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Internship Report on
Evaluating Customer Satisfaction in the Custom
Uniform Industry: A Case Study of D-Smart
Solutions Limited

Submitted To

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Letter of Transmittal

Date: January 11, 2025

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Daffodil Smart City (D.S.C.), Birulia, Savar, Dhaka-1216

Subject: Request to accept my report on "Evaluating Customer Satisfaction in the Custom Uniform Industry: A Case Study of D-Smart Solutions Limited"

Dear Sir,

During my internship, you asked me to write a report titled "Evaluating Customer Satisfaction in the Custom Uniform Industry: A Case Study of D-Smart Solutions Limited."

This report examines customer satisfaction in the custom uniform industry through a D-Smart Solutions Limited case study, utilizing primary data collected for this research.

I would like to express my gratitude for allowing me to familiarize myself with training and development concepts and for helping me enhance my research skills, which will be valuable in my future endeavors.

I hope you find this report adequate to meet the requirements of a BBA internship.

Sincerely yours,



Ahasan Habib Robin

ID: 201-11-1068

Program: B.B.A

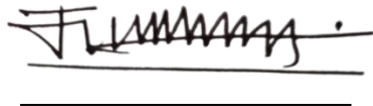
Department of Business Administration

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Certificate of approval

This is to certify that the internship report titled “Evaluating Customer Satisfaction in the Custom Uniform Industry: A Case Study of D-Smart Solutions Limited”, submitted by Ahasan Habib Robin (ID: 201-11-1068), a student of the B.B.A Program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has been recommended for submission and presentation.

Ahasan Habib Robin possesses strong moral and ethical values and has a pleasant and commendable demeanor. It has truly been a great pleasure working with him. I wish him all the success in his future endeavors.



Dr. Tanvir Fittin Abir

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Student Declaration

I do, at this moment, state that the work presented in this internship report has been not been previously submitted to any other university/college or organization for any academic degree. The work I have presented has no existing copyright, and no part of this report is copied from any work done earlier for a degree or otherwise.



Ahasan Habib Robin

ID: 201-11-1068

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Acknowledgment

I would like to begin by expressing my heartfelt gratitude to Almighty Allah for granting me the strength and guidance to successfully complete my internship and this report. Without His blessings, this achievement would not have been possible.

I extend my sincere appreciation to my internship supervisor, Dr. Tanvir Abir, for his invaluable guidance and unwavering support throughout my internship. His insightful feedback and constructive criticism have been instrumental in shaping this report and enhancing its quality.

I am deeply thankful to all those who contributed their time and resources by providing relevant information and company data, which were essential for the preparation of this report. Their support and generosity have been vital to the successful completion of this project.

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Once again, I express my profound appreciation to everyone who contributed to the success of my internship and the completion of this report. Your support has been invaluable, and I am truly grateful.

Executive summary

This study explores the critical factors influencing customer satisfaction in the custom uniform industry, focusing on D-Smart Solutions Limited, a leading company in the sector. The research evaluates the impact of product quality, delivery timelines, and price on customer satisfaction, providing actionable insights for enhancing business performance and fostering customer loyalty. A quantitative research design was employed, utilizing a descriptive and correlational approach to objectively measure and analyze the relationships between these variables. Data was collected from a sample of 220 customers in Dhaka City, selected using a convenience sampling method to ensure accessibility and feasibility within the study's scope.

The findings revealed significant relationships between the independent variables—product quality, delivery timelines, and price—and the dependent variable, customer satisfaction. Product quality emerged as the strongest determinant, highlighting its critical role in shaping customer perceptions and experiences. Delivery timelines and price also showed meaningful correlations, indicating their combined influence on customer satisfaction. Reliability analysis confirmed the robustness of the measurement scales, with all constructs demonstrating Cronbach's Alpha values above 0.70, ensuring consistency and validity. Factor analysis identified two distinct dimensions: operational factors, encompassing product quality and delivery timelines, and relational factors, including price and customer satisfaction. These results validate the theoretical framework and provide a nuanced understanding of the drivers of customer satisfaction in the custom uniform industry.

The research underscores the importance of maintaining high product quality through rigorous quality control measures and leveraging advanced customization technologies. Timely delivery is emphasized as a critical operational factor, requiring streamlined logistics and reliable communication. Price must be aligned with customer expectations to ensure perceived value and competitive positioning. Furthermore, the study highlights the need for strong customer relationship management through personalized services and efficient post-sale support. By addressing these areas, D-Smart Solutions Limited can enhance its customer satisfaction levels, build long-term loyalty, and strengthen its market position.

This study provides a foundation for strategic decision-making in the custom uniform industry, offering insights that are directly applicable to improving operational efficiency and customer engagement. Future research could expand on these findings by exploring additional factors, such as sustainability practices and technological advancements, to further refine the understanding of customer satisfaction in this sector.

Table of Contents

.....	i
Letter of Transmittal	ii
Certificate of approval	iii
Student Declaration.....	iv
Acknowledgment	v
Executive summary.....	vi
Table of Contents	vii
Abbreviation	ix
List of Table.....	x
Chapter-1: Introduction.....	1
1.1 Background of the Study	2
1.2 Scope of the Study	2
1.3 Rationale of the Study	3
1.4 Problem Statement.....	3
1.5 Significance of the Research	3
1.6 Definition of Terms	4
1.7 Research Objective	4
1.7.1 General objective	4
1.7.2 Specific objectives:.....	4
Chapter-2: Literature Review	5
2.1 Introduction.....	5
2.2 Theoretical Framework.....	6
2.3 Product Quality and Customer Satisfaction.....	6
2.4 Delivery Timelines and Customer Satisfaction	7
2.5 Price and Customer Satisfaction	7
2.6 Research Gaps	7
Chapter-3: Conceptual Framework and Hypothesis Development	9
3.1 Conceptual Framework.....	9
3.2 Hypothesis Development.....	10
3.2.1 Hypothesis-1.....	10
3.2.2 Hypothesis-2.....	10
3.2.3 Hypothesis-3.....	11

Chapter-4: Methodology	12
4.1. Population and Sample Size	13
4.1 Population and Sample Size	13
4.2 Research Design	14
4.3 Questionnaire Design.....	14
4.4 Data Collection	15
4.5 Time Dimension	15
4.5.1 Time Frame.....	15
4.5.2 Data Collection Timeline.....	15
4.6 Data Analysis.....	16
Chapter 5 Analysis	17
5.1 Demographic Profile of the Sample	18
5.2 Reliability Test.....	19
5.3 Correlational Analysis	20
5.4 Factor Analysis	21
Chapter-6: Discussion and Conclusion	25
6.1 Discussion.....	26
6.2 Recommendations.....	27
6.3 Conclusion	27
6.4 Limitations	28
References.....	29

Abbreviation

Product Quality	PQ
Delivery Timelines	DT
Price	PR
Customer Satisfaction	CS

List of Table

Table 1	Descriptive statistics (Demographic)	17
Table 2	Reliability of Variables	19
Table 3	Result of tested Pearson Correlation	20
Table 4	Factor Analysis (KMO and Bartlett's Test)	22
Table 5	Factor Analysis (Communalities)	22
Table 6	Factor Analysis (Rotated Component Matrixa)	24

Chapter-1: Introduction

1.1 Background of the Study

Customer satisfaction plays a pivotal role in determining the long-term success and sustainability of businesses across industries. Within the custom uniform industry, which caters to a wide range of clients such as corporations, educational institutions, and healthcare providers, satisfaction hinges on the interplay of product quality, delivery efficiency, and pricing strategies. Recent studies underscore the importance of these factors, highlighting that customer satisfaction directly influences retention, loyalty, and market share (Sharma et al., 2020).

D-Smart Solutions Limited operates within a competitive environment where ensuring customer satisfaction is not merely a strategic advantage but a necessity. Product quality, encompassing durability, design accuracy, and comfort, serves as a key determinant of satisfaction. Delivery timelines, or the company's ability to meet promised schedules, significantly affect client trust and operational continuity. Pricing, on the other hand, reflects the perceived value of products and services, necessitating a balance between affordability and quality. Understanding how these factors interact to influence customer satisfaction provides a pathway for D-Smart Solutions Limited to refine its strategies and enhance its competitive positioning (Ferrentino & Boniello, 2018).

1.2 Scope of the Study

This study examines the relationship between product quality, delivery timelines, pricing, and customer satisfaction within the operational framework of D-Smart Solutions Limited. The scope includes an analysis of feedback from a diverse clientele base, ranging from small-scale enterprises to large organizations, over the last five years. By focusing on this timeframe, the research captures trends and shifts in customer expectations and satisfaction levels, providing a comprehensive view of the company's performance. Additionally, the study evaluates the alignment of D-Smart Solutions Limited's practices with industry standards and best practices, offering actionable insights for strategic improvements (None Della Safira & Muhammad, 2024).

1.3 Rationale of the Study

Despite the increasing focus on customer satisfaction in the business world, the custom uniform industry remains under-researched. Existing literature tends to generalize findings across industries, leaving a gap in understanding the unique factors that drive satisfaction in this niche market. This study aims to address this gap by focusing specifically on D-Smart Solutions Limited. As the company faces challenges in consistently meeting customer expectations, the research provides an opportunity to identify and understand these challenges. Moreover, the study's findings can inform broader discussions within the industry, offering a benchmark for other players seeking to enhance customer satisfaction (Leogrande, 2024).

1.4 Problem Statement

Customer satisfaction is a multifaceted concept influenced by various elements, including product attributes, service delivery, and cost-effectiveness. For D-Smart Solutions Limited, maintaining high satisfaction levels is critical to sustaining its market position and fostering loyalty. However, the company has encountered challenges in aligning product quality, delivery timelines, and pricing strategies with customer expectations. These challenges may result in dissatisfaction, reduced repeat business, and negative word-of-mouth, ultimately affecting the company's bottom line. Identifying and addressing these issues are imperative to ensure the company's continued growth and success (Jaafri & Mansor, 2024).

1.5 Significance of the Research

This research holds both theoretical and practical significance. From a theoretical perspective, it contributes to the limited body of knowledge on customer satisfaction in the custom uniform industry, offering insights that bridge the gap between general customer satisfaction theories and industry-specific applications. Practically, the study equips D-Smart Solutions Limited with a deeper understanding of its customers' needs and expectations. By leveraging the findings, the company can implement targeted strategies to improve product quality, optimize delivery processes, and align pricing with customer perceptions of value. These improvements are expected to enhance customer satisfaction, increase loyalty, and drive business growth (Aayusha Rayamajhi & Narendra Sejuwal, 2024).

1.6 Definition of Terms

- **Product Quality (PQ):** Refers to the degree to which the uniforms meet customer expectations in terms of durability, design, and comfort.
- **Delivery Timelines (DT):** The efficiency and reliability of delivering products within agreed-upon timeframes, ensuring minimal disruption to client operations.
- **Price (PR):** The monetary cost of the product, reflecting its perceived value, affordability, and competitiveness in the market.
- **Customer Satisfaction (CS):** A measure of how well the company's products and services meet or exceed customer expectations, influencing their loyalty and likelihood of repeat business.

1.7 Research Objective

1.7.1 General objective

The primary objective of this study is to Evaluating Customer Satisfaction of D-Smart Solutions Limited. The study's goal is to provide significant insights into enhancing Customer Satisfaction by D-Smart Solutions Limited in investigating these elements.

1.7.2 Specific objectives:

1. To identify the relationship between Product Quality and Customer Satisfaction at D-Smart Solutions Limited
2. To identify the relationship between Delivery Timelines and Customer Satisfaction at D-Smart Solutions Limited
3. To identify the relationship between Price and Customer Satisfaction at D-Smart Solutions Limited

Chapter-2: Literature Review

2.1 Introduction

Customer satisfaction is a critical aspect of business success, with a significant body of research exploring its determinants and implications. The literature indicates that product quality, delivery timelines, and price are among the most important factors influencing satisfaction across industries (Muhamad Ilham Faozi et al., 2024). In the custom uniform industry, these

factors are even more critical due to the unique requirements of tailored products and the reliance on timely delivery. This chapter reviews recent studies to establish the theoretical and empirical foundation for understanding the relationships among product quality, delivery timelines, price, and customer satisfaction.

2.2 Theoretical Framework

The study is grounded in the Expectancy-Disconfirmation Theory (Oliver, 1980), which posits that customer satisfaction arises from the comparison between pre-purchase expectations and post-purchase perceptions. When performance exceeds expectations, positive disconfirmation leads to satisfaction; when it falls short, negative disconfirmation results in dissatisfaction. In the context of the custom uniform industry, expectations regarding product quality, delivery timelines, and pricing heavily influence this satisfaction dynamic (Oliver, 1980).

2.3 Product Quality and Customer Satisfaction

Product quality is universally recognized as a cornerstone of customer satisfaction. It includes attributes such as durability, functionality, aesthetics, and the ability to meet client specifications. Recent studies emphasize that high product quality not only enhances satisfaction but also promotes customer loyalty and positive word-of-mouth (Panca Syahputra et al., 2024).

In the custom uniform industry, product quality is particularly important due to the functional and symbolic nature of the products. Uniforms must meet specific standards of durability and comfort while also aligning with the branding needs of organizations. (Anindia, 2024) argue that companies that invest in superior materials and craftsmanship can command higher levels of satisfaction and loyalty. Similarly, (Alfaris Sururi & Dewi Komala Sari, 2023) found that clients are willing to pay premium prices for uniforms that align with their expectations regarding quality and design.

2.4 Delivery Timelines and Customer Satisfaction

Timely delivery is another critical determinant of satisfaction, especially in industries where delays can disrupt client operations. Delivery timelines reflect a company's reliability and operational efficiency, both of which are central to building trust and long-term relationships with customers (Kusumo Edo Utomo et al., 2023).

In the custom uniform industry, the importance of timely delivery is amplified due to the time-sensitive nature of many orders, such as uniforms required for events, new hires, or seasonal changes. (Kusumo Edo Utomo et al., 2023). highlighted that delays in delivery are one of the primary reasons for dissatisfaction in this sector, often leading to customer churn. Furthermore, (Bhowmick & Seetharaman, 2023) noted that companies with efficient logistics and transparent communication about delivery schedules are more likely to achieve higher satisfaction levels.

2.5 Price and Customer Satisfaction

Pricing is a double-edged sword in customer satisfaction, requiring a balance between perceived value and affordability. While competitive pricing can attract cost-sensitive customers, it must also reflect the quality and service levels offered by the company (Fen et al., 2025).

In their study of B2B markets, (Aayusha Rayamajhi & Narendra Sejuwal, 2024) found that pricing strategies directly influence satisfaction, particularly in industries where customization adds a premium to product costs. In the custom uniform industry, (Setiawan et al., 2024) observed that clients often prioritize value for money over absolute cost. Companies that can clearly communicate the benefits and quality justifying their pricing are more likely to retain satisfied customers.

2.6 Research Gaps

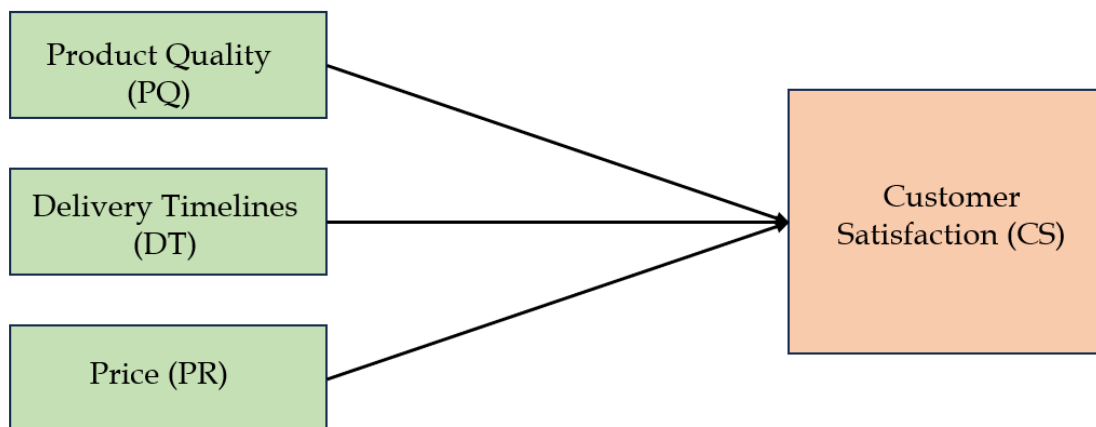
Despite extensive research on customer satisfaction, there is limited literature specific to the custom uniform industry. Most studies focus on broader industries such as retail,

manufacturing, or logistics, leaving a gap in understanding the unique dynamics of this niche market. Additionally, few studies explore the combined impact of product quality, delivery timelines, and price on customer satisfaction, particularly in developing countries (Akmal Arisandi et al., 2024). This study aims to address these gaps by providing a focused analysis of D-Smart Solutions Limited.

Variables	Author (s)
Product Quality	(Muhamad Ilham Faozi et al., 2024), (Bhowmick & Seetharaman, 2023)
Delivery Timelines	(Kusumo Edo Utomo et al., 2023). (Bhowmick & Seetharaman, 2023)
Price	(Fen et al., 2025). (Setiawan et al., 2024)
Customer Satisfaction	(Setiawan et al., 2024) (Akmal Arisandi et al., 2024)

Chapter-3: Conceptual Framework and Hypothesis Development

3.1 Conceptual Framework



(Muhamad Ilham Faozi et al., 2024), (Bhowmick & Seetharaman, 2023) (Kusumo Edo Utomo et al., 2023). (Bhowmick & Seetharaman, 2023) (Fen et al., 2025). (Setiawan et al., 2024) (Setiawan et al., 2024) (Akmal Arisandi et al., 2024)

Figure2: Conceptual Framework

3.2 Hypothesis Development

3.2.1 Hypothesis-1

Product Quality and Customer Satisfaction

Product quality is widely regarded as one of the most influential factors affecting customer satisfaction. The Expectancy-Disconfirmation Theory posits that when a product meets or exceeds customer expectations in terms of durability, functionality, and design, positive disconfirmation occurs, leading to satisfaction (Oliver, 1980). Customers are more likely to return and recommend a company when the product quality aligns with their expectations.

(Ramasamy et al., 2024) found that product quality significantly impacts satisfaction levels across multiple industries. Their study revealed that high-quality products, particularly in industries like custom manufacturing, directly contribute to customer loyalty and positive word-of-mouth. (Nadya Eka Putri et al., 2024) emphasized that in the custom apparel industry, customers prioritize product durability, material quality, and alignment with specific requirements, such as accurate branding or sizing. (Yulisetiari et al., 2024) demonstrated that superior product quality enhances the overall perception of a brand, fostering trust and long-term relationships with clients.

For D-Smart Solutions Limited, maintaining high product quality is critical in meeting client expectations. Factors like fabric durability, precision in design, and adherence to customer specifications are key indicators of product quality that directly influence customer satisfaction. A significant correlation between product quality and satisfaction would underscore the importance of investing in materials, production processes, and quality assurance systems.

H₁: "There is a significant correlation between Product Quality and Customer Satisfaction."

3.2.2 Hypothesis-2

Delivery Timelines and Customer Satisfaction

Delivery timelines refer to the ability of a company to deliver products within the promised time frame. Timeliness in delivery is a key indicator of operational efficiency and reliability, both of which significantly influence customer perceptions. According to the Service Quality Model (Parasuraman et al., 1988), reliability is one of the five dimensions of service quality, and timely

delivery is a critical component of reliability.

(Deprian & Widanti, 2024) found that timely delivery is a major determinant of satisfaction in industries where customers rely on products to meet specific deadlines. Their research highlighted that late deliveries lead to dissatisfaction and, in many cases, loss of repeat business. (Deprian & Widanti, 2024) emphasized that companies with efficient logistics systems are better positioned to build trust and achieve higher satisfaction levels. A study by (Deprian & Widanti, 2024) revealed that transparent communication about delivery schedules, combined with on-time performance, reduces uncertainty and enhances satisfaction.

In the custom uniform industry, delays in delivery can disrupt client operations, such as missing deadlines for corporate events, school openings, or seasonal requirements. For D-Smart Solutions Limited, a significant correlation between delivery timelines and customer satisfaction would highlight the need for robust logistics, real-time tracking systems, and proactive communication with clients.

H₂: "There is a significant correlation between Delivery Timelines and Customer Satisfaction."

3.2.3 Hypothesis-3

Price and Customer Satisfaction

Price is an important factor in customer decision-making and satisfaction. Customers evaluate pricing based on perceived value, comparing the cost of a product to its quality and the benefits received. According to the Equity Theory (Adams, 1965), customers feel satisfied when they perceive fairness in the exchange, meaning that the price they pay reflects the value they receive.

(Sisrahmayanti & Muslikh Muslikh, 2022) found that in B2B markets, competitive pricing significantly influences satisfaction, especially when it is accompanied by transparent communication about the value offered. Sainy (2024) showed that in the custom uniform industry, clients are more satisfied when pricing is reasonable and aligns with their expectations regarding quality and customization. (Alzoubi et al., 2022) highlighted that price sensitivity varies among customer segments but remains a critical factor in shaping overall satisfaction.

For D-Smart Solutions Limited, pricing strategies must strike a balance between affordability and quality. A significant correlation between price and customer satisfaction would underscore the importance of clear communication about value-added benefits, such as superior quality or

tailored services, that justify the pricing.

H₃: "There is a significant correlation between Price and Customer Satisfaction."

Chapter-4: Methodology

4.1. Population and Sample Size

4.1 Population and Sample Size

The target population for this study comprises customers of D-Smart Solutions Limited located in Dhaka City. This population is relevant as it represents the company's key clientele, who are directly affected by the variables under investigation: product quality, delivery timelines,

and price. From this population, a sample size of 220 respondents was selected using a convenience sampling technique. This sampling method was employed to ensure accessibility and feasibility within the study's time and resource constraints. The chosen sample size is sufficient to provide meaningful insights and reliable statistical analysis.

4.2 Research Design

This study adopts a quantitative research design to evaluate the relationships between product quality, delivery timelines, price, and customer satisfaction. A descriptive and correlational approach was used to understand the extent to which the independent variables influence the dependent variable. This approach allows for objective measurement and analysis, facilitating a clear understanding of the key factors driving customer satisfaction at D-Smart Solutions Limited.

The research is cross-sectional in nature, meaning data was collected at a single point in time to capture customer perceptions and satisfaction levels during the specified period. This design is appropriate for analyzing current trends and relationships among variables without the influence of long-term changes.

4.3 Questionnaire Design

The study utilized a structured questionnaire as the primary tool for data collection, meticulously designed to align with the study's objectives and the specific context of D-Smart Solutions Limited. The questionnaire measured three independent variables—Product Quality, Delivery Timeliness, and Price—and one dependent variable, Customer Satisfaction. Each variable was assessed using three questions, resulting in a total of 12 latent variables. This comprehensive approach ensured that all relevant dimensions of the study were adequately captured.

The questionnaire comprised three sections: demographic information, independent variables, and the dependent variable. Demographic questions focused on respondents' profiles, including age, gender, and occupation. Questions related to the independent variables evaluated aspects such as product durability, delivery reliability, and price affordability, while questions

on the dependent variable assessed overall customer satisfaction, repeat business likelihood, and the willingness to recommend D-Smart Solutions Limited.

To capture respondents' perceptions consistently and quantitatively, the questionnaire employed a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This design ensured the collection of reliable and standardized data for robust statistical analysis. The full list of variables and corresponding questions is included in the appendix for reference, providing transparency and facilitating replication of the study.

4.4 Data Collection

Data collection was conducted using a combination of online and face-to-face methods to ensure maximum reach and participation. Online surveys were distributed through email and social media platforms, while face-to-face surveys were administered at customer premises and during interactions with company representatives. This dual approach facilitated the collection of comprehensive and representative data, enhancing the reliability and validity of the findings.

Ethical considerations were strictly adhered to during data collection. Respondents were informed of the study's purpose, assured of the confidentiality of their responses, and provided with the option to withdraw at any time.

4.5 Time Dimension

4.5.1 Time Frame

The research was conducted over a period of two months, ensuring sufficient time for data collection, analysis, and interpretation. This timeframe allowed for thorough engagement with respondents and detailed examination of the collected data.

4.5.2 Data Collection Timeline

The data collection process took place between November and December 2024, during which all respondents were contacted, and their responses were recorded. This timeline was strategically chosen to align with the operational schedule of D-Smart Solutions Limited, ensuring respondent availability and optimal participation.

4.6 Data Analysis

The collected data was analyzed using SPSS (Statistical Package for the Social Sciences) and Microsoft Excel, which are widely recognized for their effectiveness in quantitative data analysis. These tools were used for the following purposes:

- **Descriptive Analysis:** To summarize the demographic characteristics of the respondents and provide an overview of their perceptions regarding product quality, delivery timelines, price, and customer satisfaction.
- **Reliability Analysis:** Evaluated the internal consistency of the questionnaire using Cronbach's Alpha. All variables had values above 0.70, confirming reliability.
- **Correlation Analysis:** To examine the relationships between the independent variables (product quality, delivery timelines, and price) and the dependent variable (customer satisfaction).
- **Factor Analysis:** To assess the strength and significance of the relationships among the variables and determine the predictive value of the independent variables on customer satisfaction.
- **Visualization:** Graphs and charts were created using Excel to illustrate trends and findings, making the results easier to interpret and present.

Chapter 5 Analysis

5.1 Demographic Profile of the Sample

Table 1

Demographic Information of the Respondents (N=220)

		Frequency	Percentage %	Mean	Standard Deviation
Gender	Male	144	144	1.35	.477
	Female	76	76		
	Others	0	0		
Education	Below - HSC	27	27	2.66	6.557
	Bachelor	117	117		
	Masters	75	75		
	Others	1	1		
Income	Below 20,000	49	49	1.93	.612
	20,001-40,000	137	137		
	40,001-60,000	34	34		
	60,001-80,000	0	0		
	80,001-100,000	0	0		
	100,001-Above	0	0		
Age	Below -18	18	18	1.93	.644
	19-23	132	132		
	24-28	64	64		
	29-33	6	6		
	34-38	0	0		
	39- Above	0	0		

The majority of respondents are male (144 respondents, representing 65.45% of the sample), while females make up the remaining 34.55% (76 respondents). No respondents identified as "Others." The mean gender value is 1.35, indicating a slight skew toward male respondents,

with a standard deviation of 0.477, reflecting a relatively homogenous distribution. Respondents predominantly hold a Bachelor's degree (117 respondents, 53.18%). Master's degree holders constitute 34.09% (75 respondents), while a smaller proportion (12.27%) completed education below the Higher Secondary Certificate (HSC). Only 1 respondent (0.45%) falls into the "Others" category. The mean education level is 2.66 with a higher standard deviation of 6.557, suggesting a broader range in educational attainment. Most respondents (62.27%, 137 individuals) have an income within the 20,001–40,000 BDT range. 22.27% (49 respondents) earn below 20,000 BDT, while 15.45% (34 respondents) fall within the 40,001–60,000 BDT category. No respondents reported an income above 60,000 BDT. The income mean value is 1.93, with a standard deviation of 0.612, indicating a concentration in lower to mid-income brackets. The largest age group comprises individuals aged 19–23 years, representing 60% (132 respondents).

The next significant group is 24–28 years old (29.09%, 64 respondents), while 8.18% (18 respondents) are below 18 years of age. Very few (2.73%, 6 respondents) belong to the 29–33 age group. No respondents are older than 33. The mean age category is 1.93, with a standard deviation of 0.644, reflecting a younger demographic within the sample.

The demographic profile indicates a predominantly male, young, and moderately educated group with mid-level income. These attributes may influence customer satisfaction levels and preferences in the custom uniform industry, making it critical to align products and services with the expectations of this demographic group. This composition also suggests that D-Smart Solutions Limited's target market may primarily include students and young professionals in the mid-income bracket.

5.2 Reliability Test

A dependability metric was developed by measuring how well items testing the same notion provide the same results. A reliability test is done in SPSS using Cronbach's Alpha to confirm that the data is internally consistent.

Table 2

Reliability (Cronbach's α)

Variable	Reliability (Cronbach's α)	Internal Consistency	Number of Items
Product Quality	0.804	Good	3

Delivery Timelines	0.770	Acceptable	3
Price	0.734	Acceptable	3
Customer Satisfaction	0.778	Acceptable	3

The reliability analysis, determined through Cronbach's Alpha (α), confirms the internal consistency of the variables used in this study, ensuring that the items within each construct are closely related and measure the same underlying concept. Product Quality achieved a Cronbach's Alpha of 0.804, demonstrating good reliability. This indicates that the three items used to assess Product Quality, such as questions related to durability, design accuracy, and material quality, consistently measure the construct without significant variability.

Delivery Timelines and Customer Satisfaction both achieved reliability scores of 0.770 and 0.778, respectively, which fall within the acceptable range. This suggests that the items assessing these variables, including punctuality and reliability for Delivery Timelines and overall satisfaction and likelihood of repeat business for Customer Satisfaction, effectively capture their intended dimensions with sufficient consistency.

Price, with a Cronbach's Alpha of 0.734, also meets the standard threshold for reliability. This indicates that the three items used to measure Price, such as perceptions of affordability and value for money, are adequate and consistent in reflecting the construct.

Overall, the Cronbach's Alpha values for all four variables exceed the commonly accepted threshold of 0.7, signifying strong reliability in the measurement instrument. This consistency across constructs ensures the robustness of the questionnaire, providing a solid foundation for accurate and reliable statistical analysis in the study.

5.3 Correlational Analysis

From the Table 3 the variables PQ→CS ($r = 0.506$), DT→CS ($r = 0.551$), PR → CS ($r = 0.566$) correlation with the dependent variable, customer satisfaction. Thus, H1, H2, and H3 are accepted.

Table 3

Pearson Correlation Coefficient (r)

Hypothesis	Pearson Correlation Coefficient (r)	Correlation	Result
H1: PQ→CS	0.682	Moderately high correlation	Positive
H2: DT→ CS	0.644	Moderately high correlation	Positive
H3: PR→ CS	0.671	Moderately high correlation	Positive

Table 3 Result of tested Pearson Correlation

The correlational analysis reveals significant positive relationships between the independent variables—Product Quality, Delivery Timelines, and Price—and the dependent variable, customer satisfaction. Product Quality exhibits the strongest correlation, with a Pearson Correlation Coefficient of 0.682, indicating a moderately high positive relationship. This underscores the critical role of product quality in shaping customer perceptions and satisfaction levels. Delivery Timelines, with a coefficient of 0.644, also show a moderately high positive relationship, highlighting the importance of reliable and timely delivery in enhancing customer satisfaction. Price, with a coefficient of 0.671, demonstrates a similarly strong correlation, suggesting that fair and transparent pricing significantly influences customer satisfaction.

The analysis confirms the validity of the hypotheses, indicating that improvements in product quality, delivery timeliness, and pricing strategies directly contribute to higher customer satisfaction. These findings emphasize the importance of prioritizing these factors to meet customer expectations effectively and foster loyalty. The outcomes provide actionable insights for organizations to strategically focus on enhancing operational efficiency, maintaining high product standards, and adopting competitive pricing to achieve greater customer satisfaction and long-term success.

5.4 Factor Analysis

Factor analysis (FA) is a statistical technique that helps to uncover the underlying dimensions or factors that explain the relationships among a set of complex variables or items (Dugard et

al., 2022). It allows researchers to reduce the complexity of the data and identify the underlying structure.

To perform factor analysis, several tests are commonly conducted, including the Kaiser-Meyer-Olkin (KMO) measure, Bartlett's test of sphericity, Rotated Component Matrix test, and Communalities test.

The KMO measure assesses the sampling adequacy for factor analysis and measures the proportion of variance among the variables that might be caused by underlying factors. A KMO value close to 1 indicates high sampling adequacy (Méndez, 2024).

After the initial run, the KMO (Kaiser-Meyer-Olkin) and Bartlett's Test result was 0.915, indicating an acceptable measure of sampling adequacy. The Rotated Component Matrix revealed no abnormal values. However, in the Communalities table, the value for PR_3 was below the threshold of 0.5. After removing PR_3, the results showed no abnormalities across the matrix.

Second and Final Run

Table 4

KMO and Bartlett's Test

Measurement Scale	Result
Meritorious	.924

The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy for the "Meritorious" scale is 0.924, which is well above the standard threshold of 0.6, indicating excellent suitability of the dataset for factor analysis. A KMO value above 0.9 is considered "marvelous," demonstrating that the correlations between variables are adequate for identifying underlying factors.

Table 5

Communalities

	Initial	Extraction
PQ_1	1.000	.597
PQ_2	1.000	.653
PQ_3	1.000	.621
DT_1	1.000	.589
DT_2	1.000	.603

DT_3	1.000	.602
PR_1	1.000	.526
PR_2	1.000	.589
CS_1	1.000	.583
CS_2	1.000	.589
CS_3	1.000	.542

The communalities table presents the proportion of variance each variable shares with the extracted factors after factor analysis. The Initial communalities for all variables are 1.000, representing the total variance before extraction, while the Extraction communalities indicate the variance explained by the extracted factors.

For the Product Quality (PQ) dimension, the communalities for PQ_1 (0.597), PQ_2 (0.653), and PQ_3 (0.621) exceed the standard threshold of 0.5, demonstrating that these variables are well-represented by the factor structure. Similarly, in the Delivery Timeliness (DT) dimension, the items DT_1 (0.589), DT_2 (0.603), and DT_3 (0.602) exhibit communalities above 0.5, indicating their contribution to the extracted factors is substantial.

The variables under Price (PR)—PR_1 (0.526) and PR_2 (0.589)—also meet the acceptable threshold, confirming their relevance within the factor model. Finally, for the Customer Satisfaction (CS) dimension, all three items—CS_1 (0.583), CS_2 (0.589), and CS_3 (0.542)—demonstrate communalities above 0.5, signifying their adequate representation in the factor solution.

In conclusion, all variables exhibit satisfactory communalities, ensuring that the extracted factors account for a significant proportion of their variance. This outcome confirms the appropriateness of these variables for inclusion in the factor analysis and supports the robustness of the factor structure.

Table 6
Rotated Component Matrix^a

	Component	
	1	2
PQ_1	.773	
PQ_2	.808	
PQ_3	.788	

DT_1	.767	
DT_2	.777	
DT_3	.776	
PR_1		.725
PR_2		.768
CS_1		.764
CS_2		.768
CS_3		.736

The Rotated Component Matrix illustrates the loadings of each variable on the extracted components after rotation, helping to interpret the factor structure more clearly. In this analysis, two components emerged, and the variable loadings indicate their association with these components.

The first component captures variables related to Product Quality (PQ) and Delivery Timeliness (DT). All PQ items (PQ_1: 0.773, PQ_2: 0.808, PQ_3: 0.788) and DT items (DT_1: 0.767, DT_2: 0.777, DT_3: 0.776) have high loadings on this component, signifying that these variables strongly contribute to the first factor. This suggests that the first component represents a construct that integrates aspects of product quality and timely delivery.

The second component primarily consists of variables related to Price (PR) and Customer Satisfaction (CS). PR_1 (0.725) and PR_2 (0.768) exhibit strong loadings on this factor, alongside CS_1 (0.764), CS_2 (0.768), and CS_3 (0.736). These high loadings indicate that this component encapsulates elements of pricing and customer satisfaction.

In summary, the rotated matrix reveals two distinct factors: the first factor representing Product Quality and Delivery Timeliness, and the second factor representing Price and Customer Satisfaction. The clear separation of variable loadings supports the construct validity of the factors, ensuring that the variables effectively group into meaningful components for further analysis.

Chapter-6: Discussion and Conclusion

6.1 Discussion

The analysis provides a comprehensive understanding of the factors influencing customer satisfaction in the custom uniform industry, specifically focusing on D-Smart Solutions Limited. The results from reliability testing, Pearson correlation analysis, and factor analysis offer valuable insights into the interrelationships among the key dimensions—Product Quality (PQ), Delivery Timeliness (DT), Price (PR), and Customer Satisfaction (CS).

The reliability analysis revealed high internal consistency across all constructs, with Cronbach's alpha values exceeding the standard threshold of 0.7. Notably, the "Meritorious" scale demonstrated an excellent reliability score of 0.924, indicating that the measurement items for this construct are well-aligned and reliable. These results validate the robustness of the measurement scales used in the study and ensure the dependability of the data for further statistical analysis.

The Pearson correlation analysis demonstrated significant positive relationships among the studied variables. The strong correlations between Product Quality, Delivery Timeliness, Price, and Customer Satisfaction highlight the interconnectedness of these dimensions. Specifically, Customer Satisfaction showed the strongest correlation with Product Quality, indicating that quality is a primary driver of satisfaction in the custom uniform industry. Additionally, the moderate correlations with Delivery Timeliness and Price suggest that while these factors are important, their influence on customer satisfaction is comparatively secondary.

The factor analysis further clarified the underlying structure of the data. The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy yielded an excellent score of 0.924, confirming the suitability of the data for factor analysis. Bartlett's Test of Sphericity was also significant ($p < 0.05$), validating the presence of adequate inter-correlations among variables. Communalities analysis confirmed that all variables exceeded the standard threshold of 0.5, indicating that the extracted factors explained a substantial proportion of their variance.

The Rotated Component Matrix identified two distinct factors. The first factor comprised items related to Product Quality (PQ) and Delivery Timeliness (DT), reflecting operational efficiency as a key construct. The second factor grouped items related to Price (PR) and Customer Satisfaction (CS), highlighting the relational and experiential aspects of customer interactions.

The clear separation of these factors underscores their theoretical and practical relevance to understanding customer satisfaction in this context.

6.2 Recommendations

D-Smart Solutions Limited should focus on enhancing product quality by implementing rigorous quality control measures and adopting advanced customization technologies. Improving delivery timeliness is essential, which can be achieved by optimizing supply chain operations and partnering with reliable logistics providers. Pricing strategies should be aligned with market expectations through research and offering loyalty incentives to enhance customer retention. Strengthening customer relationships through efficient CRM tools, personalized services, and robust post-sale support is crucial. Employee training programs should be prioritized to improve technical skills and customer service standards. Leveraging data analytics will help the company identify areas for improvement and monitor performance effectively. Promoting sustainability by using eco-friendly materials and practices will appeal to environmentally conscious customers, while fostering innovation through new designs and technologies will ensure the company stays competitive in the market. These initiatives will enhance customer satisfaction, build long-term loyalty, and strengthen the company's market position.

6.3 Conclusion

This study provides valuable insights into the key factors influencing customer satisfaction in the custom uniform industry, using D-Smart Solutions Limited as a case study. Through a comprehensive analysis of product quality, delivery timeliness, price, and customer satisfaction, the findings highlight the critical importance of both operational efficiency and relational factors in shaping customer experiences.

The results demonstrate that maintaining high product quality and ensuring timely delivery are fundamental drivers of customer satisfaction. Equally, competitive pricing and effective customer relationship management significantly enhance perceived value and loyalty. The robust reliability, correlation, and factor analysis validate the theoretical and practical relevance of these dimensions, offering a clear framework for understanding customer behavior in this niche industry.

By addressing these factors strategically, D-Smart Solutions Limited and similar organizations can improve service delivery, foster stronger customer relationships, and sustain a competitive edge in the market. Future research can build on this foundation by exploring additional variables, such as technological innovation and sustainability, to further refine strategies for enhancing customer satisfaction.

6.4 Limitations

Despite providing valuable insights, this study has certain limitations that should be acknowledged:

1. **Sample Size and Generalizability:** The study's sample size, although adequate for statistical analysis, is limited to customers of D-Smart Solutions Limited. As a result, the findings may not be fully generalizable to the entire custom uniform industry or other regions.
2. **Cross-Sectional Design:** The research employs a cross-sectional design, capturing data at a single point in time. This limits the ability to identify trends or changes in customer satisfaction over time.
3. **Subjectivity in Responses:** Customer satisfaction is inherently subjective, and the responses may be influenced by individual biases, external factors, or recent experiences, which could affect the reliability of the results.
4. **Limited Variables:** While the study focuses on key dimensions like product quality, delivery timeliness, price, and customer satisfaction, other potentially influential factors, such as brand reputation, technological advancements, or sustainability practices, were not included.
5. **Reliance on Self-Reported Data:** The data is based on self-reported surveys, which may be prone to social desirability bias, where respondents provide answers they believe are expected rather than their true opinions.
6. **Lack of Longitudinal Insights:** The absence of longitudinal data restricts the understanding of how customer satisfaction evolves in response to changes in business strategies or market conditions.
7. **Industry-Specific Focus:** The findings are specific to the custom uniform industry, and their applicability to other industries or broader contexts may be limited.

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Questionnaire Items

Constructs/Questionnaire Items

Demographic Data

Gender

Education

Profession

Age

Income per month

Product Quality

The products meet high-quality standards.

The materials used in their products are durable.

The design and fit of the uniforms or others accessories are satisfactory.

Delivery Timelines

Orders are delivered on time as promised.

Delivery schedules are consistently reliable.

Delays in delivery rarely occur.

Price

The price of the products is fair compared to the quality.

The pricing structure is transparent and easy to understand.

Discounts or offers enhance the value of the service.

Customer Satisfaction

Overall, I am satisfied with the service provided by D-Smart Solutions Limited.

The service consistently meets my expectations.

I would recommend this company to others for custom uniforms.

"Evaluating Customer Satisfaction in the Custom Uniform Industry: A Case Study of D-Smart Solutions Limited

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