

Internship Report

on

Service Quality Analysis- A study on Sinha Melamine Industry Limited



Company Name: Sinha Melamine Industry Limited

Khejurbagan Morh, Boro Ashulia, Dhaka



Daffodil
International
University

An Internship Report
On
“Service Quality Analysis of Sinha Melamine Industry Limited”

Submitted To
Mr. Mohammed Nafeez Al Amin
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University.

Submitted By
Md. Suman Hossain
ID: 153-11-255
Major in Marketing
Department of Business Administration
Faculty of Business & Entrepreneurship

Date of Submission: 25th April, 2019

Letter of Transmittal

Date:

Mohammed Nafeez Al Amin

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship.

Subject: Submission of internship report on “Service Quality analysis of SMIL”

Dear Sir,

With due respect that I, Md. **Suman Hossain, ID: 153-11-255** would like to inform you that here is the report on “**Service Quality Analysis of Sinha Melamine Industry Limited**” that was assigned to me submit under the internship program. It was a great pleasure for me to do the assigned job. I have conducted my internship program in Sinha Melamine Industry Limited, Khejur Bagan Morh, Boro Ashulia, Savar, with your kind supervision. I trust that the information and experience I assembled amid the entry level position period, will be useful in my future expert life. I made each undertaking to set up this report precise, striking and far-reaching and attempted my dimension best to aggregate applicable and wise data inside the booked time and restricted assets. Any deficiency in this report is totally my flaw.

I have contributed me each push to portray the administration quality, capacities performed by the Sinha Melamine Industry Limited. I will be appreciative to you on the off chance that you sympathetically acknowledge this report.

Yours Sincerely,

Md. Suman Hossain

ID: 153-11-255

Major in Marketing,

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University.

Supervisor's Declaration

It gives me huge delight to affirm that the anticipated report titled "Service Quality Analysis of Sinha Melamine Industry Limited" has been finished by Md. Sumon Hossain, ID No: 153-11-255, student of BBA program, Department of Business Administration Daffodil International University, Dhaka under my watch and guidance. Apparently, this is a unique work, which has not been distributed in any diary or submitted to any foundation or department for any degree or certificate.

I do thus acknowledge it as a completely suggest Internship report for assessment.

.....

Mohammed Nafeez Al Amin

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship.

Daffodil International University.

Student's Declaration

I do therefore pronounce that the work displayed in this Entry level position Report has been completed by me and has not been recently submitted to some other University/Association for a scholarly capability. The work I have presented does not breach any exiting copyright and no portion of this report is copied from any work done earlier for degree or otherwise.

I further undertake to indemnify the Department against any loss or damage arising from breach of the foregoing obligations.

.....

Md. Suman Hossain

ID: 153-11-255

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University.

Acknowledgement

The opportunity has already come and gone to offer my most profound thanks and humble accommodation to the Omnipotent Allah yet for whose help I would not have the option to finish a tremendous errand of setting up this report. I would like to express my deep sense of appreciation towards one of my Supervisor **Mr. Mohammed Nafeez Al Amin**, Assistant Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University for giving me an opportunity to complete my internship report on **“Service Quality Analysis of Sinha Melamine Industry Limited”**

In fact, no devotee can achieve perfectness without the help of a scholar. Similarly, a student can never be perfect without the help of a good teacher. A good teacher may be the landmark for any student. I am greatly indebted to I would like to express my deep sense of appreciation towards one of my Supervisor **Mr. Mohammed Nafeez Al Amin**, Assistant Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University for giving me an opportunity to Complete my internship report on **“Service Quality Analysis of Sinha Melamine Industry Limited”**. His suggestions and guidelines were really a great help to me.

I am also thankful to **Md. Nadim Ahammed**, Manager of Sinha Melamine Industry Limited. Khejur Bagan Morh, Boro Ashulia, Savar who gave me the opportunity to allow me in this organizational arena. I would also like to express my excessively thanks to all officers of Sinha Melamine Industry Limited. Khejur Bagan Morh, Boro Ashulia, Savar and my friends for their excellent support and proper guidance in completing my internship report.

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Chapter One

Introduction

1.1 Origin of the report

Sinha Melamine Industries Limited (SMIL) Sinha Melamine Industries Limited (SMIL) is a concern of Sinha Group which has a long reputation in the business arena of Bangladesh. Sinha Melamine has started its journey in 2010 with a modern concept of melamine tableware manufacturing, marketing especially for the export to meet the challenge of 21st century. "Quality Must-Customer first" is the motto of the company. The Factory is located at the famous Industrial Zone Ashulia, Savar, Dhaka, Bangladesh and it is only 20 minutes' drive from the Airport.

The manufacturing unit has been designed on state of the art concept with a quick expansion ability. Sinha Melamine has employed the best and the most experienced manpower (more than 20 years in related fields) in production, sales, quality control, design development and overall operation area.

Our products are unique of its kind for its superior quality and excellent designs and we have already achieved the customer first choice in all segments both in urban and rural area. We are covering wide range of products in different sizes, shapes and designs. We are committed to supply high quality products with competitive price and reliable service. We also accept customized orders.

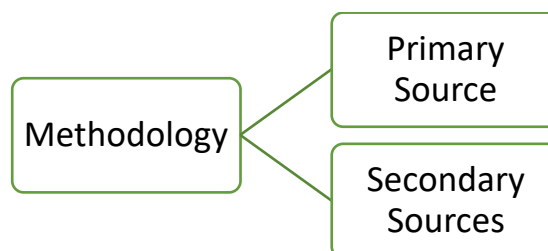
As an understudy of Sinha Melamine Industry Limited, I was provided with the point "Service Quality of Sinha Melamine Industry Limited". Included different guidelines and guidelines, approaches and techniques identified with various financial exercises have additionally been counted here.

1.2 Objective of the report

- To have a look at the patron delight of SMIL through analyzing the essential dimensions of provider great.
- To pick out wherein carrier satisfactory dimension the SMIL is acting sound and which part desires development and hints for you to beautify standard provider quality.
- To become aware of the consumer criticism if any.
- To help Sinha Melamine industry confined to recognize what patron needs/needs from SMIL, such that they are able to remodel themselves accordingly

1.3 Methodology of the Study

For making the report understandable, meaningful and presentable I tried to use both primary methods as well as the secondary method of data collection as a research base. A questionnaire was prepared and a survey was conducted among employees of SMIL which helped for collecting all Primary Data of the report. Whereas, Secondary data needed to collect from the internet & publications of SMIL as well as some articles. The sources have been divided into two parts.



Primary Sources of Data:

- Questionnaire Survey on customer.

Secondary Sources of Data:

- SMIL Annual Reports.
- Official Document & records of Book.
- Different newspapers, journals, articles.

Questionnaire Design

This questionnaire is structured in nature. Close-ended questions are used in this questionnaire. There are 08 questions in the questionnaire. People aging from 18-60 years of age belonging to middle and Upper class who are the actual client of the Sinha Melamine Industry Limited. Individual customer of Sinha Melamine Industry Limited. The total size of the sample is 40. No well-structured sampling frame was found. Non-probability convenience sampling method has been used.

Time period of data collection:

For the collecting data I cannot take enough time. I tried to collect data in two months

Data Analysis and report

To organize this report, I used several diagram, graph and different chart. To analyze the customer's Service Quality of Sinha Melamine Industry Limited, I used trend analysis, table and Bar chart. For reporting, I used several software- SPSS, Microsoft Word, and Microsoft Excel.

1.4 Scope of the Report

The entire report covers the authoritative structure; Foundation of the bank, destinations, capacities, departments, units, and business execution, exercises of SMIL, the primary part chips away at "Service Quality Analysis of Sinha Melamine Industry Limited".

1.5 Limitation of the study

The goal of the report is to have a reasonable presentation for the students. My changeless status is for just three months, which is some way or another not adequate enough to accumulate sufficient experience of such immense financial business. It's anything but a simple errand to gather information and data about my prerequisite. Thus, the investigation experiences different impediments, a portion of these are referenced underneath:

- In the investigation zones, the specialists are not willing to express exact information effectively for the reason of their confidentiality.
- Important information and records gathering were troublesome because of association confidentiality.
- The officials of the SMIL couldn't give sufficient time as a result of their work.
- Just three months were not adequate to gather and see every one of the exercises identified with Consumer loyalty.

Chapter Two

Organizational Overview

2.1 Background of Organizations

Sinha Melamine Industries Limited (SMIL) Sinha Melamine Industries Limited (SMIL) is a concern of Sinha Group which has a long reputation in the business arena of Bangladesh. Sinha Melamine has started its journey in 2010 with a modern concept of melamine tableware manufacturing, marketing especially for the export to meet the challenge of 21st century. "Quality Must-Customer first" is the motto of the company. The Factory is located at the famous Industrial Zone Ashulia, Savar, Dhaka, Bangladesh and it is only 20 minutes' drive from the Airport.

The manufacturing unit has been designed on state of the art concept with a quick expansion ability. Sinha Melamine has employed the best and the most experienced manpower (more than 20 years in related fields) in production, sales, quality control, design development and overall operation area.

Our products are unique of its kind for its superior quality and excellent designs and we have already achieved the customer first choice in all segments both in urban and rural area. We are covering wide range of products in different sizes, shapes and designs. We are committed to supply high quality products with competitive price and reliable service. We also accept customized orders.

2.2 Mission

SMIL having come into existence in 2010 because the pioneer manufacturer of non-conventional item emerged as the largest manufacturer and the main exporter of Melamine Tablewares in Bangladesh. Considering that its superb and successful commercial debut, SMIL has been marching ahead going through eager opposition each in home and foreign markets. From the very inception, SMIL has been dedicated to producing excellent products with pleasing designs of diverse shapes and objects as in keeping with the demand of our customers. It has to this point been true to its dedication and will keep to maintain it inside the years to come below all circumstances. SMIL by no means compromises with the great of its products.

2.3 Vision

SMIL having come into life in 2010 as the pioneer producer of non-conventional object emerged as the biggest manufacturer and the leading exporter of Melamine Tablewares in Bangladesh. Because it's wonderful and a hit industrial debut, SMIL has been marching beforehand facing keen opposition both in home and foreign markets. From the very inception, SMIL has been committed to production nice products with desirable designs of numerous shapes and objects as per the demand of our clients. It has to this point been true to its commitment and will hold to keep it within the years yet to come below all circumstances. SMIL never compromises with the pleasant of its products.

2.4 Organizational network of the Sinha Group of Industries

The organization network of Sinha Melamine Industries Limited is given below:

Marketing Division:

There are two parts marketing division.

- **Corporate Sales**
- **Retail Sales**

Corporate Sales Division

The Corporate Deals Division manages the Organization and the corporate customers and the Retail Deals division manages the general client through their seller and merchants. Presently with 25 organizations, Sinha Gathering Enterprises Ltd is persistent to meet the quickly developing business sector request.

International Business Division:

The achievement in the residential market advances the Sinha group to investigate the global market with quality product.

PPIC Division:

PPIC speaks to arranging, obtaining, stock and winning. This division expect a noteworthy activity in arranging, making and completing procurement methodologies and systems and abroad supply of the item by exploring market needs and age demand.

Accounts and Finance Division:

Accounts and Finance Division of Sinha Melamine Businesses Limited keeps up every money-related practice like planning, treasury fiscal reports, expense and tank works, etc. Most fundamentally, it creates and keeps up framework interior controls to shield every money-related resource of Sinha Melamine Enterprises Limited

HR Division:

HR division of Sinha Melamine Ventures Limited handles a wide range of HR rehearses for their representatives. This division, it initiates suitable workers, trains them to modify with existing representatives and places them into the correct spots. It additionally takes care of legitimate parts of workers about The Sinha Melamine Businesses Limited

Internal Audit Division:

Inward Review division keeps up an inner review process all through the association depends on the yearly review plan likewise complete other review assignments to assess the consistency and inside control framework.

IT Division:

Since 1996 IT Division of Sinha Melamine Ventures Limited is working nearby with all elements of the organization so as to help all units in accomplishing their everyday expectations abuse.

Operation Division:

The operation division of Sinha Melamine Industries Limited is accountable for continual monitoring of the components to be used in the different production stage of any products which are equipped with modern instruments and calibration process. The Sinha Melamine Industries Limited research and development is under the umbrella of operation division.

Quality policy of The Sinha Melamine Industries Limited:

- a) Complete certification to the most elevated standard quality item and administration.
- b) Grow piece of the overall industry and efficiency
- c) Sinha Melamine Ventures Limited has embraced ISO 9001

- d) The associations quality administration framework will be resourced with skilled individual appropriate premises and cutting-edge innovation.

Quality assurance:

Sinha Melamine Enterprises Limited expressed a conviction that "No trade off on quality can be made in a business that includes human lives" that foundation of the organization's quality confirmation program. The organization has kept up ISO-9001. Bengal Gathering's quality confirmation division is prepared with best prepared and most qualified staff and most up to these point hardware. All practices about testing, examining and reviewing items are doubtlessly endorsed, embedded and plainly reported. By giving a preparation program, they make their representatives and laborers update and guarantees quality.

Export:

The accomplishments of Sinha Melamine Businesses Limited in the nearby market causes them to investigate the global market. In 1998, Sinha Melamine Enterprises Limited began their worldwide voyage by trading Holder to the USA. From that point forward it's been expanding around the world. The number of offers extended well with normal development of 30 percent consistently. Sinha Melamine Businesses Limited is trading Plastic items and shopper nourishment to a few nations like Sri Lanka, India, Hong Kong, Singapore, USA, Canada and numerous different nations of Europe.

Main Spotlight of the Sinha Melamine Industries Limited:

- Refined creating offices in a very cutting edge fabricating plant.
- ISO 9001: 2008 ensured Organization
- Never-ending seek brilliance in quality item and administration.
- Improvement of condition neighborly mindfulness network.

Human Resource Division of Sinha Melamine Industry Ltd

Sinha Melamine Ventures Limited thinks about that aggregate exertion of the whole workforce. Human asset division of Sinha Melamine Industry Limited has a total arrangement and method to rehearse best methodologies with lawful and moral thought. The most significant motivation behind human asset division is to acquaint the authoritative arrangement and identified with workers of The Sinha Gathering of Enterprises. It furnishes explicit rules of activity with a dream to keep up the normal principles that are kept up.

HR division likewise gives explicit heading with respect to the valuation, assessment, fulfilling and long haul advantages of representatives of the association. It demonstrates a reasonable image of the normal standard. The workers get a thought of their present status, development and esteem expansion process in the association.

HR functions:

➤ **Recruitment and selection:**

Recruitment and selection is the most important functions of Sinha Group of industries. All employees of Sinha Melamine Industries Limited are directly or indirectly recruited by their Human resource division

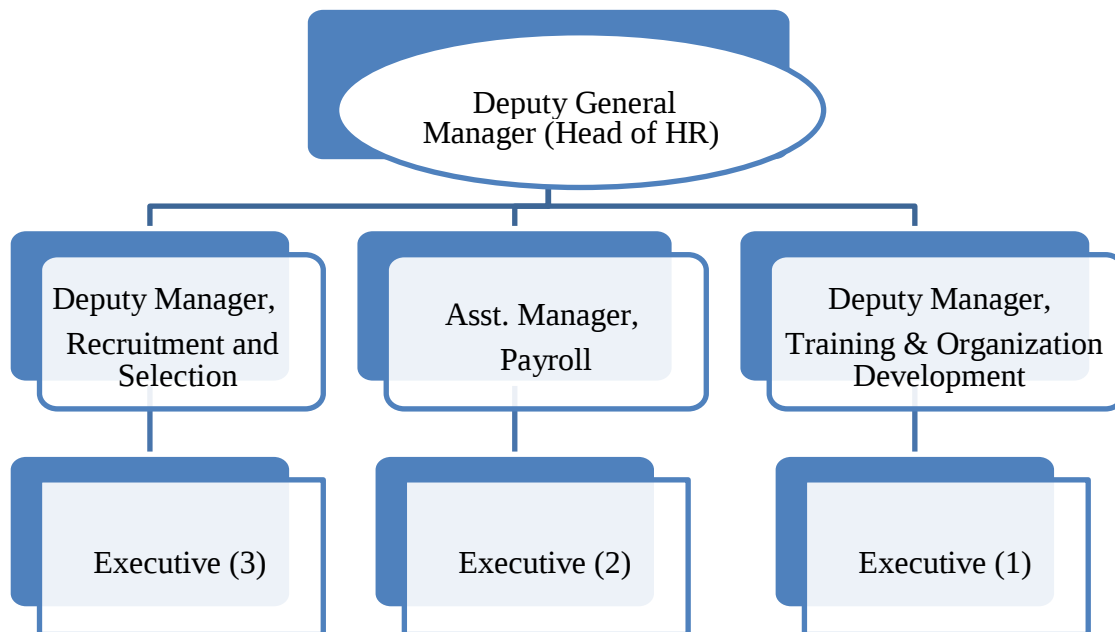
➤ **Training and Organizational Development:**

Human asset office is exceptionally centered around preparing and association advancement. They generally attempt to think of new plans to build up the authoritative work environment with the goal that representative will love their association. They are additionally centered around preparing their workers so as to make them increasingly successful and productive.

➤ **Payroll:**

This is a standout amongst the most significant HR elements of Sinha Gathering of Ventures. In this capacity, they keep up pay bundles, attendances, leaves, rewards, rewards, and other monetary and non-monetary advantages.

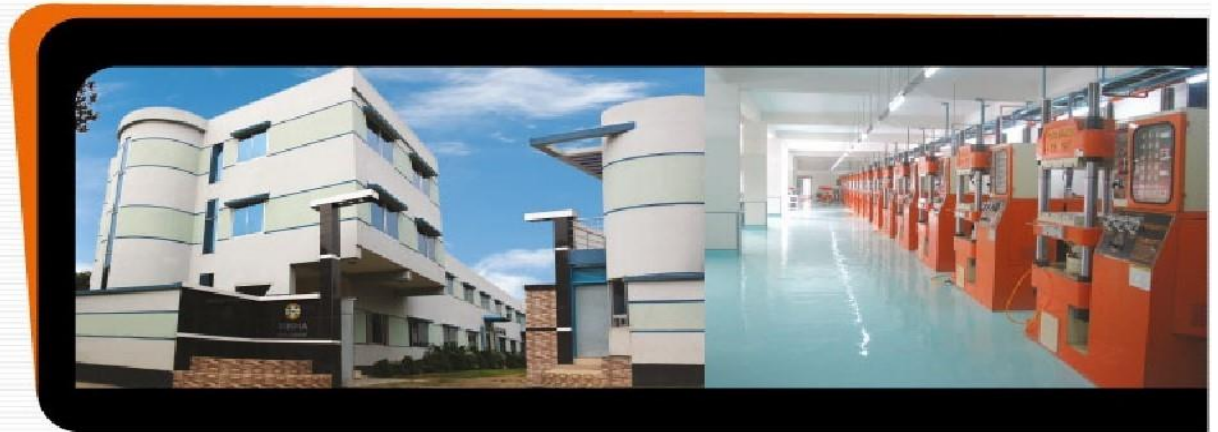
2.5 The Structure of HR Organogram



2.6 Product Catalog of Sinha Melamine Industry Limited

Our items are one of a kind of its sort for its quality and amazing plans end we never as of now accomplished the first in an Il sections bar in the urban and provincial region We are covering a wide scope of items various sizes, shapes, and structures. We are focused on providing great items Will aggressive value end dependable administration, we additionally acknowledge tweaked orders

SMTL



FACTORY BUILDING



Chapter Three

Literature Review

According to Parasuraman, Berry, and Zeithaml (1985, 1988), perceived service quality is the result of the consumer's comparison of expected service with the service received. There are five dimensions of service quality:

- a) reliability,
- b) responsiveness,
- c) assurance,
- d) empathy, and
- e) tangibility.

The size of services great are identified by means of researchers analyzing numerous special carrier categories:

- (a) appliance repair,
- (b) retail banking,
- (c) long-distance telephone service,
- (d) securities brokerage, and
- (e) credit card companies.

Parasuraman, Zeithaml & Berry (1988) had stated that measuring perceived provider great involves the extent of the contrast of what a patron ought to anticipate; whereas measuring delight involves the precise contrast of what a patron would anticipate (Cronin & Taylor, 1992). Near examination of scale objects for every size well-known shows that a majority of all of the gadgets relate immediately to the human interaction element of service delivery.

Tangibility consists of the appearance of physical centers, equipment, personnel, and conversation materials. The general situation of the bodily environment is tangible proof of the care and attention to info validated through the courier company. The evaluation of this dimension can increase to the conduct of the alternative clients being supplied the services, which include noisy visitors in the subsequent room at a motel.

Reliability is the capacity to execute the promised provider accurately and without fail. Dependable service performance is a consumer expectation and method that the service is

carried out on time, whenever, within the same way, and without errors. For example, receiving their mail at about the identical time every day is crucial to positive people. Reliability extends into the returned workplace, in addition to wherein accuracy in billing and report preserving is expected.

Responsiveness is the willingness to assist clients by means of imparting set off services. Preserving clients waiting for no obvious reason creates needless terrible perceptions of provider excellent. In the event of a provider failure or interruptions, the ability of the service provider to get better fast with professionalism can create very wonderful perceptions of fine. For serving complimentary drinks on a behind schedule flight can flip doubtlessly bad purchaser revel in into one this is remembered favorably. Assurance measurement relates to the expertise and courtesy of the customer service team of workers and their potential to explicit self-assurance and trust. The assurance dimension consists of the competence to carry out the service presented, politeness and recognize for the client, effective communication with the consumer, and the overall mindset that the server has the customer's great hobby at heart. Alternatively, Empathy is the supply of care established by means of the customer support staff and individualized attention supplied to clients. Empathy includes approachability, the experience of safety, and the effort to recognize purchaser's wishes.

So that you can operationalize the service excellent construct, Parasuraman et al. (1985, 1988, 1994) had made use of qualitative and quantitative research, following normally common psychometric approaches. Their studies had resulted in the development of the unique 22-object SERVQUAL device, that's one of the maximum extensively-used operationalizations of provider exceptional. The contention by the developers of SERVQUAL that the device can be implemented to determine the provider fine providing of any service firm has caused its large adoption (Dabholkar et al., 1996). The SERVQUAL scale is primarily based on the distinction in rankings among consumer expectations of service and their perceptions after receiving the provider. Initially, Parasuraman et al. (1985) centered on the 10 determinants of carrier first-class. However, after stages of scale purification, they decreased the 10 determinants to 5 dimensions of carrier exceptional: tangibles, reliability, responsiveness, warranty, and empathy (Parasuraman et al., 1988). But, few previous sorts of literature have raised criticisms on the SERVQUAL version (Churchill Jr., Brown, and Peter, 1993; Cronin Jr. And Taylor, 1994 and Buttle, 1996).

Firstly, there was little evidence that customers assessed provider high-quality thru the disconfirmation paradigm (i.E. Measuring the distance between service expectancies and real provider performance).

Secondly, additionally, they argued that SERVQUAL had been inaptly primarily based on an expectations-disconfirmation version in place of an attitudinal model of provider best. Cronin Jr. And Taylor (1994) pointed SERVQUAL out as “hesitant to call perceived provider great a mindset”.

Thirdly, in step with Buttle (1996), the SERVQUAL instrument failed to capture the dynamics of converting the expectancy. Consequently, performance-minus expectations had been deemed as a mistaken foundation to measure service satisfactory (Cronin Jr. And Taylor, 1994). Teas (1993) further argued that because the carrier satisfactory expectations concept may have discriminant validity shortcoming (i.E. Expectations does not measure carrier best as well as it's far predicted to), the perceptions-minus-expectancies provider first-class dimension framework will be a deceptive indicator of provider excellent through client notion. Hence, he endorsed by using disposing of the expectations degree, the SERVQUAL model will be stepped forward, by means of depending entirely at the belief aspect. For this reason, Cronin then argued for the superiority of the overall performance based totally-only (SERVPERF) measures of provider excellent compared to the “perceptions-minus-expectancies” measures (Cronin Jr. And Taylor, 1994). Regardless of the reality that SERVQUAL is the extra typically used framework on the grounds that its advent because it has been used longer, this studies used the SERVPERF version. SERVPERF measures are primarily based simplest on purchasers' perceptions of the performance of a courier company, which explain greater of the variant in service high-quality and it assesses carrier exceptional without relying on the disconfirmation paradigm. Consequently, it would be capable of providing a greater convergent and discriminant legitimate clarification of carrier high-quality assemble. While the usage of SERVPERF, it's miles noted that even as Cronin and Taylor (1992) have argued strongly in the protection of SERVPERF, its scale has yet to be empirically tested in as many industries as has SERVQUAL.

Perceived cost

Creating perceived value for customers can be deemed as a key fulfillment issue for all provider firms. Consistent with Khalifa (2004), consumer cost assemble has gained appreciation in several streams of advertising literature in current years and some of the extra important consumer value thoughts that have been discussed over the last 15 years are being re-examined.

Perceived price is described as the consequences or the advantages customers obtain relative to total charges incurred, as perceived value is the difference among perceived benefits and expenses (McDougall and Levesque, 2000). Zeithaml (1988) had examined the consumer's belief of fee via an exploratory, qualitative observe and described it as follows: (1) fee is low fee; (2) fee is something I need in a product; (3) cost is the exceptional I get for the price I pay; (4) fee is what I get for what I provide. Then, Zeithaml (1988) in addition captured the essence of the four expressions right into a definition: "perceived fee is the patron's normal evaluation of the software of a product primarily based on perceptions of what is acquired and what's given."

The perceived fee is considered as customer reputation and appreciation the utility of a product this is given by means of a service provider which could fulfill his/her expectation (Foster, 2004; Heininen, 2004; Walker et al., 2006). Meanwhile, in a provider control context, the ability of an organization to use responsiveness, assurance, and empathy in handing over services will increase customers' perceptions of price; and this will cause higher purchaser satisfaction (Sureshchandar, 2000; Sureshchandar et al., 2002).

In a have a look at in the monetary offerings industry, Roig et al. (2006) determined that the most important supply of competitive advantage is for agencies to conceive a proposal that provides customers with a perceived price higher than that of the competition. As a result, the internet cost acquired can be taken into consideration because the aggressive part that could lead to emblem recognition, loyalty and/or product/provider choice.

Patron satisfaction

According to Oliver, (1980), consumer delight effects from experiencing a carrier great stumble upon and comparing that come across with what become expected. Delight can be conceived as a mindset, from an operational definition point of view, due to the fact it is able to be assessed as the combined degree of pleasure with various attributes of a product or a carrier (Churchill and Surprenant, 1982). Consistent with Yi (1990), client delight may be regarded as an attitude as there is sufficient evidence assisting it. Meanwhile, in step with

LaTour and Peat (1979), delight is a post-decision enjoy construct, whereas attitude is a pre-choice construct (Caruana, cash and Berthon, 2000).

Customer pride may be defined as a reaction of client's success; i.e., it is a judgment whether or not "a product or service function, or products or services itself, gives a pleasurable stage of intake-associated fulfillment" (Oliver, 1997; Zeithaml and Bitner, 2000). As customer pleasure displays the diploma of a consumer's positive feeling approximately a courier company, it's far essential for carrier carriers to understand clients' perception of their services due to the fact a high degree of consumer pleasure does have a fine impact on client loyalty (Deng, Lu, Wei and Zhang, 2009).

According to Tung (2004), the SERVQUAL version presents a theoretical basis for exploring the relationship between provider best and customer pleasure and expectations play an extensive position in consumer satisfaction. Jones et al. (2003) emphasized that "whilst expectations are met or handed, customers record higher levels of delight." there is numerous previous research that had investigated the idea of delight on provider setting (e.g. De Ruyter et. Al., 1997; Fornell, 1992). Client pleasure can be assessed based on the client's pride attitude on diverse attributes of the service or product (Churchill & Surprenant, 1982). Client pleasure relies upon on a ramification of things, together with perceived carrier pleasant, clients' temper, emotions, social interactions, and other revel in-precise subjective factors (Rust and Oliver, 1994).

There was plenty of debate on whether service great dimensions are the antecedents of consumer pleasure, according to prior studies (Cronin and Taylor, 1992; Zeithaml, Berry and Parasuraman, 1996). Although, there are a few empirical research, which has shown that carrier first-rate is related to customer pride (Cronin and Taylor, 1992; Levesque and McDougall, 1996; Taylor and Baker, 1994; Zeithaml et al., 1996; McDougall and Levesque, 2000). There has been additional research on the mobile cellphone service markets, which suggested that service high-quality undoubtedly influences purchaser delight (Kim et al., 2004; Kuo et al, 2009; Tung, 2004; Turel and Serenko, 2007). In addition, Brady and Robertson (2001) had shown the antecedent position of carrier exceptional with recognize to purchaser pride in their studies.

Present models of client pride which are based totally at the disconfirmation of-expectancies paradigm (e.g., Cadotte, Woodruff, and Jenkins 1987) have hardly ever centered on the

function of patron perceived cost as an antecedent of consumer pleasure. There have been numerous styles of literature measuring the relationships among perceived cost and consumer satisfaction. The service management literature had argued that consumer pleasure is the end result of a patron's belief of the price received in a transaction or a courting (Heskett et al. 1997), even as the social-technological know-how literature had indicated that cognitive concept tactics trigger affective responses (Weiner, 1986), suggesting that consumer perceived value judgments have an effect on perceptions of pride.

According to Rust and Oliver (1994), the fee is a come across-precise enter to customer pride. The ACSI (American customer pleasure Index) version in Fornell et al.'s (1996) have a look at validated that "client satisfaction is greater first-class-pushed than a fee- or price-pushed"; although, perceived cost also impacts client pleasure. Of their studies, Anderson, Fornell, and Lehmann (1994), and Raval and Grönroos (1996) claimed that price is related to customer pride. Additionally, Cronin et al. (2000) showed that perceived cost is a good sized predictor of satisfaction. Similarly, Fornell, Johnson, Anderson, Cha, and Bryant (1996) and McDougall and Levesque (2000) stated that perceived value without delay and undoubtedly impacts patron pleasure.

Preceding empirical studies investigating the relationship between perceived fee and purchaser pride inside the context of the cell telephone provider market have observed big evidence that perceived price at once affects patron pleasure (Kuo et al, 2009; Tung, 2004; Turel and Serenko, 2006; Wang et. Al, 2004).

Customer Loyalty

Client loyalty may be defined as everything of emotions or attitudes that could have an effect on a customer to remember re-buy. It's far cautioned in advertising and marketing literature that customer loyalty can be defined in two wonderful approaches (Jacoby and Kyner, 1973). The first one defines loyalty as a mindset. One-of-a-kind emotions create a person's overall attachment to a product, service, or organization and these emotions outline the character's (basically cognitive) diploma of loyalty (Fournier, 1994). The second definition of loyalty is in phrases of behavioral. Illustrations of loyalty behavior encompass preserving on to acquire services from the equal supplier to increase the dimensions or scope of the relationships, and also the act of recommendation (Yi, 1990). Customer loyalty is the outcome of consumer satisfaction and happy clients may use cellular cellphone services more, and they will be much

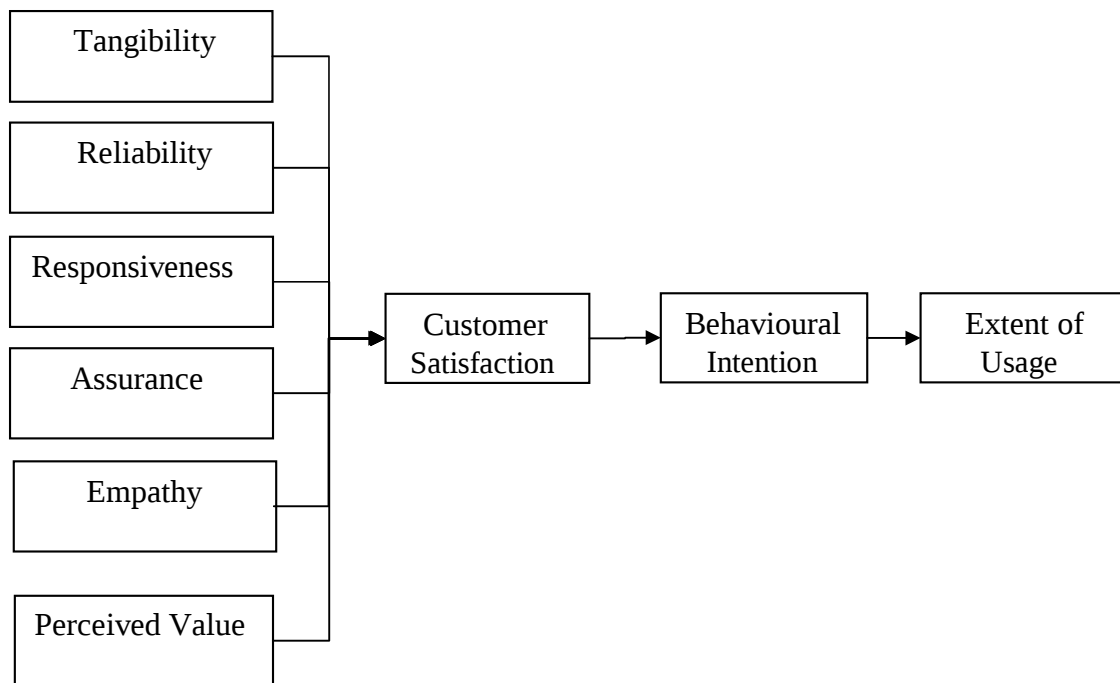
more likely to preserve their patronage and suggest the provider to their buddies and family (Zeithaml et al., 1996). Fornell (1992) also supported that better consumer loyalty relies upon especially on better patron pleasure.

Purchaser loyalty has a powerful impact on firms' overall performance and is taken into consideration an essential supply of aggressive gain via many agencies (Heskett, Sasser, and Schlesinger, 1997; Rust, Zeithaml, and Lemon, 2001; Woodruff, 1997). The outcomes of superior consumer loyalty in carrier corporations are elevated revenue, reduced customer acquisition prices, and decrease prices of serving repeat clients; as a result in greater profitability (Reichheld 1993; Reichheld and Sasser, 1990). Certainly, customer loyalty constitutes an underlying goal for strategic market making plans (Kotler, 1997).

Relationship Between the Constructs

Reviewing preceding studies serves because the pointers for you to develop the proposed theoretical framework for this examine. Tung (2004) has concluded in her look at the effect of provider nice and perceived price on pleasure, goal, and utilization of quick message carrier (SMS). Figure 2.1 shows the framework used in her take a look at. The consequences exhibit that three dimensions (tangibility, empathy, and warranty) in SERFPERF did have an effect on the level of purchaser pride even though some of the relationships are susceptible. The research also has demonstrated that client pride did have a nice relationship with consumer behavioral aim to maintain the usage of the SMS. The outcomes of the provider first-class/consumer delight and customer pleasure/behavioral intentions relationships examined have been just like the end result shown by means of Cronin and Taylor (1992). The connection among perceived fee and client pride became also regular with hints from Fornell et al. (1996) and Cronin, Brady, and Hult (2000).

Model for carrier pleasant and Perceived price on pleasure, aim, and utilization of short Message service (SMS) (Tung, 2004)



Chapter Four

Analyses

4.1 Data Analysis

The questionnaire became made to understand the pleasure stage of the clients of SMIL. This survey became carried out in March-April, 2017 in the Khejur Bagan area of SMIL where forty customers of this financial institution replied on this season.

With the assist of MS phrase's and Excel tables & Charts, the facts are analyzed and interpreted. Some diagrams and tables had been used in this record for studying the collected facts to provide an explanation for sure concepts and findings more truly. Here is that:

4.1.1 Question 01

Shinha Melamine enterprise restrained has the excellent or as a minimum a superb surrounding.

Analysis: Flowing table and diagram show the evaluation of a selected subject matter:

Frequency		
01	Strongly Agree	10
02	Agree	24
03	Disagree	4
04	Nutral	2
Total		40

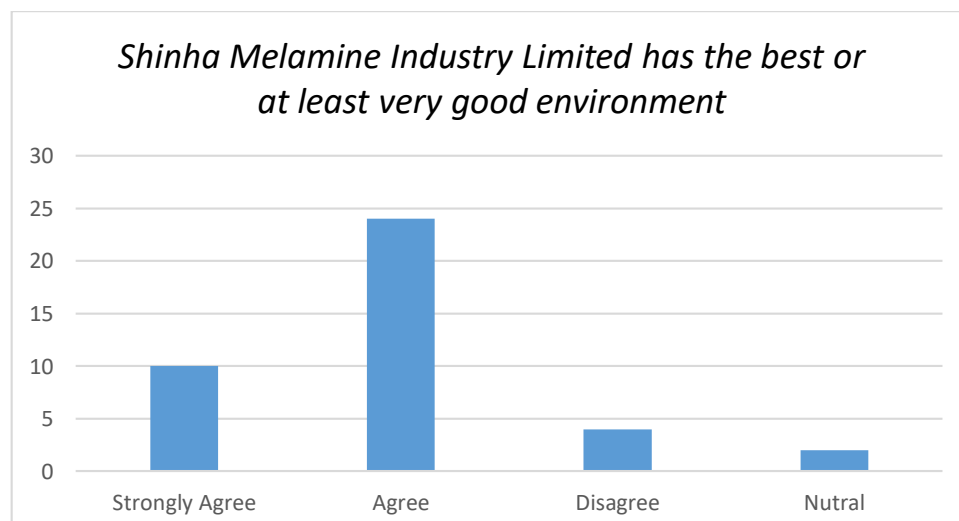


Figure 01: Response Percentage

Interpretation: From the above table and chart we can say that only 10 respondents strongly agreed to this fact and 22 responded agreed. Meanwhile, the number of respondents who disagreed to this fact is 4 and 2 respondents kept themselves in the neutral side.

4.1.2 Question 02

SMIL maintain are good quality Product to customers.

Analysis: Flowing table and diagram show the evaluation of a selected subject matter:

Frequency		
01	Strongly Agree	9
02	Agree	21
03	Disagree	5
04	Neutral	5
Total		40



Figure 02: Responded from Q2

Interpretation: From the above table and chart we can say that only 8 respondents strongly agreed to this fact and 21 responded agreed. Meanwhile, the number of respondents who disagreed and neutral side both are 5.

4.1.3 Question 03

Its employees maintain good relationship with customers

Frequency		
01	Strongly Agree	10
02	Agree	21
03	Disagree	6
04	Neutral	3
Total		40



Figure 03: Q3 responded Percentage

Interpretation: From the above table and chart we can say that only 10 respondents strongly agreed to this fact and 21 responded agreed. Meanwhile, the number of respondents who disagreed 6 and neutral side are 3 responded.

4.1.4 Question 04

Employees in this Industries are punctual and all services are provided in time.

Analysis: Flowing table and diagram show the evaluation of a selected subject matter:

Frequency		
01	Strongly Agree	8
02	Agree	20
03	Disagree	7
04	Neutral	5
Total		40

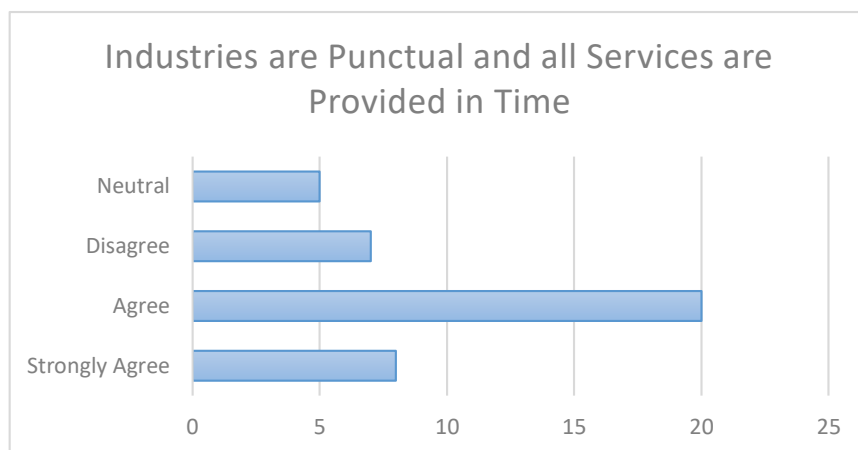


Figure 04: Q4 Responded Percentage

Interpretation: From the above table and chart we can say that only 8 respondents strongly agreed to this fact and 20 responded agreed. Meanwhile the number of respondents who disagreed 7 and neutral side are 5 responded.

4.1.5 Question 5:

Online services provided by SMIL are up to the mark.

Analysis: Flowing table and diagram show the evaluation of a selected subject matter:

Frequency		
01	Strongly Agree	7
02	Agree	22
03	Disagree	6
04	Neutral	5
Total		40

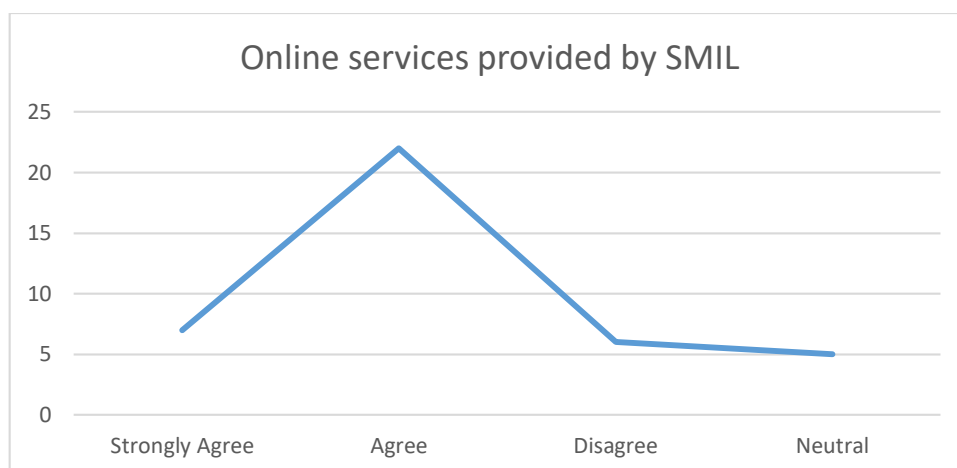


Figure 05: Responded Percentage of Q5

Interpretation: From the above table and chart we can say that only 7 respondents strongly agreed to this fact and 22 responded agreed. Meanwhile the number of respondents who disagreed 6 and neutral side are 5 responded.

4.1.6 Question 6:

The service charge is competitively low.

Analysis: Flowing table and diagram show the evaluation of a selected subject matter:

Frequency		
01	Strongly Agree	9
02	Agree	20
03	Disagree	7
04	Neutral	4
	Total	40

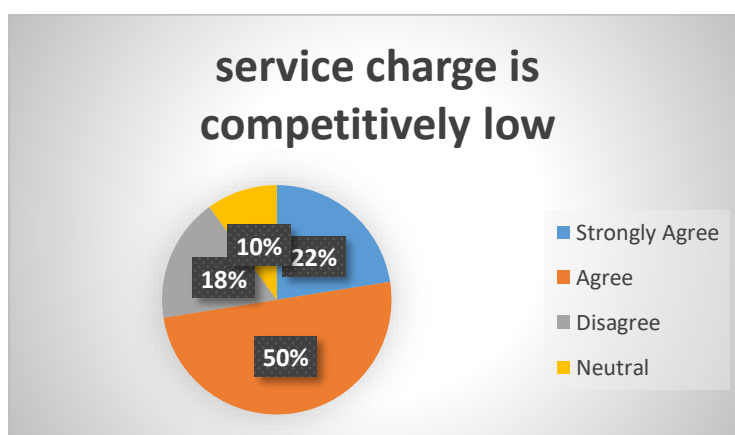


Figure 06: responded percentage of Q6

Interpretation: From the above table and chart we can say that only 9 respondents strongly agreed to this fact and 20 responded agreed. Meanwhile the number of respondents who disagreed 7 and neutral side are 4 responded.

4.1.7 Question 7

SMIL discloses necessary information to its customers.

Analysis: Flowing table and diagram show the evaluation of a selected subject matter:

Frequency		
01	Strongly Agree	10
02	Agree	18
03	Disagree	6
04	Neutral	6
	Total	40

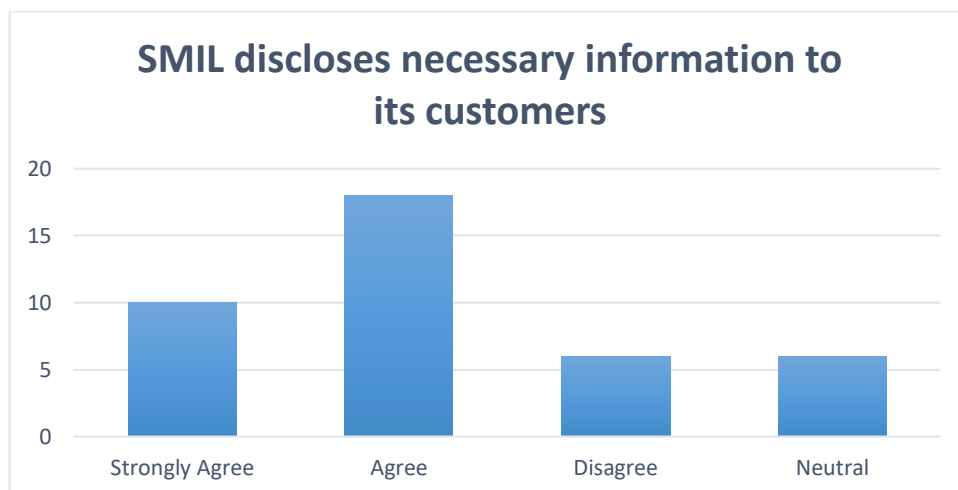


Figure 07: Responded Percentage of Q7

Interpretation: From the above table and chart we can say that only 10 respondents strongly agreed to this fact and 18 responded agreed. Meanwhile the number of respondent who disagreed 6 and neutral side are 6 responded.

4.1.8 Question 8

SMIL provides better service than other Melamine Industries in Bangladesh.

Analysis: Flowing table and diagram show the evaluation of a selected subject matter:

Frequency		
01	Strongly Agree	10
02	Agree	18
03	Disagree	8
04	Neutral	4
	Total	40

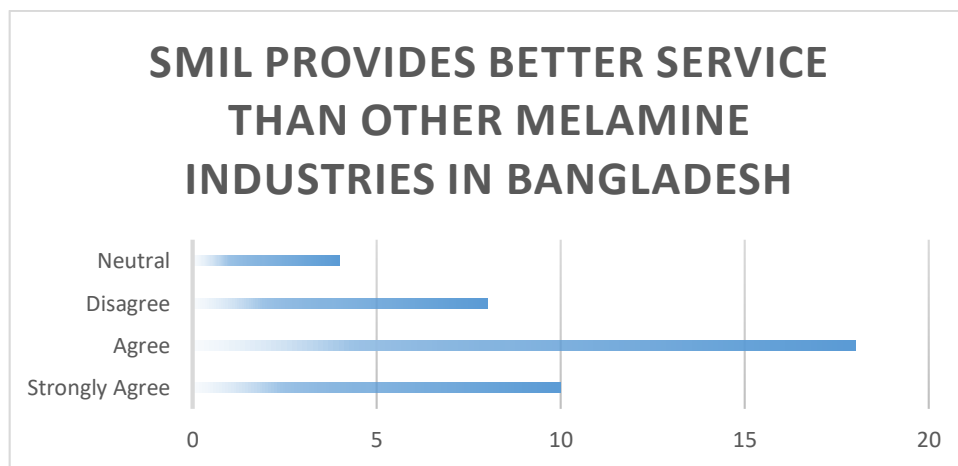


Figure 08: Responded percentage of Q8

Interpretation: From the above table and chart we can say that only 10 respondents strongly agreed to this fact and 18 responded agreed. Meanwhile the number of respondent who disagreed 8 and neutral side are 4 responded.

Chapter Five

Findings & Recommendations

5.1 Findings

In the event that we take a gander at the 8 Question which was asked to the respondents, we can see that those whole inquiries have a positive tone which implies Consent to those inquiries alludes as per the general inclination of the clients. Then again, differ alludes to client's disappointment on the service of SMIL. Here is finding of that review:

- ☐ Right here question 1, 2, 4 and 5 are identical, which means has 72% fantastic, 15% negative and 13% neutral response this means that extra customers think that the surroundings of SMIL are ideal to them, most of the people assume that the staffs of SMIL are helpful and personnel is punctual.
- ☐ Query 3 became about the connection among the clients and the employees of SMIL this additionally has an extra quantity of effective responses than the bad responses. This means the range of respondent wondering that the relationship between personal and customers is higher. Here 77% answered agreed to the factor and 23% disagreed.
- ☐ Question 6 to eight turned into approximately the service price, relating to the higher service. As SMIL is a kingdom-owned company so we recognize that it costs very low charges. And so 70% of respondents were glad about SMIL's carrier fee where 22% things that the charge isn't always competitively low. Meanwhile, 8% of respondents have been on the impartial side.

5.2 Recommendations

Sinha Melamine Industry Limited has started its carrier 46 years ago. On this long term, they've rarely changed their manner of supplying service. So it's far very tough for me to suggest something to this financial institution.

However, I have few recommendations. They are as follows:

1. Adopt Marketing Strategies & Marketing Research:

As a nation-owned organization of Bangladesh, SMIL is not worried about any marketing techniques. As they may be now not doing marketing, humans do no longer get statistics about their gives and plenty of different matters. They should do advertising so that we are able to get to recognize approximately them.

2. Go Online:

SMIL has a website but their website is not nice. Want to properly replace their internet site for patron. Need to make or develop their website more attractive

3. Recruited Qualified Employees:

Maximum of SMIL's personnel are not well certified. All of the employees do no longer have commerce heritage or BBA/MBA degree. They observe a totally antique recruitment gadget where they hire absolutely everyone who has done commencement from any historical past. This issue must be modified.

4. Improve Office Environment:

Workplace environment of SMIL must be changed. It isn't always that appealing which might also entice the clients to visit this financial institution. So SMIL needs to enhance the workplace environment

Conclusion

Customer support must be the concern of every enterprise today. Satisfied clients are those in an effort to be much more likely to go back on your enterprise, buy more merchandise and provider, and inform others approximately the enterprise. Service enterprise relies upon at the excellent of service it provides. Customers choose to get superior services from providers that need to exceed their expectation degree. Carrier providers want to maintain standards and additionally promise to serve their customers the pleasure they could. SMIL try to work with clients so that they are able to understand, construct and efficiently supply the right set of services and products for customer's corporation.

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Appendix

Questionnaire:

Survey on “Service satisfaction of Sinha Melamine Industry Limited”

- 1. Sinha Melamine Industry Limited has the best or at least very good environment.**
(a). Strongly agree (b). Agree (c). Disagree (d). Neutral.
- 2. SMIL Product are very much quality to customers.**
(a). Strongly agree (b). Agree (c). Disagree (d). Neutral.
- 3. Its employees maintain good relationship with customers.**
(a). Strongly agree (b). Agree (c). Disagree (d). Neutral.
- 4. Employees in this Industries are punctual and all services are provided in time.**
(a). Strongly agree (b). Agree (c). Disagree (d). Neutral.
- 5. Online services provided by SMIL are up to the mark.**
(a). Strongly agree (b). Agree (c). Disagree (d). Neutral.
- 6. The service charge is competitively low.**
(a). Strongly agree (b). Agree (c). Disagree (d). Neutral.
- 7. SMIL discloses necessary information to its customers.**
(a). Strongly agree (b). Agree (c). Disagree (d). Neutral.
- 8. SMIL provides better service than other Melamine Industries in Bangladesh.**
(a). Strongly agree (b). Agree (c). Disagree (d). Neutral.