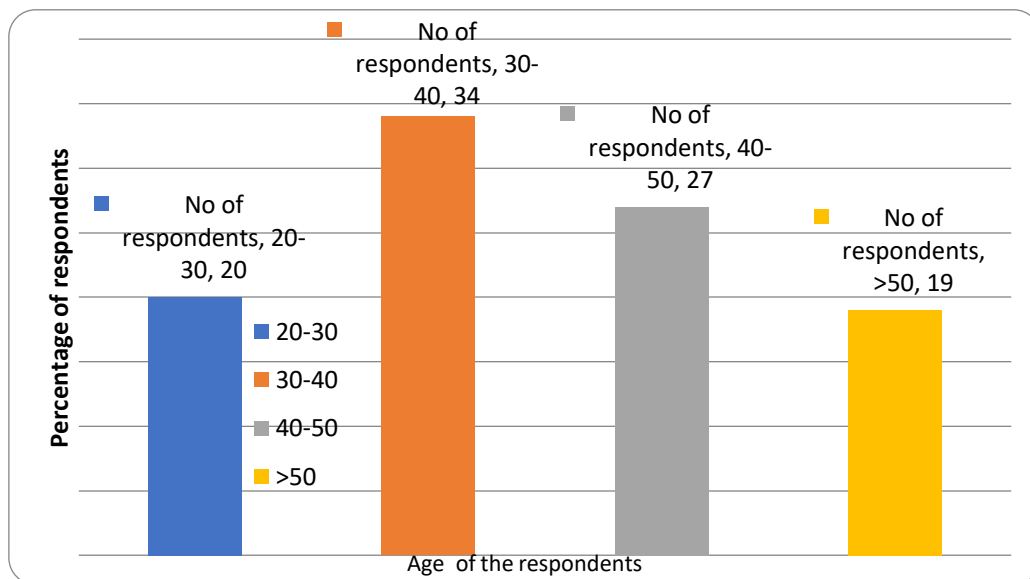
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Table showing the details about the age of the Clients

Age of the respondents	No of respondents	Percentage
20-30	26	20%
30-40	44	34%
40-50	35	27%
>50	25	19%
Total	130	100%

Chart 4.1.1 Table showing the details about the age of the Clients



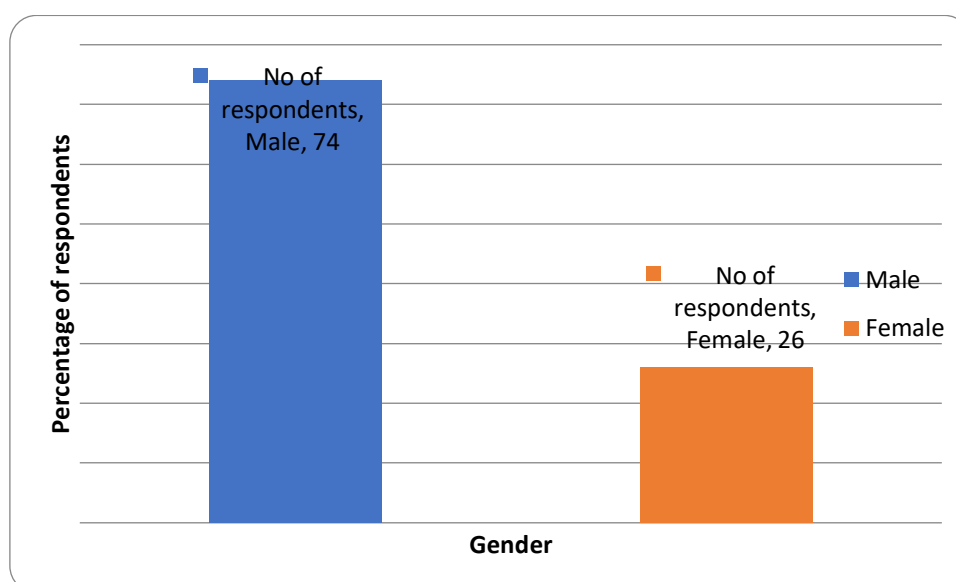
Inference:

From the above table it can be inferred that 34% of the respondents are in the age group of 30-40, 27% of the employees are of the age group 40-50, 20% of the employees are of the age group 20-30 and 19% of the employees are of the age group above 50.

Table 4.1.2: Table showing the details about the gender of the Clients

Gender	No of respondents	Percentage
Male	96	74%
Female	34	26%
Total	130	100%

Chart 4.1.2: Table showing the details about the gender of the Clients



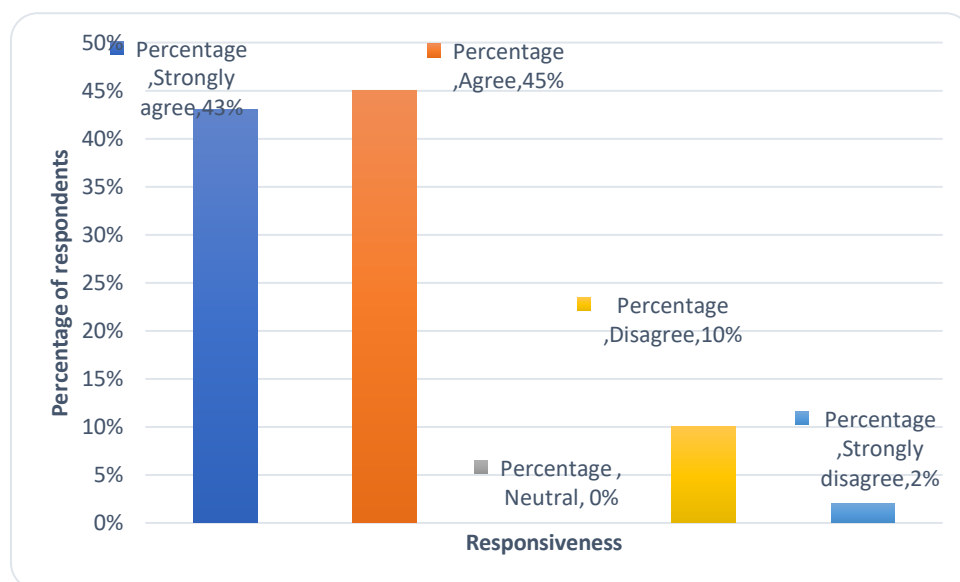
Inference:

From the table it is inferred that 74% of the respondents are male and 26% of respondents are female.

Table 4.1.3: Table showing the responsiveness in dealing with the clients:

Options	Respondents	Percentage
Strongly agree	56	43%
Agree	58	45%
Neutral	0	0%
Disagree	13	10%
Strongly disagree	3	02%
Total	130	100%

Chart 4.1.3: Table showing the responsiveness in dealing with the clients:



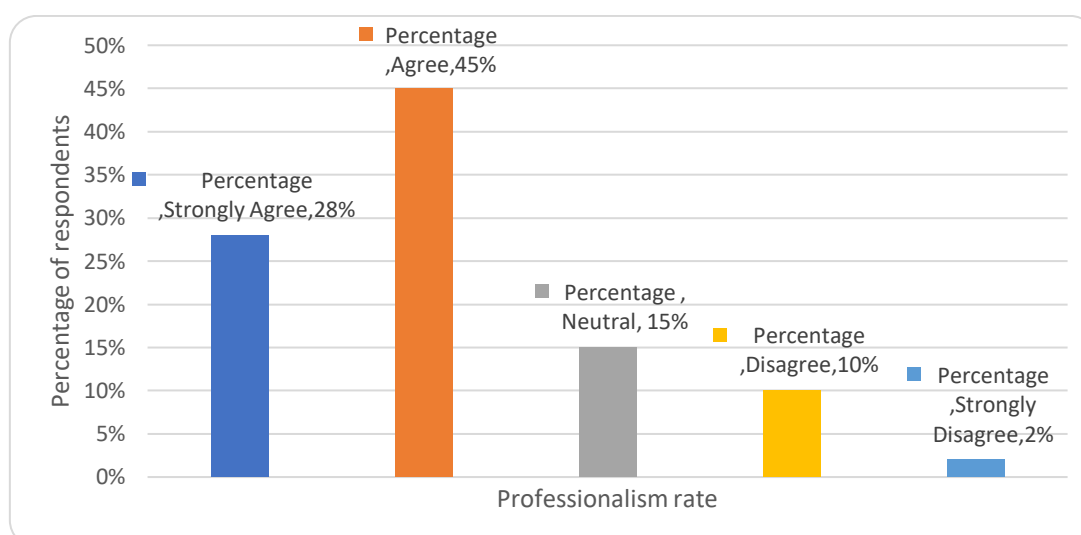
Inference:

From the table it is inferred that 45% of the respondents said that the responsiveness in dealing with clients is Agree, 43% of the respondents said that the responsiveness in dealing with clients is Strongly agree, 10% of the respondents said that the responsiveness in dealing with clients is disagree and only 2% said that it as Strongly disagree that the responsiveness is required for dealing with clients.

Table 4.1.4: Table showing the professionalism rate given by the clients:

Options	Respondents	Percentage
Strongly agree	36	28%
Agree	58	45%
Neutral	20	15%
Disagree	13	10%
Strongly Disagree	3	02%
Total	130	100%

Chart 4.1.4: Table showing the professionalism rate given by the clients:



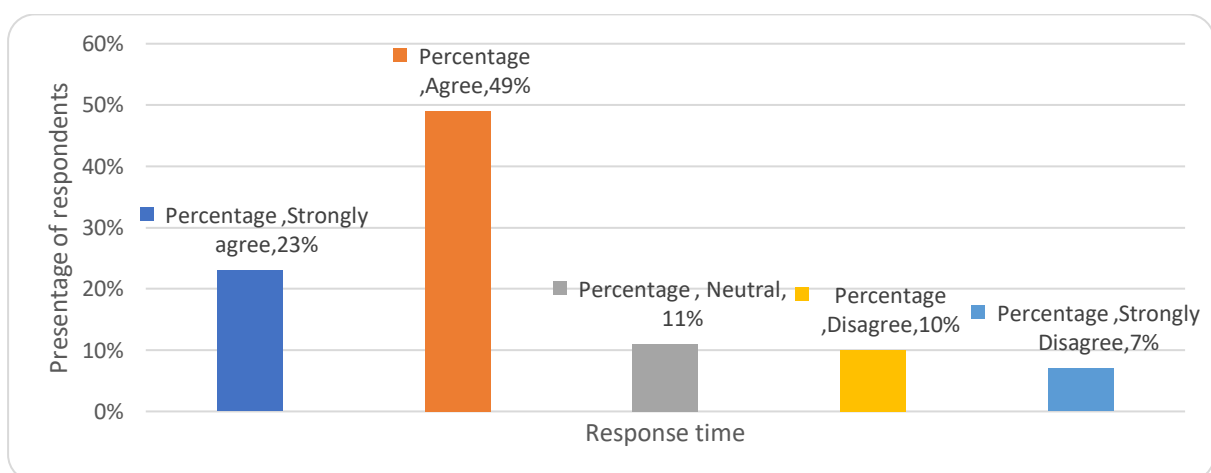
Inference:

From the table it is inferred that 45% of the respondents said that the organization is having a Agree professionalism, 28% of the respondents said that the organization is having a Strongly Agree professionalism, 15% of the respondents said that the organization is having a Neutral professionalism, 10% of the respondents said that the organization is having a Disagree professionalism and only 2% said that the professionalism is Strongly disagree.

Table 4.1.5: Table showing the technical competency of engineers and the response time:

Options	Respondents	Percentage
Strongly agree	30	23%
Agree	64	49%
Neutral	14	11%
Disagree	13	10%
Strongly Disagree	9	07%
Total	130	100%

Chart 4.1.5: Table showing the technical competency of engineers and the response time:



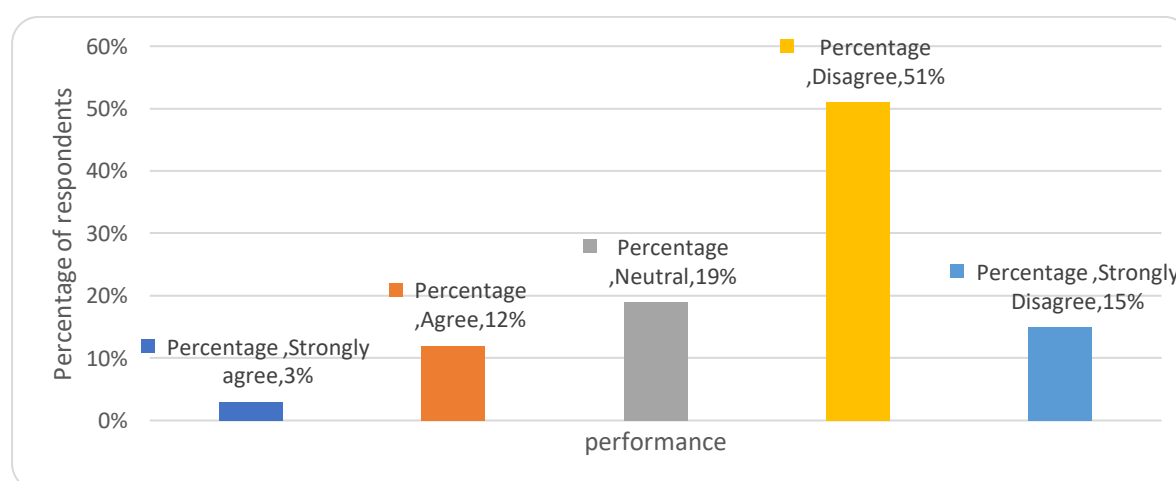
Inference:

From the table it is inferred that 49% of the respondents said that the technical competency of engineers and the response time is agree, 23% said that it's Strongly agree, 11% said that it's Neutral, 10% said that it's disagree and only 7% said that it's Strongly disagree.

Table 4.1.6: Table showing the products and services meeting the expectations regarding quality and performance:

Options	Respondents	Percentage
Strongly agree	4	03%
Agree	16	12%
Neutral	25	19%
Disagree	66	51%
Strongly Disagree	19	15%
Total	130	100%

Chart 4.1.6: Table showing the products and services meeting the expectations regarding quality and performance:



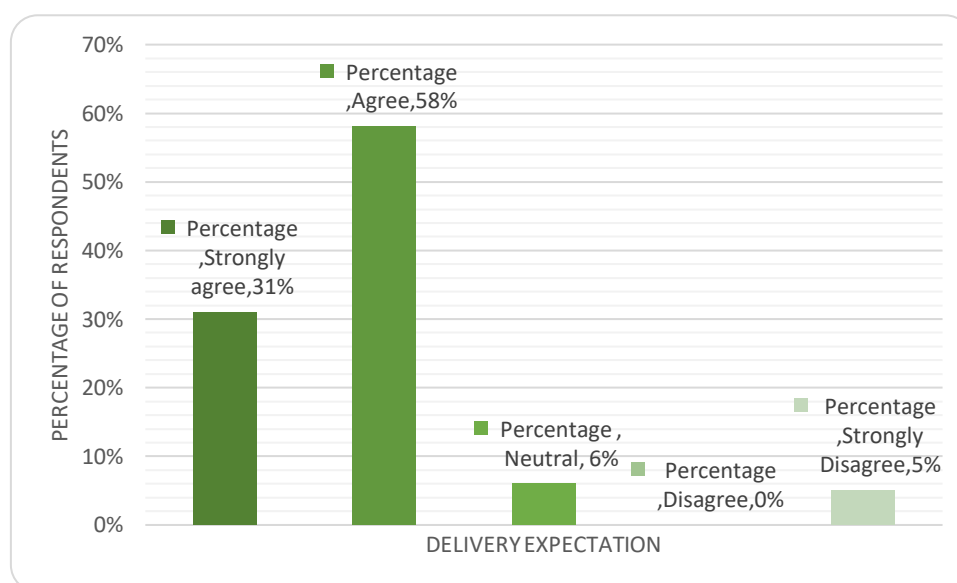
Inference:

From the table it is inferred that 51% of the respondents said that they are Disagree with the products and services meeting the expectations regarding quality and performance, 19% of the respondents said that they are Neutral with the products, 15% of the respondents said that they are Strongly Disagree with the products, 12% of the respondents said that they are agree with the products and 3% of the respondents said that they are Strongly disagree with the products.

Table 4.1.7: Table showing the delivery on time performance and commitment to meet delivery expectations:

Options	Respondents	Percentage
Strongly agree	40	31%
Agree	75	58%
Neutral	8	6%
Disagree	0	0%
Strongly Disagree	7	05%
Total	130	100%

Chart 4.1.7: Table showing the delivery on time performance and commitment to meet delivery expectations:



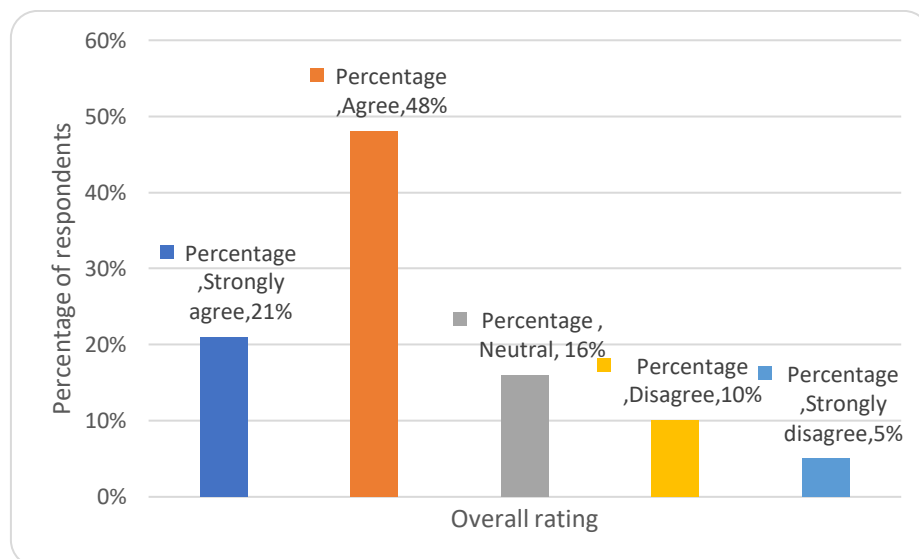
Inference:

From the table it is inferred that 58% of the respondents said that delivery on time performance Agree, 31% of the respondents said that delivery on time performance Strongly Agree, 6% of the respondents said that delivery on time performance Neutral and 5% of the respondents said that delivery on time performance Disagree.

Table 4.1.8: Table showing the overall rating to the Pynux soft solutions:

Options	Respondents	Percentage
Strongly agree	27	21%
Agree	62	48%
Neutral	21	16%
Disagree	13	10%
Strongly Disagree	7	05%
Total	130	100%

Chart 4.1.8: Table showing the overall rating to the Pynux soft solutions:



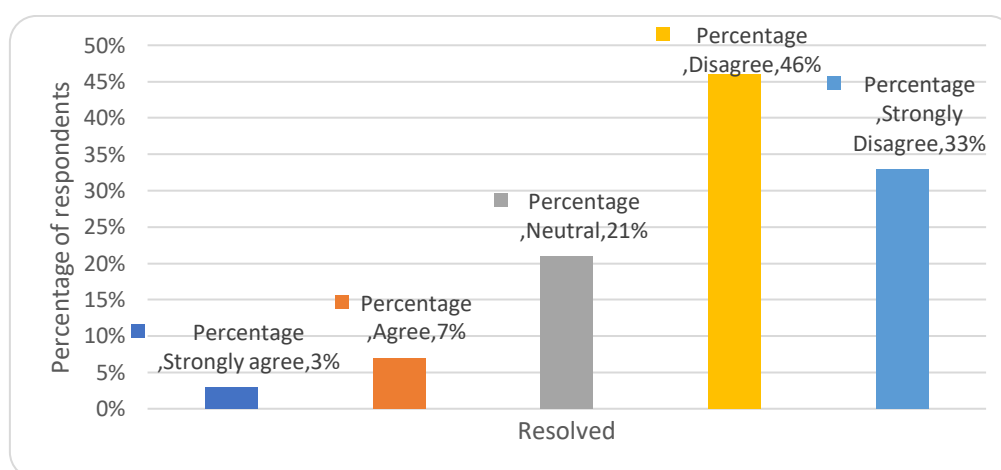
Inference:

From the table it is inferred that 48% of the respondents said that over all Pynux soft solutions is Agree, 21% of the respondents said that over all Pynux soft solutions is Strongly agree, 16% of the respondents said that over all Pynux soft solutions is Neutral, 10% of the respondents said that over all Pynux soft solutions is Disagree and 5% of the respondents said that over all Pynux soft solutions is Strongly disagree.

Table 4.1.9: Table showing the process of problem getting resolved:

Options	Respondents	Percentage
Strongly agree	4	03%
Agree	9	07%
Neutral	27	21%
Disagree	47	46%
Strongly Disagree	43	33%
Total	130	100%

Chart 4.1.9: Table showing the process of problem getting resolved:



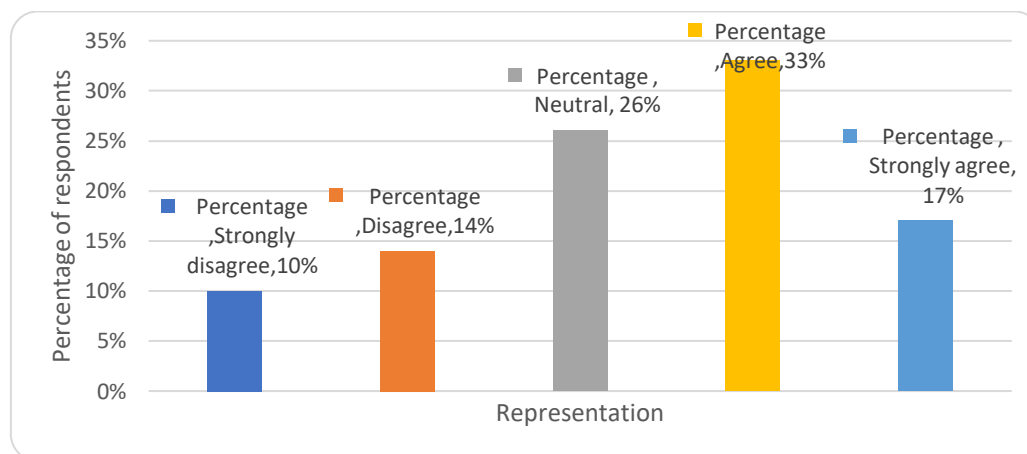
Inference:

From the table it is inferred that 46% of the respondents said that they are Disagree with the process followed by the organization resolve the problem, 33% of the respondents said that they are Strongly Disagree, 21% of the respondents said that they are Neutral with the process, 7% of the respondents said that they are agree with the process and 46% of the respondents said that they are Strongly agree with the process followed by the organization resolve the problem.

Table 4.1.10: Table showing the customer services representation as very courteous:

Options	Respondents	Percentage
Strongly disagree	13	10%
Disagree	18	14%
Neutral	34	26%
Agree	43	33%
Strongly agree	22	17%
Total	130	100%

Chart 4.1.10: Table showing the customer services representation as very courteous:



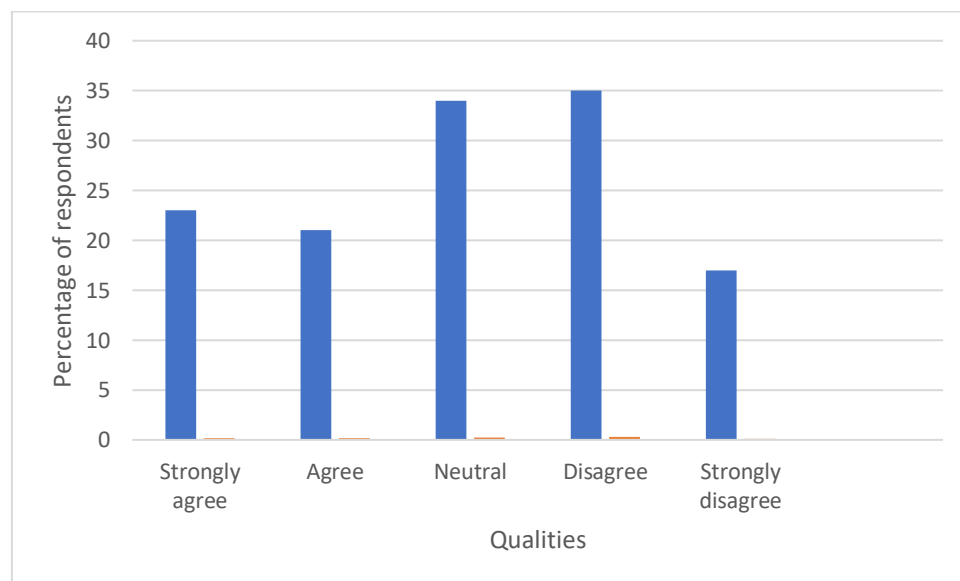
Inference:

From the table it is inferred that 33% of the respondents said that they are somewhat agree with the customer services representation, 26% of the respondents said that they are somewhat Neutral with the customer services representation, 17% of the respondents said that they are somewhat Strongly agree with the customer services representation, 14% of the respondents said that they are somewhat disagree with the customer services representation and 10% of the respondents said that they are somewhat Strongly disagree with the customer services representation.

Table 4.1.11: Table showing the qualities of the services representation which stood out:

Options	Respondents	Percentage
Strongly agree	23	18%
Agree	21	16%
Neutral	34	26%
Disagree	35	27%
Strongly disagree	17	13%
Total	130	100%

Chart 4.1.11: Table showing the qualities of the services representation which stood out:



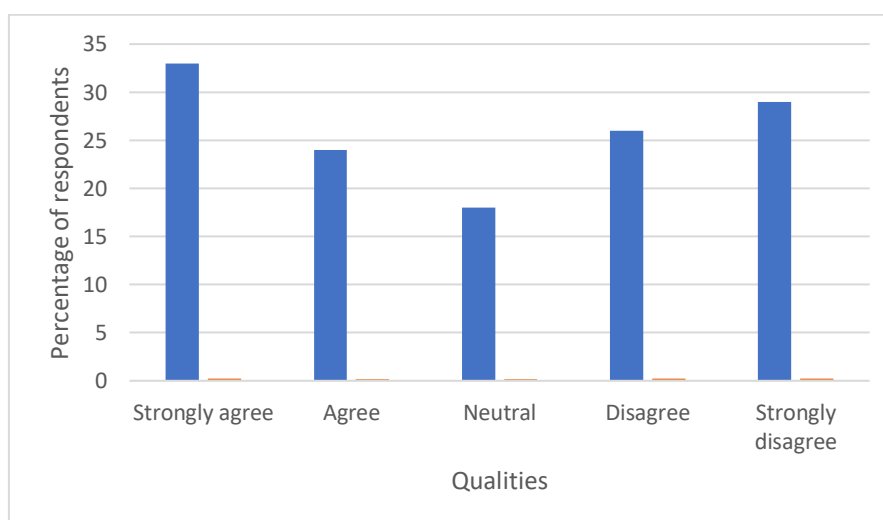
Inference:

From the table it is inferred that 27% of the respondents said that being Disagree representation which stood out, 26% of the respondents said that being Neutral representation which stood out, 18% of the respondents said that being Strongly agree representation which stood out, 16% of the respondents said that being agree representation which stood out and 13% of the respondents said that being Strongly disagree representation which stood out.

Table 4.1.12: Table showing the qualities of the customer services representative which irked:

Options	Respondents	Percentage
Strongly agree	33	25%
Agree	24	18%
Neutral	18	14%
Disagree	26	21%
Strongly disagree	29	22%
Total	130	100%

Chart 4.1.12: Table showing the qualities of the customer services representative which irked:



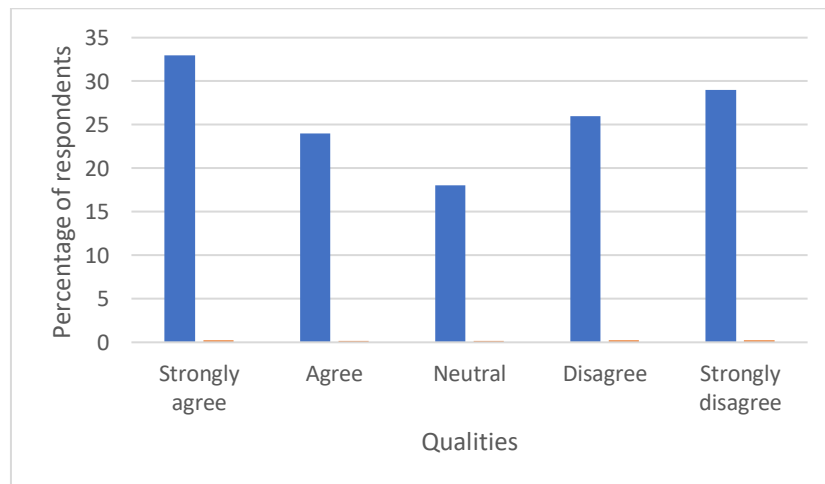
Inference:

From the table it is inferred that 25% of the respondents said that unresponsive is the Strongly Agree representation which irked, 22% of the respondents said that unresponsive is the Strongly Disagree representation which irked, 21% of the respondents said that unresponsive is the Disagree representation which irked, 18% of the respondents said that unresponsive is the Agree representation which irked and 14% of the respondents said that unresponsive is the Neutral representation which irked.

Table 4.1.13: Table showing the best described experience:

Options	Respondents	Percentage
Strongly agree	33	25%
Agree	24	18%
Neutral	18	14%
Disagree	26	21%
Strongly disagree	29	22%
Total	130	100%

Chart 4.1.13: Table showing the best described experience:



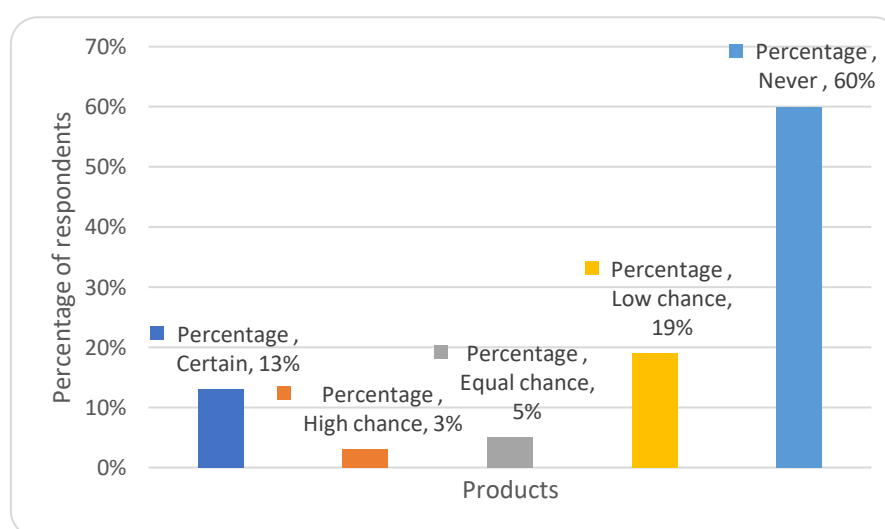
Inference:

From the table it is inferred that 25% of the respondents said that no improvement needed Strongly agree, 22% of the respondents said that no improvement needed Strongly disagree, 21% of the respondents said that no improvement needed disagree, 18% of the respondents said that no improvement needed Agree and 14% of the respondents said that no improvement needed said spoke slowly as neutral.

Table 4.1.14: Table showing the chance of being changes the product with other product and brand in next 12 months:

Options	Respondents	Percentage
Certain	17	13%
High chance	4	03%
Equal chance	6	05%
Low chance	25	19%
Never	78	60%
Total	130	100%

Chart 4.1.14: Table showing the chance of being changes the product with other product and brand in next 12 months:



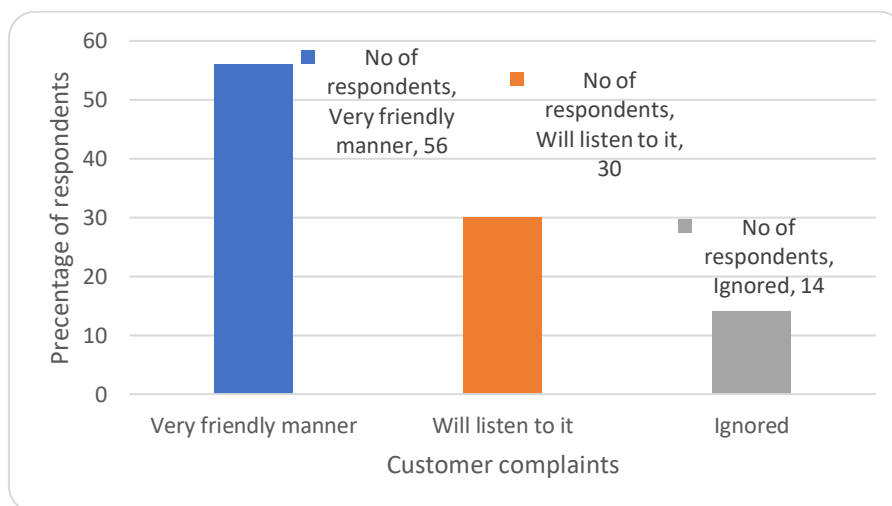
Inference:

From the table it is inferred that 60% of the respondents said that they will never have the chance of changes the product with other product and brand in next 12 months, 19% of the respondents said that they will Low chance have the chance of changes the product, 13% of the respondents said that they will Certain have the chance of changes the product, 5% of the respondents said that they will Equal chance have the chance of changes the product and only 3% say that there is high chance.

Table 4.1.15: Table showing the response to the customer complaints

Handling of complaints	No of respondents	Percentage
Very friendly manner	73	56%
Will listen to it	39	30%
Ignored	18	14%
Total	130	100%

Chart 4.1.15: Table showing the response to the customer complaints



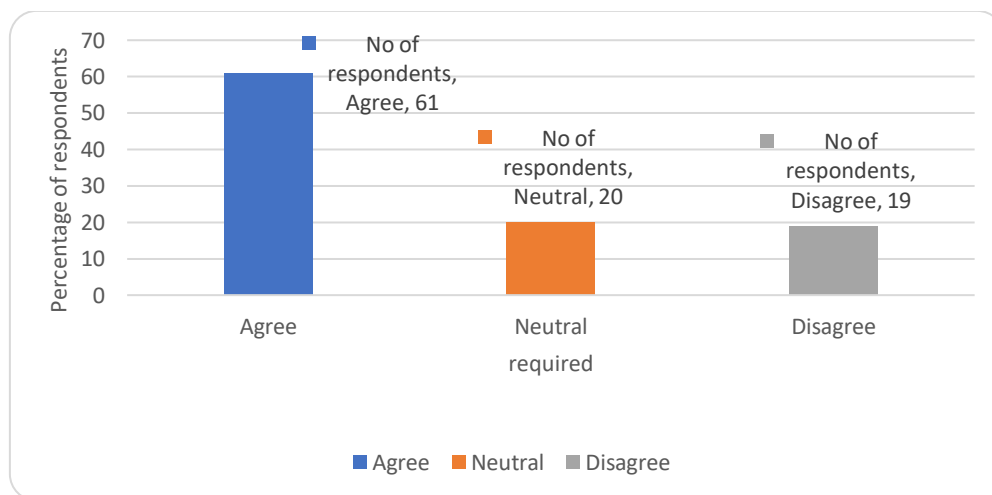
Inference:

From the table it is inferred that 56% of the respondents said that their complaints are being handled in a very friendly manner, 30% of the respondents said that their complaints are being handled will listen to it and 14% of them feel that their complaints are being ignored.

Table 4.1.16: Table showing the required level of service mentioned in the terms and conditions

Required level of service	No of respondents	Percentage
Agree	79	61%
Neutral	26	20%
Disagree	25	19%
Total	130	100%

Chart 4.1.16: Table showing the required level of service mentioned in the terms and conditions



Inference:

From the table it is inferred that 61% of the respondents said that they agree with the level of service provided was according to the terms and condition and only 19% of the respondents disagree with it.

4.2 STATISTICAL TOOLS AND ANALYSIS

CHI- SQUARE TEST I – (χ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is no relationship between the details about the age of the Clients and the responsiveness in dealing with the clients.

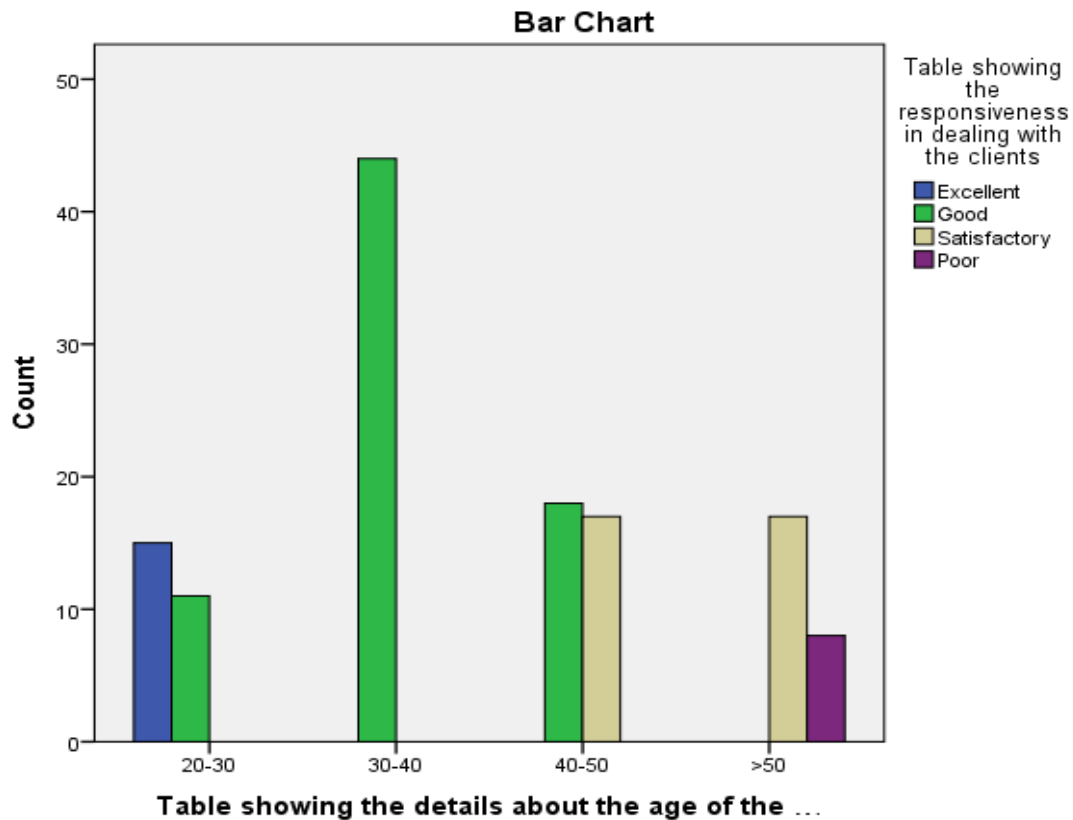
Alternate hypothesis (H1):

There is a relationship between the details about the age of the Clients and the responsiveness in dealing with the clients.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	165.501 _a	9	.000
Likelihood Ratio	169.586	9	.000
Linear-by-Linear Association	90.540	1	.000
N of Valid Cases	130		

a. 7 cells (43.8%) have expected count less than 5.
The minimum expected count is 1.54.



Degree of Freedom= $(r-1) * (c-1)$

$$= 3*3 = 9$$

Calculated value = 165.501

Tabulated value = 12.592

$Z = Z_{cal} > Z_{tab}$

$$Z = 165.501 > 12.592$$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the details about the age of the Clients and the responsiveness in dealing with the clients.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is no significance difference between the details about the gender of the Clients and the professionalism rate given by the clients.

Alternate hypothesis (H1):

There is a significance difference between the details about the gender of the Clients and the professionalism rate given by the clients.

Test of Homogeneity of Variances

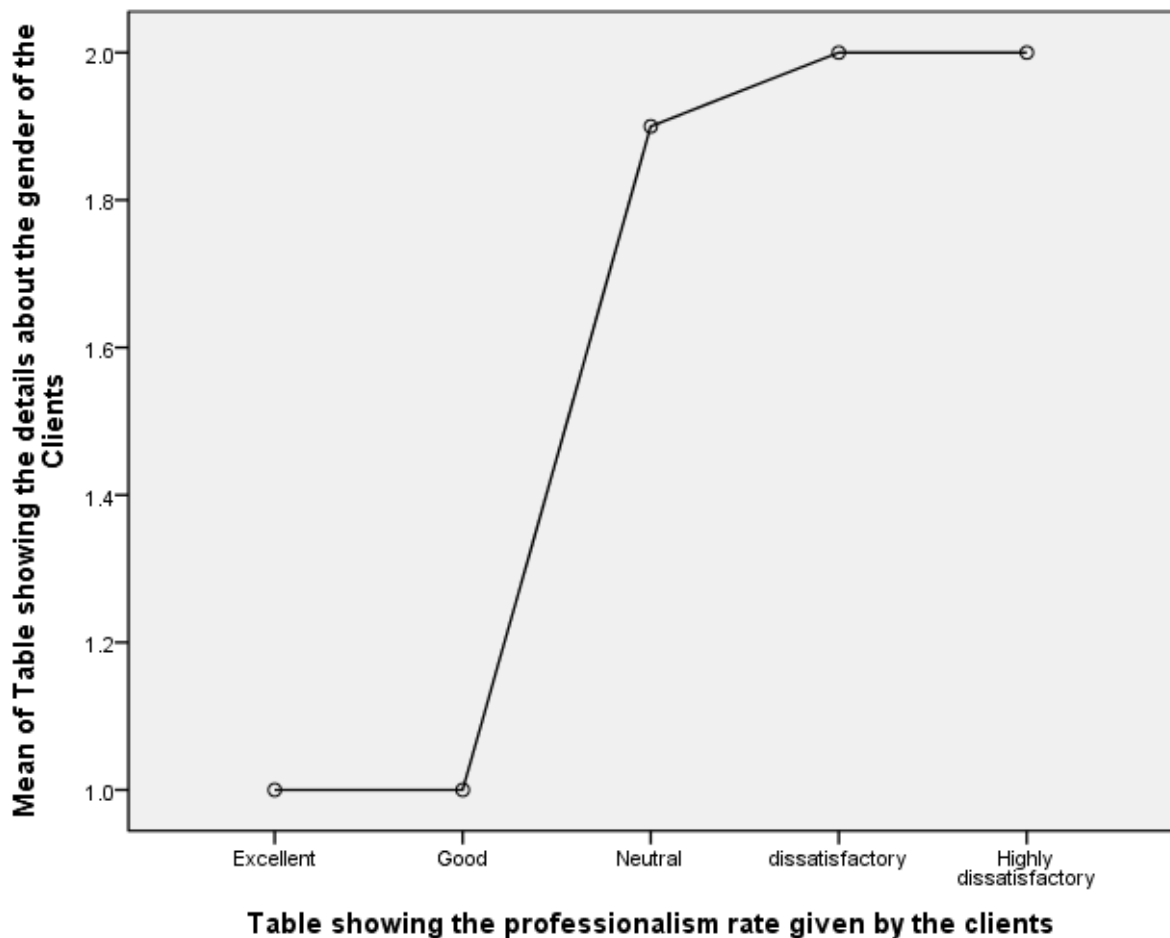
Table showing the details about the gender of the Clients

Levene Statistic	df1	df2	Sig.
14.874	4	125	.000

ANOVA

Table showing the details about the gender of the Clients

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.308	4	5.827	404.647	.000
Within Groups	1.800	125	.014		
Total	25.108	129			



Calculated value = 404.647

Tabulated value = 2.46

$F = F_{cal} > F_{tab} \quad F = 404.647 > 2.46$

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the details about the gender of the Clients and the professionalism rate given by the clients.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is negative relationship between the overall rating to the organization and the customer services representation as very courteous.

Alternate hypothesis (H1):

There is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

Correlations

		Table showing the overall rating to the Organization	Table showing the customer services representation as very courteous
Table showing the overall rating to the Organization	Pearson Correlation	1	.857**
	Sig. (2-tailed)		.000
	N	130	130
Table showing the customer services representation as very courteous	Pearson Correlation	.857**	1
	Sig. (2-tailed)	.000	
	N	130	130

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r= .857

INFERENCE:

Since r is positive, there is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

CHAPTER - V

FINDING, SUGGESTIONS AND CONCLUSION

5.1 FINDING

External service quality:

- ✓ 45% of the respondents said that the responsiveness in dealing with clients is Agree and 2% said that it as Strongly disagree that the responsiveness is required for dealing with clients.
- ✓ Majority of that 45% of the respondents said that the organization is having a agree professionalism and only 2% said that the professionalism is Strongly disagree.
- ✓ Therefore 49% of the respondents said that the technical competency of engineers and the response time is agree and only 7% said that it's Strongly disagree.
- ✓ The most of the response have 51% of the respondents said that they are Disagree with the products and services meeting the expectations regarding quality and performance and 3% say it's Strongly agree.
- ✓ Majority of that 58% of the respondents said that delivery on time performance and commitment to meet delivery expectations is agree and 5% of the respondents said that delivery on time performance Disagree.
- ✓ 48% of the respondents said that over all Pynux soft solutions is agree and 5% said that they are Strongly Disagree.
- ✓ Therefore 46% of the respondents said that they are Disagree with the process followed by the organization resolve the problem and 3% said it is Strongly agree.
- ✓ The most of that 33% of the respondents said that they are agree with the customer services representation and 10% are strongly disagree.
- ✓ Majority of that 27% of the respondents said that Disagree of the services representation which stood out and minimum of 13% said Strongly disagree.
- ✓ Majority of that 25% of the respondents said that Strongly agree is the quality of the services representation which irked and 14% said being Neutral and other as the reason for irked.

- ✓ 25% of the respondents said that Strongly agree needed for the best described experience and 14% said Neutral as a reason.
- ✓ Majority of that 60% of the respondents said that they will never have the chance of changes the product with other product and brand in next 12 months and only 3% say that there is high chance.
- ✓ Therefore 56% of the respondents said that their complaints are being handled in a very friendly manner and 14% of them feel that their complaints are being ignored
- ✓ Majority of that 61% of the respondents said that they agree with the level of service provided was according to the terms and condition and only 19% of the respondents disagree with it.

5.2 SUGGESTIONS

- **Paying attention:**

Paying attention to bad processes that stop good people. Bringing the voice of the customer into the horizontal key business processes and identifying the process deliverables in customer terms. "Animate" the processes so that throughout the process and all business functions concerned everybody effectively understands their role and interdependencies. I often use a Process Animation Workshop to make traditional process redesign approaches more effective.

- **Listen:**

Listen to the needs of the customers and do the favor to them to the ultimate level, this can be one way to satisfy the customer's needs and providing them the best service quality they expect.

- **Basic services:**

The customer wants the basic services to be provided to them. They expect fundamentals not fanciness; they expect performance, not empty promises.

- **Surprise customers:**

Customers judge the dimensions of responsiveness, assurance, empathy and tangibles during the service delivery process: hence, these are process dimensions. Reliability, judged following the services, is an outcome dimension.

5.3 CONCLUSION

Now days clients are the first preference of all the companies whether they are internal or the external. They expect some of the services from the company, which should be up to the mark when it comes to quality. The clients are expecting the quality in the service which they are getting from the organization. Sometimes the organization is able to meet the expectations and sometimes the organizations are failed to meet the expectations. It's a high time when the organizations have to take some important steps to improve the quality of the service they provide to their clients.

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ANNEXURE - I
QUESTIONNAIRE

Name:

1) Age of the respondents

- a) 20-30
- b) 30-40
- c) 40-50
- d) Above 50

2) Gender

- a) Male
- b) Female

3). What do you think about the responsiveness in dealing with you?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

4). How do you rate the professionalism?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

5) If you receive any technical support, how did you find the technical competency of our engineers and the response time?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

6) What do you think about our products and services in Pynux soft solutions and did they meet your needs and expectations regarding quality and performance?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

7) How is the delivery on time performance and our commitment to meet your delivery expectations from Pynux soft solutions?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

8) How do you rate Pynux soft solutions overall?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

9) The process of getting your problem resolved from Pynux soft solutions is:

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

10) The customer services representation in Pynux soft solutions is very courteous:

- a) Strongly disagree
- b) disagree
- c) Neutral
- d) Agree
- e) Strongly agree

11) Which of the following qualities of the services representation stood out (as being superior) in Pynux soft solutions?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

12).What qualities of the customer services representative irked you in Pynux soft solutions?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

13).What would best describe your experience, when you called Pynux soft solutions?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

14). Over next 12 months, how likely are you to replace your product with another product or brand?

- a) Certain
- b) High chance
- c) Equal chance
- d) Low chance
- e) Never

15) How your complaints are constructively handled.

- a) Very friendly manner
- b) Will listen to it
- c) Ignored

16) The required level of service is delivered, with clearly stated terms and conditions.

- a) Agree
- b) Neutral
- c) Disagree

17) Do you have any comments or suggestions that would help us improve our quality of customer services in Pynux soft solutions?

ANNEXURE – II

RESEARCH ARTICLE

A STUDY ON EXTERNAL QUALITY SERVICE AT PYNUX SOFT SOLUTIONS

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ABSTRACT

The concept of service quality which represents the services provided to the actual customers or consumers of Pynux soft solutions. Service quality is a measure of how well a delivered service matches the customers' expectations. At the service interface, where the service encounter is realised, the customer often requests a service, which is then given by the provider and simultaneously delivered to or consumed by the client. The study's foundation is an organization's services. The research explores the services that an organisation offers to its internal and external clients in order to increase client satisfaction. in order to maintain a long-term relationship with their clients. Utilising quality practises results in: A better understanding of operational processes, identifying issues swiftly and methodically, measuring customer happiness and other performance outcomes, and developing accurate and trustworthy service performance measurements.

KEYWORDS: Service quality, Customer, Internal and external customer

INTRODUCTION:

Service quality involves a comparison of expectations with performance. Lewis and Booms claim that the degree to which a service meets the expectations of the clientele is a measure of service quality. At the service interface, where the service encounter is realised, the customer often requests a service, which is then given by the provider and simultaneously delivered to or consumed by the client. The main reason to focus on quality is to meet customer needs while remaining economically competitive in the same time. This means satisfying customer needs is very important for the enterprises to survive. Objective service quality is the concrete measurable conformity of a working result with the previous defined benefit; A quantifiable quality criteria can readily become subjective since the measurability is remarkably dependent on the definition's precision. Subjective service quality is the degree to which the working result is considered by the customer to be in accordance with the benefit anticipated. This view is influenced by both the customer's initial conception of the service and the service provider's ability to portray his performance as excellent.

OBJECTIVES:

- To study about the service that is provided by the company to their external customers.
- To study the effectiveness of the quality of services provided to the external clients.
- To evaluate the factors that has an effect on the external quality of services.
- To make the suitable recommendations that may be used to raise the calibre of the services.

SCOPE OF THE STUDY

- This study helps to know about the effectiveness of the service quality provided to both internal as well as external quality.
- This study helps the organization to identify the area of problem and suggest ways to improve the service quality.
- This study helps in understanding the process of service quality.

NEED FOR THE STUDY

- The research is a contribution to developing new knowledge in the discipline of service quality provided by the organization.
- The research will facilitate policy and strategic development in respect to the service quality.
- The research is in partial fulfillment of the requirement to obtain a certificate of MBA.

REVIEW OF LITERATURE:

E. Laird (2021) classified “The relative importance of self and ideas self image to the purchase intention of customer. He concludes that self image and self-image tend to be positively correlated in overall suspects the purchase intentions of some products tend to be more correlated with self image than cain ideal self image whereas in some other products the purchase intention tends to be more correlated with ideal self image.”

Kent Monroe (2019) conducted “A study of influence of price different and brand familiarity into brand preference. The findings of the experiment designed to isolated the effect of price increase than the price increase than to price decrease. Forcel choice, price, quality, experiment may lead to result that are artificial and brand familiarity is a dominant one is a choice behaviour.”

Samuel (2020) in his study focused to study the different factors considered by customers in selection of the handsets and the practices and preference for the use of mobile phone by customer and the opinion of customers on various services provided by the mobile Industry. He found that the respondents consider size, quality and price of the instruments. Servicing, an important factors for selecting the handset and the majority of the respondents are satisfied over the payment systems, quality of services, coverage area, tariffs and attending complaints.

(Harrison-Walker, 2021). Depending upon customer’s perception of cause of service failure, customer experiences negative emotions, thus affecting consumer behavior directly by negative emotions and indirectly by perception of the cause (Harrison-Walker, 2021).

(Chang & Hsiao, 2018) Emotions are an important ingredient of individual personality, and acts to create customer value, which in turn affects behavioral response. Service recovery is an important activity, as customer value is also created during service recovery process (Chang & Hsiao, 2018) through perceived risk and perceived justice based on emotional value.

RESEARCH DESIGN:

Research design is needed because it facilitate the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, time and money. In fact, research design has a great bearing on the reliability of the results arrived at end as such constitutes the firm foundation of the entire edifice of the research work.

SOURCES OF DATA:

- Primary Data are those which are collected afresh and for the first time and thus happen to be original in character.
- Secondary data, on the other hand, are those which have already been collected by someone else and which have already being passed through the statistical process.

HYPOTHESIS:

• HYPOTHESIS 1

H0: There is no relationship between the details about the age of the Clients and the responsiveness in dealing with the clients.

H1: There is a relationship between the details about the age of the Clients and the responsiveness in dealing with the clients.

• HYPOTHESIS 2

H0: There is no significance difference between the details about the gender of the Clients and the professionalism rate given by the clients.

H1: There is a significance difference between the details about the gender of the Clients and the professionalism rate given by the clients.

• HYPOTHESIS 3

H0: There is negative relationship between the overall rating to the organization and the customer services representation as very courteous.

H1: There is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

ANOVA

ANOVA

Table showing the details about the gender of the Clients

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.308	4	5.827	404.647	.000
Within Groups	1.800	125	.014		
Total	25.108	129			

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the details about the gender of the Clients and the professionalism rate given by the clients.

CHI- SQUARE TEST

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	165.501 ^a	9	.000
Likelihood Ratio	169.586	9	.000
Linear-by-Linear Association	90.540	1	.000
N of Valid Cases	130		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.54.

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the details about the age of the Clients and the responsiveness in dealing with the clients.

CORRELATION

Correlations

		Table showing the overall rating to the Organization	Table showing the customer services representation as very courteous
Table showing the overall rating to the Organization	Pearson Correlation Sig. (2-tailed) N	1 130	.857** .000 130
Table showing the customer services representation as very courteous	Pearson Correlation Sig. (2-tailed) N	.857** .000 130	1 130

**. Correlation is significant at the 0.01 level (2-tailed).

INFERENCE:

Since r is positive, there is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

FINDING

External service quality:

- ✓ 45% of the respondents said that the responsiveness in dealing with clients is Agree and 2% said that it as Strongly disagree that the responsiveness is required for dealing with clients.
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SUGGESTIONS

Paying attention to bad processes that stop good people. Bringing the voice of the customer into the horizontal key business processes and identifying the process deliverables in customer terms. "Animate" the processes so that throughout the process and all business functions concerned everybody effectively understands their role and interdependencies. I often use a Process Animation Workshop to make traditional process redesign approaches more effective. Listen to the needs of the customers and do the favor to them to the ultimate level, this can be one way to satisfy the customer's needs and providing them the best service quality they expect.

CONCLUSION

Now days clients are the first preference of all the companies whether they are internal or the external. They expect some of the services from the company, which should be up to the mark when it comes to quality. The quality of the service that customers receive from the company is what they anticipate. Sometimes the organization is able to meet the expectations and sometimes the organizations are failed to meet the expectations. It's a high time when the organizations have to take some important steps to improve the quality of the service they provide to their clients.

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