A STUDY ON CUSTOMER SATISFACTION TOWARDS SHANTHI SOCIAL SERVICES WITH SPECIAL REFERENCE TO MEDICAL SHOP, COIMBATORE

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ABSTRACT

Healthcare is one of India's largest sectors, in terms of revenue and employment and one can well witness the sector to expand rapidly. It has been observed that delivery of quality service is imperative for Indian healthcare service. The number of people requiring health care services has steadily increased, and this trend will likely continue. Due to many of society's changing social and health issues, pharmacists will face new challenge.

KEY WORDS: *Pharmacist, Health Care, Service Quality, Service Sector*

INTRODUCTION

Health as one of the Fundamental Human Right has been accepted in the Indian Constitution. Although Article 21 of the Constitution requires the State to endure the health and nutritional well being of all people, the Federal Government has a substantial technical and financial role in the sector. Post liberalization, the healthcare industry emerges with greater opportunities and quality changes. Health care sector is an important segment in the service industry. In fact, healthcare services are essential at every place as its need may arise anywhere. Hospitals are service organizations that have now become and industry legally and practically.

SCOPE OF THE STUDY

This report provides a detailed view of Shanthi Gears medical services and detailed information on Shanthi Gears medical services. Medical services specialized in public health and they work in hospitals or other specialized medical settings like nursing

STATEMENT OF THE PROBLEM

Nowadays the customers can purchase any products, but the customers want to like the quality products. So quality is an important for any product. Now the level of satisfaction of is customer an Essential one. Highly quality products are most welcome by the customers, because the poor quality products may easily affect the health. So the necessity that has arisen for the study has been to identify the level of customer satisfaction towards Shanthi Gears Medical Shop. Hence, the current study on customer satisfaction towards Shanthi Gears Medical Shop has beenconducted.

homes, related home care services the social services are in many areas our specific study is on Shanthi Gears towards Coimbatore city.

OBJECTIVES OF THE STUDY
- ❖ To review on customer Expectation and satisfaction towards Medical Shop.
- ❖ To study of perceived quality services on customer.
- ❖ To study the level of satisfaction of the customer towards Medical Shop.

STATISTICAL TOOL USED
1. Simple Percentage Analysis
2. Likert Scale Analysis
3. Rank Analysis

LIMITATIONS OF THE STUDY
1. The effectiveness of the study may be affected due to the personal bias of the respondents.
2. My study is only limited to Coimbatore City.
3. The sample size is limited to 120 respondents only. With the limited respondents the findings may not be applicable to the total population.

REVIEW OF LITERATURE
Fugaru Cecilia (2017)[1]The purpose of the present research consists in diagnosing the zone tolerance for the medical services provided by an Shanthi Gears Medical Shop, in orders to improve the quality of its services and customer satisfaction. Consequently, the Shanthi Gears Medical shop considered for this research should use its best efforts in order to enhance its medical equipment to increase customer satisfaction. The purpose of this research was to identify the zone to tolerance and measure the quality of services provided by the Shanthi Gears Medicals Shop.

D.P. Sudhagar (2017)[2] the present study will aim to see the factors associated with medical shops outlets. Customer's holds strong importance towards Quality, Offers, Discount, Convenience and performance of workers. The study successfully accomplishes the overall objective of the research by taking out the gaps in the quality attributes of the medicines outlets in the Chennai City South India.

Dr. S.J. Manjunath (2016)[3], every business needs not only to retain its current customers but also to expand customer's base significantly and it is possible only when target customer is fully satisfied from some parameters. Customer satisfaction in medical shop is showing dependency on service quality, Product Quality, Price, Customer satisfaction, Physical Environment, discount and offers. This study tested the model of customer satisfaction in full services on Medical shops.

DATA ANALYSIS AND INTERPRETATION
The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretation for the same. The data have been analyzed using the following statistical tools.
- Simple percentage analysis
- Likert scale analysis
- Rank analysis

SIMPLE PERCENTAGE ANALYSIS:
The percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilities comparison and standardization. The analysis describes the classification of the respondents failing under each category.

FORMULA
$$PERCENTAGE = \frac{Number\ of\ respondents}{Total\ number\ of\ respondents} * 100$$

TABLE 1
TABLE SHOWS THE GENDER OF THE RESPONDENTS

S.NO	FACTORS	NO.OF RESPONDENTS	PERCENTAGE
1	Male	51	43%
2	Female	69	57%
	Total	**120**	**100%**

(Source : Primary Data)

INTERPRETATION
The table shows that out of 120 respondents, 57% of the respondents are Female, 43% of the respondents are Male.

INFERENCE
Hence, Majority of 57% of the respondents are Female.

TABLE 2
TABLE SHOWS THE OCCUPATION OF THE RESPONDENTS

S.NO	FACTORS	NO.OF RESPONDENTS	PERCENTAGE
1	Business	29	24%
2	Professional	26	22%
3	Student	21	17%
4	Employee	32	27%
5	Others	12	10%
6	**Total**	**120**	**100%**

(Source: Primary Data)

INTERPRETATION
The table shows that out of 120 respondents are Employee, 24% of the respondents are business, 22% of the respondents are Professionals, 17% of the respondents are Students, 10% of the respondents are Others.

INFERENCE
Hence, Majority 27% of the respondents are Employees.

RANK ANALSIS
A Rank analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where "ranking" is the assignment of the label "first", "second", "third", etc. to different observations of a particular variable.

TABLE 3
TABLE SHOWS THE RESPONDENTS PREFERENCE/IMPORTANCEWILL BUYING MEDICINES.

S.NO	FACTORS	RANK I	RANK II	RANK III	RANK IV	RANK V	RANK VI	RANK VII	TOTAL	RANK
1	Good Service	23(7) 161	30(6) 180	27(5) 135	18(4) 72	5(3) 15	9(2) 18	8(1) 8	**589**	1
2	Price	27(7) 189	22(6) 132	21(5) 105	21(4) 84	12(3) 36	6(2) 12	11(1) 11	**569**	2
3	Good Quantity	15(7) 105	21(6) 126	19(5) 95	12(4) 48	17(3) 51	25(2) 50	11(1) 11	**486**	3
4	Good Quality	18(7) 126	14(6) 84	12(5) 60	22(4) 88	20(3) 60	16(2) 32	18(1) 18	**468**	4
5	Discount	11(7) 77	10(6) 60	18(5) 90	8(4) 32	22(3) 66	22(2) 44	28(1) 28	**397**	7
6	Home Delivery	7(7) 49	14(6) 84	11(5) 55	14(4) 56	29(3) 87	25(2) 50	20(1) 20	**401**	6
7	Reputed Name	20(7) 140	9(6) 54	13(5) 65	25(4) 100	15(3) 45	16(2) 32	22(1) 22	**458**	5

(Source: Primary Data)

INTERPRETATION

The table shows that out of 120 respondents, Good service is in the rank 1, Price is in the Rank 2, Good Quantity is in the Rank 3, Good Quality is in the Rank 4, Reputed Name is in the Rank 5, Home Delivery is in the Rank 6, Discount is in the Rank 7

INFERENCE

This is resulted that Good Service is in the Rank 1 that respondents give preference/Importance while buying Medicines.

LIKERT SCALE ANALYSIS

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement, ordered in hierarchical from strongly negative to strongly positive. Used mainly in behavioral science, in likert's method a person's attitude is measured by combining (adding pr averaging) their responses all items.

FORMULA:

Likert scale = $\sum$ (fx)/Total number of respondents

F	= Number of Respondents
X	= Likert Scale Value
(fx)	= Total Scale

TABLE 4
TABLE SHOWS THE SATISFACTION LEVEL OF THE RESPONDENTS (EXCHANGE OF MEDICINES)

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL SCALE
1	Highly Satisfied	15	5	75
2	Satisfied	83	4	332
3	Neutral	20	3	60
4	Dissatisfied	1	2	2
5	Highly Dissatisfied	1	1	1
	Total	**120**		**470**

(Source: Primary Data)

Likert Value= fx/no. of respondents
= 470/120
= 39

INTERPRETATION

From the above table about the level of satisfaction regarding the Shanthi Gears medical shops shows Likert Scale value is 3.9 which are greater than the mid value(3). **Hence the customer satisfied with the Exchange of Medicines.**

TABLE 5
TABLE SHOWS THE SATISFACTION LEVEL OF THE RESPONDENTS (CREDIT AND DEBIT CARD FACILITIES)

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL SCALE
1	Highly Satisfied	23	5	115
2	Satisfied	62	4	248
3	Neutral	30	3	90
4	Dissatisfied	3	2	6
5	Highly Dissatisfied	2	1	1
	Total	**120**		**460**

(Source: Primary Data)

Likert Value= ∑x/no. of respondents
$$= 460/120$$
$$=3.8$$

INTERPRETATION

From the above table, it shows the level of satisfaction regarding the Shanthi Gears medical shop shows Likert Scale value is 3.8 which are greater than the mid value(3), **Hence the customer satisfied with the Credit and Debit Card Facilities.**

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS

- ❖ Majority 45% of the respondents are between the age of 2.-30 years.
- ❖ Majority of 57% of the respondents are Female
- ❖ Majority of 52% of the respondents are Married.
- ❖ Majority of 27% of the respondents are Employees.
- ❖ Majority 39% of the respondents of the family income is 2-3 Lakhs.
- ❖ Majority 62%nof the respondents Family size is 3-4 Members.
- ❖ Majority of 38% of respondents are influenced by Friends.
- ❖ Majority of the respondents are spending Rs.601-1500 on Medicines.
- ❖ Majority 41% of the respondents prefer Shanthi Gears Medicals for Good Quality.
- ❖ Majority of respondents 1-2 family members are consuming tablets regularly.
- ❖ Majority of 83% of the respondents are agreeing that all types of Medicines are Available in Shanthi Gears Medical Shop.
- ❖ Majority 96% of the respondents are not faced any problem due to Expiry date tablets.
- ❖ Majority 37% of the respondents are visiting Shanthi Gears Medical Shop 8.12 Months.
- ❖ This is resulted that Good Service is in the Rank I that respondents give Preference/Important while buying Medicines.
- ❖ Hence the customer satisfied with the Exchange of Medicines.
- ❖ Hence the customer satisfied with the Credit and Debit Card Facilities.
- ❖ Hence the customer satisfied with the Environment of the Medical Shop
- ❖ Hence the customer satisfied with the Service of the Medical Shop.
- ❖ Hence the customer satisfied with the Over all Performance of Shanthi Gears Medical Shop.

- ❖ The discount rate must be increased because normally other medical shops are also providing the same discount rate.

SUGGESTIONS

- ❖ Sales by telephone and internet should be encouraged.
- ❖ Door delivery should be promoted or extended to more kms. A large proportion of customers recommended to adopt these measures and aged people tended to prefer door delivery.
- ❖ Sufficient stock of medicines should be always made available.
- ❖ There must be high quality goods with a wide choice of Brands.
- ❖ Introduce customer relationship management by collecting customer information.
- ❖ There is no any advertisement for the Medical Shop so have to make an advertisement for the customer to know about the medical shops and offers and discounts.
- ❖ Provide an opportunity for the customers to give feedback is an excellent way to improve your service.

CONCLUSION

Through the research paper entitled, "A Study on customer satisfaction towards Shanthi Gears Medical Shop", it is concluded that the demographic variables such as group, gender and occupation are having less impact on the factors of customer satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Shanthi Gears Medical Shop with respect to the chosen factors. This study also indicates that the customers loyalty towards the Shanthi Gears Medical Shop is also good.

REFERENCE

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