



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 15/05/2018

CERTIFICATE

This is to certify that **Ms. Rehema Catherine Sasabo** bearing USN **1AZ16MBA54** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A Study on Customer Satisfaction at Sunplus Software**" **Bangalore** is prepared by her under the guidance of **Prof. Om Prakash.C**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD
Head of the Department
Department of MBA
Acharya Institute of Technology
Soladevanahalli, Bangalore-560 107

Signature of Principal/Dean Academics

Dr. Mahesha K
Dean-Academics
Acharya Institute of Technology
Bangalore-56 0 107

CERTIFICATE

This is to certify that Ms. Rehema Catherine Sasabo, bearing USN No: 1AZ16MBA54 student of Acharya Institute of Technology has undergone internship of Sales & Marketing study of our Organization, from the period of 15th January To 23rd March, 2018.

We wish her all the best for her future professional endeavors.

For Sun Plus Software Technologies Pvt Ltd, Bangalore



Ms. Gladish Arul Malar R

Head - Human Resource



Ms. Beenā Mona Saldanha

Senior Manager – Sales & Marketing



Ms. Saritha Shetty

Managing Director

Sunplus Software Technologies Pvt. Ltd.

info@sunplussoftware.com

+91 8041640217

http://sunplussoftware.com

DECLARATION

I, Rehema C. Sasabo, hereby declare that the Internship report entitled "A study on customer satisfaction" with reference to "Sunplus Software, Bangalore" prepared by me under the guidance of Prof. Om Prakash C, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by Miss. Beena M. S., senior manager, department of Sales & Marketing, Sunplus Software.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: *Bangalore*

Date: *22/05/18*

R. Sasabo
Signature of the student

ACKNOWLEDGEMENT

I am truly grateful to my external guide Miss. Beena M., Senior manager sales & marketing, Sunplus Software Pvt Ltd., and my internal research Guide, Prof. Om Prakash C, for their research guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

I deem it a privilege to thank our Principal, Dr. Sharanabasava Pilli, Dr. Mahesh, Dean Academics and our HOD Dr.Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

TABLE OF CONTENTS

Executive Summary	01
Chapter 1. Introduction	02
1.1. Introduction	
1.2. Industry profile	
1.3. Company profile:	
1.3.1. Promoters	
1.3.2. Vision, Mission & Quality Policy.	
1.3.3. Products / services profile	
1.3.4. Areas of operation	
1.3.5. Infrastructure facilities	
1.4. Competitors' information	
1.5. SWOT Analysis	
1.6. Future growth and prospects	
1.7. Financial Statement	
Chapter 2. Conceptual background and Literature review	11
2.1. Theoretical background of the study	
2.2. Literature review	
Chapter 3. Research Design	20
3.1. Statement of the problem	
3.2. Need for the study	
3.3. Objectives	
3.4. Scope of the study	
3.5. Research methodology	
3.6. Hypotheses	
3.7. Limitations	
Chapter 4. Analysis and Interpretation	24
4.1. Data Analysis and Interpretation	
4.2. Statistical Tools results	
Chapter 5. Summary of Findings, Conclusion and Suggestions	47
5.1. Findings	
5.2. Conclusions	
5.3. Suggestions	
Bibliography	50
Annexure -1: Questionnaire	52
Annexure -2: Photos/ Brochures	

LIST OF TABLES

Table No.	Particulars	Page Nos
Table 4.1	Table showing the job designation	25
Table 4.2	Table showing duration worked in company	26
Table 4.3	Table showing period doing business with Sunplus	27
Table 4.4	Table showing product awareness and services	28
Table 4.5	Table showing quality of product rate	29
Table 4.6	Table showing product expectation	30
Table 4.7	Table showing satisfaction rate of Sunplus product	31
Table 4.8	Table showing Sunplus representatives' knowledge and skill	32
Table 4.9	Table showing overall satisfaction with Sunplus representatives'	33
Table 4.10	Table showing overall satisfaction of value of product with price	34
Table 4.11	Table showing customer service rate of satisfaction	35
Table 4.12	Table showing promotion rate of product	36
Table 4.13	Table showing price of product	37
Table 4.14	Table showing timely availability of service	38
Table 4.15	Table showing overall satisfaction of customer care	39
Table 4.16	Table showing availability of customer service	40
Table 4.17	Table showing relevance of service to need	41
Table 4.18	Table showing impressed factor	42

Table 4.19	Table showing comparison	43
Table 4.20	Table showing recommendation	44

LIST OF FIGURES AND CHARTS

Chart No.	Particulars	Page Nos.
Figure 1.1	Logo of eye campus	6
Figure 1.2	Logo of Merit Q software	7
Figure 1.3	Logo of Zeta software	8
Chart 4.1	Graph showing the job designation	25
Chart 4.2	Graph showing duration worked in the company	26
Chart 4.3	Graph showing period doing business with Sunplus	27
Chart 4.4	Graph showing product awareness and services	28
Chart 4.5	Graph showing quality of product rate	29
Chart 4.6	Graph showing product expectation	30
Chart 4.7	Graph showing satisfaction rate of Sunplus product	31
Chart 4.8	Graph showing Sunplus representatives' knowledge and skill	32
Chart 4.9	Graph showing overall satisfaction with Sunplus representatives'	33
Chart 4.10	Graph showing overall satisfaction of value of product with price	34
Chart 4.11	Graph showing customer service rate of satisfaction	35
Chart 4.12	Graph showing promotion rate of product	36
Chart 4.13	Graph showing price of product	37
Chart 4.14	Graph showing timely availability of service	38
Chart 4.15	Graph showing overall satisfaction of customer care	39
Chart 4.16	Graph showing availability of customer service	40
Chart 4.17	Graph showing relevance of service to need	41

Chart 4.18	Graph showing impressed factor	42
Chart 4.19	Graph showing comparison	43
Chart 4.20	Graph showing recommendation	44

Executive Summary

The India market is open to a wide competition. The market went through a change and consumer have been come more aware and demand greater value for money. Service sector dominates more than half of India's national income. At present IT industrial is facing competition from all parts of the world. In today's world customer is the king, as he got various alternatives to choose from. The behaviour and level of customer satisfaction differ from customer to customer.

Structured questionnaire and personal interview were the strategy used to accumulate essential information from a sample size of 100 customers of Sunplus Software in Bangalore. The study demonstrated that larger part are satisfied with the products and services give.

My research uncovered that client satisfaction grouped as a general client demeanour towards a service provider. Most of the respondents have been doing business with Sunplus Software for 1-3 years, and aware about the product through word of mouth.

Many of clients think advertisement will help boost product awareness in the market and development of product should not only be for usage of top management but also for other level of management.

Sunplus software should provide regular training to its employees to keep them updated with technology changes, collection of feedback from their clients at regular interval, initiate strategy that will involve clients more, effective coordination between employees, department and clients and also addition of personal in marketing and sales department to increase awareness of company, products and its services.

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The Consumer Satisfaction is a study that aims to measure and track shifts in the perception of selected services. Clients are asked about their satisfaction with the services that they had used, specifically in terms of the quality of service, price, service offerings, services availability given the range of items currently offered in market.

Study on Customer satisfaction was conducted at Sunplus software located at Tranquil, 13/4 Langford Gardens, Bengaluru, Karnataka 560025 on their 100 clients who use Zeta, Merit Q and eye campus products for period of two months.

At Sunplus Software I was exposed to various situation a marketer faces during the search of clients and making them potential clients. Learnt where and how to generate clients and what is criteria that needs to be consider.

1.2 INDUSTRY PROFILE

Information Technology sector involving 2 significant portions: Information Technology organizations and business process outsourcing/Management.

Altogether, has motivated monetary revolution of land plus attuned imprint of India global economy. Furthermore harvesting on quality extreme such as academic wealth with few worldwide IT firms setting up their advancement focuses in India.

Ends up as the winner with the most astounding extent of advanced ability in the nation at 76 for each penny contrasted with the worldwide normal of 56 for every penny.

Speculations/Developments

Slice of improvements in IT area are:

- Growth of flexi staffing market in IT sector.
- Increase in Private Equity (PE) investments in India's IT sector.
- Creation of wireless Technology 5G, support apprehending its most important goals; GDP rate improvement, employment opportunities and economy digitalising.

- Expansion of mobile wallet industry and the value of its transaction.

Government Enterprises

Portion of activities are as follows:

- Investing in various IT zones.
- Employment in the data innovation IT segment.
- Stretch broadband association with each family unit in the state.
- Venture computerized progression rustic mail station for India, improving quality and increasing value of presidencies.
- Setting of Wi-Fi office most part of country by March 2019.

1.3 COMPANY PROFILE

Sunplus Software Technologies Pvt. Ltd., is a worldwide data innovation improvement and counselling firm. Established in 2010, we create items, administrations and answers for the Healthcare, Government and Education areas.

Sunplus Software Technologies is generally perceived as a seaward specialist co-op, and has a corporate business office and focus situated in Bangalore, India.

Separated of Sunplus Group has which expanded into various verticals like Mining and minerals, Imports and Exports, Trading, IT items and Services and exceeds expectations with the assistance of exceptionally talented Management Team.

Sunplus Group has a solid workforce with a worldwide impression Sri Lanka, Cambodia, Singapore, Japan, Ghana and West-Africa to give some examples.

1.3.1 Vision, Mission of Sunplus Software

Vision of Sunplus Software

To offer clients creative items, on-time administrations and world-class data innovation arrangements that are made and conveyed by the best personalities in the business.

Mission of Sunplus Software

To enhance the lives of clients and workers and endeavour to lead in the creation, improvement and conveyance of industry's most exceptional data advances.

Solutions reliably endeavour to climb the esteem chain and offer clients, programming in a proactive, customized condition and at focused rate.

Driven by a want to engage clients with feasible development through green arrangements, benefit offerings, and eco-accommodating methodology that is hardwired into our interior procedures and items.

Values of Sunplus Software

Sunplus software values are;

- To show prophetic administration to pioneer a superior future.
- To manufacture persisting associations with clients by offering cutting edge items that surpass their desire.
- To keep up a state of mind of administration and constantly rehash items and administrations to dependably remain the best
- To use aggregate virtuoso for illuminated joint effort
- To reliably raise the benchmark on quality and make progress toward flawlessness
- To keep up corporate and singular responsibility, straightforwardness and duty

- To show unflinching respectability in all communications with clients, accomplices and representatives and lead our business in a moral and reasonable way

1.3.2 Service and product profile

Services profile

Services performed by the company are

- Staffing/recruiting.
- Payroll for government.
- Bidding
- Software developing (products)

In software development the following platforms are used;

- Liferay
- .net

Liferay

Liferay is an open-source organization that gives free documentation and paid proficient administration to clients of its product. Predominantly centered on big business entryway innovation, the organization has its central command in Diamond Bar, California, United States. Liferay's unique item, Liferay Portal, was made in 2000 by boss programming engineer Brian Chan to give an endeavor gateway answer for non-benefit associations.

.Net

Product system created by Microsoft that runs basically on Microsoft Window.

Products profile



Fig 1.1 Logo of Eye Campus software

Eye Campus

Eye Campus is an association administration programming produced for the specialty needs of schools and colleges. This online intuitive application handles routine and altered errands, and mechanizes a greatest of everyday tasks.

Modules of Eye Campus

- Academic Management
- Placement Management
- Transport Management
- HRMS
- Employee (payroll and leave)
- Finance Management
- Inventory Management
- Reports

Features of Eye Campus

- Effective correspondence between administration, personnel, understudies and staffs.
- Complete computerization of every Manual task
- Centrally put away data with zero repetition
- Auto-age of timetables with dynamic substitute administration
- Financially savvy one point answer for add up to College administration



Fig 1.2 Logo of Merit Q software

Online Feedback Management System

Merit-Q is a 360 degree online feedback management system tailored for your institution of higher education. Merit-Q can be leveraged as a web-based application or hosted on your local machines. The application provides an excellent platform for your college or university to conduct feedback surveys in line with statutory norms, and replaces cumbersome manual processes with a smarter, effective online system.

Students giving feedback on

- Faculty | Course
- Head of Department

- Head of Institution
- Institution

Faculty giving feedback on

- Head of Department
- Principal
- Institution

Head of Department Giving Feedback on

- Principal
- Institution



Fig 1.3 Logo of Zeta software

School Information and Management System

Experience the energy of a computerized grounds that consistently interfaces administration, educators, gatekeepers and understudies of your instructive organizations to associate pair with each other.

Zeta is planned as a conclusion to end scholastic administration arrangement that easily coordinates administration undertakings, instructional procedures and unique needs of any instructive foundation.

The key feature of this MIS is that it offers constant shrewd, basic leadership data to expand viability and productivity of your establishment.

Comprehensive Module Set of Zeta

- Admission
- Academics
- Examinations
- Library Management
- Hostel Management

- Transportation with GPRS Tracking
- Fee, Payroll and Finance
- Financial Management
- Administration

Benefits of Zeta

- Simplified management
- Accurate curriculum management
- Faster communication
- Improved data analyzes
- Centralized data access

1.3.3 Area of operation

Sunplus Technology is currently operation in Karnataka state.

1.3.4 Infrastructure facilities

- Building located at Bangalore.
- Equipment such as laptops, desktop and printer.
- Trained staffs.

1.4 COMPETITORS INFORMATION

Some of Sunplus competitors are;

- Keonics
- Anand

1.5 SWOT ANALYSIS

Strength

- Skilled human resource: The organization has a number of employees who are experienced in programing and management.
- Reliability: Ability to develop customized software
- Financial state: Able to bid for government projects.
- Team spirit: Employees are not just experts but also team oriented, work together to satisfy the customer.

- Large projects: E.g. Project that involved distribution of Laptops for students.

Weakness

- Much focus on government project more than acquiring individual customers.
- Organization has been dependent on project brought by managing director.
- Communication gap
- Less research
- Lack of workforce such as salesman/sales women, finance etc.

Opportunity

- Laws
- Infrastructure
- Government support
- Expansion of IT

Threats

- Competitors
- Security
- Concentrated IT development: More developed IT in certain parts of the country such as Bangalore, Delhi etc.

1.6 FUTURE GROWTH AND PROSPECTS.

Sunplus software is planning the following for future growth;

- Territory expansion
Sunplus software plans to have an office in other areas in India such as Mumbai, Chennai etc. It has also partnered with Biz Logic Solution (A private IT company in Tanzania).
- Recruiting of more experienced employees
At first financial activities were outsourced to a third party but recently the organization has recruited an expert in Finance.
- Introduction of training activities
The organization is planning to start training activities as part of services to provide.
- Apple recognized agency.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 Theoretical Background

Customer satisfaction

Marketing term that measures how specific item or administrations provided by a specific association meet customer's desire

Ways to achieve customer satisfaction

Listed below are some of ways to achieve customer satisfaction

1) Invention of Needs

Client fulfilment activates well before a purchase is made -- at the primary contact with the customer. When seller flatteringly understands customer's desires, he is in a station to recommend the product or service that best lights these needs.

2) Reliable Information

A place where clients can go to get finish and solid data about the advantages and employments of items henceforth they are willing to obtaining the product.

3) Keep up High Ethical Standards

Clients can be immediately killed by managing business people or client benefit agents who are not totally transparent. Another moral slip by is making guarantees that the organization can't keep just to make a deal. Clients who trust they were misdirected on the main exchange with an organization are probably not going to make another one.

4) Fabricate a Post-Purchase Relationship

Contact clients and ask them how fulfilled and experience had with the association. Inquire area for improvement. Enhancing consumer satisfaction is an essential business target, and approaching clients for their information demonstrates that a business genuinely thinks about them and is continually making progress toward change.

How to improve customer satisfaction

There are various ways to improve; some may be

- Ask for Customer Feedback
- Educate Customers & Provide Answers
- Keep your promises
- Build customer loyalty
- Get involved in social media to track and monitor customer satisfaction.

Reason for measuring customer satisfaction

Organization study customer satisfaction for

- Customer Retention.
- Product diversity
- Identification of problem
- Understand needs of customer
- Reduces negative word of mouth

How to measure

The most way to measure customer satisfaction is through conducting a survey. Gathering information from target market through interviews, questionnaires, etc. regarding services and product provided by the organization.

2.2 Literature Review

Discussed published information in specific matter. Summarized and synthesized arguments and thinking

1. **Richard N. Cardozo (1965):** After effects of a research center trial show that consumer loyalty with an item is impacted by the exertion exhausted to get the item, and the desires concerning the item. In particular, the trial proposes that fulfillment with the item might be higher when clients exhaust impressive push to acquire the item than when they utilize just unassuming exertion. This finding is against common

ideas of promoting productivity and client comfort. The exploration additionally recommends that consumer loyalty is bring down when the item does not come up to desires than when the item meets desires.

2. **Patriya Tansuhaj, John Wong, Jim McCullough, (1987):** Theories of marketing in service firms, debated and scanned for effects on client loyalty. Ideas framework of remote and home banks in Thailand are intent. Consequences expression alterations among tiers and connection amongst publicising and client loyalty.
3. **Bonnie J. Knutson (1988):** The most effective marketing strategy makes sure your customer are really satisfied, by meeting or exceeding their expectation. Whatever promised in promotional campaign must be delivered when customer walks in the door. With this mind ten principle of consumer satisfaction are presented in this article.
4. **Luiz Moutinho, Douglas T. Brownlie, (1989):** Heading fulfilments conveyed to purchasers of tier administrations are probed, system empowered plaintiffs' observations spoken openly. Uncovered that plaintiffs abnormal amounts regarding fulfilments with respect area and branches and acknowledgment present stages in managing an account expenses; however communicated some alert in their assessment of as good as ever benefits.
5. **Claes Fornell (1992):** Proposed corresponding to productivity dealings. Though profitability fundamentally imitates total yield, dealings landscape of yield. Creator hearsays consequences of huge scale Swedish push to gauge nature of the aggregate utilization process as consumer loyalty. The centrality client devotion places part for organization survival.
6. **Eugene W Anderson, Claes Fornell, Donald R Lehmann (1994):** Discussion just how desires, quality, and cost stimulus client devotion and why client devotion stimulus profit. Discover positive effect of value on client loyalty thus, productivity. Architects display financial rewards of expanding client loyalty utilizing both an observational estimate and another investigative prototypical.

7. **ClaesFornell, Michael D Johnson, Eugene W Anderson, Jaesung Cha, Barbara Everitt Bryant (1996):** Architects probe landscape & inspiration and elucidate hypothesis hidden. Equally outline utilization in pointing benchmarking ponders. The architects perceive customer devotion to further remarkable products than for presidencies principally as a result of diminishing fulfillment with administrations.

8. **Eugene W. Anderson, ClaesFornell, Roland T. Rust (1997):** There is broad conviction that organizations should seek after predominance in both consumer loyalty and efficiency. Be that as it may, there is motivation to trust these two objectives are not generally good. In the event that a firm enhances efficiency by "scaling back," it might accomplish an expansion in profitability for the time being, yet future gainfulness might be undermined if consumer loyalty is exceptionally subject to the endeavors of work force. Assuming this is the case, there are potential tradeoffs between consumer loyalty and efficiency for businesses as assorted as carriers, saving money, instruction, inns, and eateries. The goal of this paper is to research whether there are conditions under which there are tradeoffs between consumer loyalty and profitability. The discoveries propose bolster for the dispute that tradeoffs are more probable for administrations. Thus, concurrent endeavors to increment both consumer loyalty and efficiency are probably going to be all the more difficult in such businesses. Obviously, this does not infer that such firms ought not look for enhancements in both profitability and consumer loyalty. For instance, fitting uses of data innovation may enhance both consumer loyalty and profitability all the while.

9. **Amy K. Smith, Ruth N. Bolton and Janet Wagner (1999):** Client respond emphatically to benefit disappointments, important association's recuperation endeavors be similarly solid & successful. Writers shape model of consumer loyalty benefit disappointment/recuperation experiences in light of a trade structure that incorporates ideas from both the shopper fulfillment and social equity writing, utilizing standards of asset trade, mental bookkeeping, and prospect hypothesis. The examination utilizes a blended plan test, directed utilizing a review technique, in which clients assess different disappointment/recuperation situations and finish a survey concerning an association they as of late had belittled. The creators execute the

examination with regards to two diverse administration settings, eateries and inns. The outcomes demonstrate that clients want to get recuperation assets that "match" the kind of disappointment they involvement in "sums" that are comparable with the extent of the disappointment that happens. The discoveries add to the comprehension of hypothetical rules that clarify client assessments of administration disappointment/recuperation experiences and give directors valuable rules for setting up the best possible "fit" between an administration disappointment and the recuperation exertion.

10. **Gordon HG McDougall, Terrence Levesque (2000):** This examination researched the connection among 3 elements which are quality, value and client loyalty. Future goals crosswise over four administrations. The outcomes uncovered quality and value were most vital drivers of client loyalty with quality noteworthy essential motorist. An immediate connection between consumer loyalty and future expectations.
11. **Albert Caruana (2002):** Facility dedication, control on repurchasing by clients, seems to have gotten moderately little consideration. This investigation starts portraying impression for organisation certainty plus lingers for diagnose value class and client devotion. Mediational display acquaintances value class benefit devotion by means of consumer loyalty is proposed.
12. **Zhilin Yang, Robin T Peterson (2004):** It is a commercial centre reality that advertising supervisors now and again deliver exchanging costs on their clients, to repress them from surrendering to new providers. In an aggressive setting, for example, the Internet advertise, where rivalry might be just a single tick away, has the capability of exchanging costs as a leave hindrance and a coupling element of client faithfulness end up modified? Outcomes show organizations make progress toward client devotion centres fundamentally fulfillment and esteem. Directing influences of exchanging costs on the relationship of client unwaveringness and consumer loyalty and esteem are important just when the level of consumer loyalty better than expected.

13. **Anders Gustafsson, Michael D Johnson, Inger Roos (2005):** Investigation on media communications benefits, creators inspect controls of client loyalty, responsibility feeling, and duty on maintenance. Additionally reviews possible factors impacting direct devotion. Outcomes bolster steady impacts of consumer loyalty, calculative responsibility, and earlier stir on maintenance.
14. **Billy Bai, Rob Law, Ivan Wen (2008):** Expanding prominence for web based spending nation, China one of major online markets and probably going wind up and about major market later. Investigation formed and exactly strained reasonable influence value on client devotion and acquisition aims. Concerns on value has an immediate and positive influence on client devotion, and it influence on acquisition aims.
15. **Zhaohua Deng, Yaobin Lu, KwokKee Wei, Jinlong Zhang (2010):** Quick improvement versatile innovation and utilization rates of cell phones, portable text administrations have been broadly received in China. Albeit past investigations on the selection of versatile administrations are very broad, few spotlight on consumer loyalty and devotion in China. Investigation look at elements of consumer loyalty and dedication. Discoveries affirm saw benefit class, client esteem, including utilitarian esteem and enthusiastic esteem.
16. **ShirshenduGanguli, Sanjit Kumar Roy, (2011):** This paper plans to recognize the nonexclusive administration quality measurements of technology- based saving money and to inspect the impact of these measurements on consumer loyalty and client unwaveringness. The paper distinguishes four non-specific administration quality measurements in the technology- based keeping money administrations – client benefit, innovation security and data quality, innovation comfort, and innovation use effectiveness and unwavering quality. It was discovered that client administration and innovation use effortlessness and unwavering quality have positive and huge effect on consumer loyalty and client dependability. It was additionally discovered that innovation accommodation and consumer loyalty have huge and positive effect on client faithfulness. These measurements of administration quality ought to be seen as the levers of enhancing apparent administration quality concerning technology- based saving money in the psyches of its present clients. Analyzing the

administration quality measurements' effect on consumer loyalty and client devotion for technology- based saving money can offer banks important experiences with respect to which parts of the administration to center around so as to enhance consumer loyalty and faithfulness towards the organizations.

17. **Hye- RinLee, WooGon Kim (2012):** The reason for this investigation propose coordinated model that looks at the effect of three components of sustenance benefit quality measurements. Auxiliary condition demonstrating demonstrates nature of physical condition, nourishment, and administration were huge determinants of eatery picture. The eatery picture observed to be critical precursor of client saw esteem. Fallout client esteem a factor of client devotion, point out behavioural expectation.
18. **LongWu (2013):** Complaint practices are basic to keeping up client reliability in an online market. They give knowledge into the client's understanding of administration disappointment and help to change the disappointments. Past investigations have demonstrated the significance of consumer loyalty as a middle person for protestation goals. It is vital to analyze the forerunners of consumer loyalty and its connect to grumbling aims. Online customers are the two purchasers of items/administrations and clients of electronic frameworks. Trust additionally assumes a basic part in framing a mental state with positive or negative sentiments toward e-merchants. In this specific situation, there are three noteworthy concerns: equity, innovation and trust. This examination proposes an exploration model to join these issues, keeping in mind the end goal to research protestation aims. Information were gathered from an online review wherein subjects were urged to think about late administration disappointment encounters. The outcomes from testing a basic condition demonstrate show that distributive and interactional equity contribute fundamentally to consumer loyalty and, thusly, to protestation expectations, however procedural equity does not. Innovation based highlights and trust are additionally vital in deciding the two target factors. The suggestions for supervisors and researchers are likewise talked about.
19. **Dr.HelalAlsubagh (2015):** Internet piece of existence, by far of the entire inhabitants has picked up noticeable value. Principle target of examination acquire understanding into the influence of person to person communication on purchaser conduct. Sorts 5

parts and uncovered the overall influence of person to person communication on customer conduct while prescribing approaches to additionally upgrade the point under thought.

20. **Quang Nguyen, Tahir Nisar, Dan Knox, Guru Prabhakar (2018):** The reason for this examination is to look at the effect of 5 measurements administration quality on consumer loyalty, showcase then demonstrate issues among 5 measurements fundamental in motivating general consumer loyalty. Consequences connection & relapse examination determine physical characteristics (unmistakable) administration quality vital to consumer loyalty. More or less, the physical assets variable is the most imperative consider driving consumer loyalty the setting of the UK fast food advertise.. Examination discoveries added superior comprehension principle issues which impact benefit quality and consumer loyalty and have suggestions from an administrative perspective in the very aggressive UK fast food and more extensive foodservice industry.

CHAPTER 3
RESEARCH DESIGN

3.1 Statement of the problem

A study on customer satisfaction at Sunplus Software.

3.2 Need of the study

The needs to study customer satisfaction at Sunplus Software as follows;

1. Currently no data on customer satisfaction at Sunplus Software.
2. Due to various complaints from client of Sunplus software, understand where they can improve.
3. Determining the satisfaction level of quality of product provided by Sunplus software.
4. To determine level of satisfaction of Sunplus Software clients.

3.3 Objective of the study

Customer satisfactions' Sunplus Software objectives are

1. To understand satisfaction level of Sunplus Software services at Bengaluru
2. To analyze product pricing policy of Sunplus Software.
3. To study the effectiveness of marketing techniques in improving customer satisfaction of Sunplus Software
4. To analyze effectiveness of promotion at Sunplus software

3.4 Scope of the study

Aim to investigate level of satisfaction measurement towards the Sunplus Software. A descriptive study was conducted in Bengaluru to achieve the objectives. A total of 100 respondents filled a well-structured questionnaire.

3.5 Research Methodology

Elaborates methods used in gathering information and materials.

Type of Research

Research design: Refers to a plan and systematic structure conduction survey and investigating. Some types are

1. Descriptive research
2. Causal research

3. Exploratory research
4. Pure research
5. Applied research

For the study descriptive research type has been adopted.

Descriptive research

Survey conducted with objective to know the Client satisfaction towards Sunplus Software's product.

For this study Descriptive Research is used to gather several material from clients regarding satisfaction with products.

Data type and source

Two type of data were gathered;

1. Primary Data.
2. Secondary Data.

Primary data

Data gathered initially in order to resolve problem at hand.

For this study primary data has been gathered through questionnaire and direct interaction with Sunplus' client.

Secondary data

Major sources for secondary data collected for the research as follows,

- Company website.
- Company Brochure
- Internet.

Population: Number of inhabitants in task review of Walking and Existing Sunplus' Clients.

Sampling Frame: Represents element of population. Clients who use design/ developed software from Sunplus.

Sampling Area: Conducted in Bangalore.

Period: The Period of study was restricted to 10 weeks.

Sample Size: 100 respondents from Sunplus' clients.

3.7 Hypothesis:

H₀: There is no significant association between quality of product and customer satisfaction.

H_a: There is significant association between quality of product and customer satisfaction.

3.8 Limitation of the study

Despite all possible efforts to make the market research more comprehensive and scientific, study has certain following limitations.

- The study is restricted to Bengaluru as it were. Any recommendations given by dissecting information Collected may not be precise for different areas as individuals' prerequisites and desires contrast from one place to other.
- There existed a few respondents who declined to react and these respondents who did not partake in the review might have influenced the Result.
- The test measure was picked arbitrarily which won't not be suitable which prompt couple of blunders in the investigation.
- Many of respondents did not outfit genuine data. They gave Information just to finish the questionnaire, which has influenced the investigation.
- Some of the respondents did not outfit all the data required for the investigation.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

4.1 Data analysis and interpretation

Data from 100 respondents were collected from various parts of Bangalore who were clients of Sunplus. The data was coded and the results are as follows;

1. Job designation

	% of respondent
Manager	30%
Head of department	20%
Clerical	20%
Sales Man	10%
Others	20%
Total	100%

Table 4:1 Table showing the job designation

Analysis:

The above table shows that Maximum response is from Managers at 30% and the least response is from Sales man.

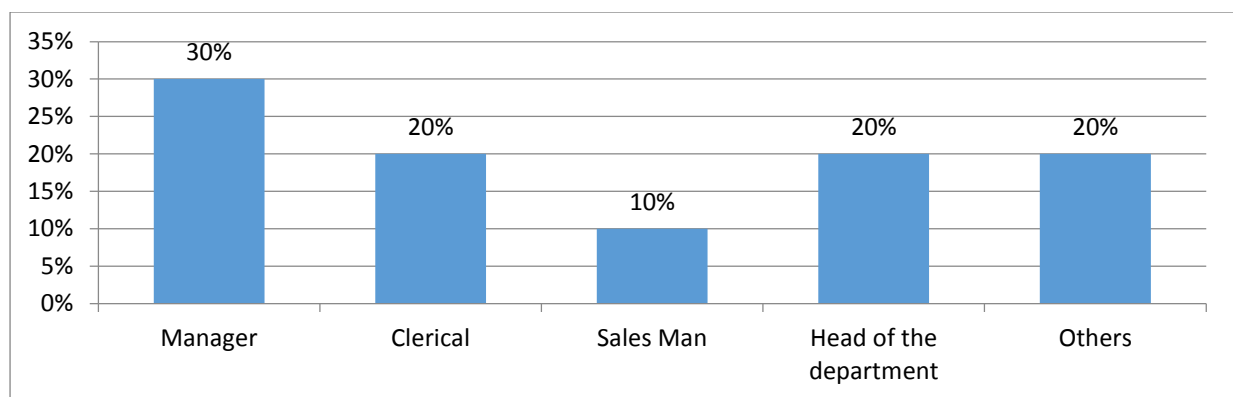


Fig 4.1 Chart showing the Job designation

Interpretation

Majority of respondents were manager because most data was collected from top level management of clients of Sunplus software.

2. Period that one has been working in the current company

	% of Respondent
0 – 1 years	10%
1 – 2 years	22%
2 – 5 years	31%
Beyond 5 years	37%
Total	100%

Table 4.2 Table showing duration worked in company

Analysis:

10% of respondent had 0-1 year. of working for the company,22% 1-2 years., 31% 2-5 years and 37% beyond 5 years working for the company.

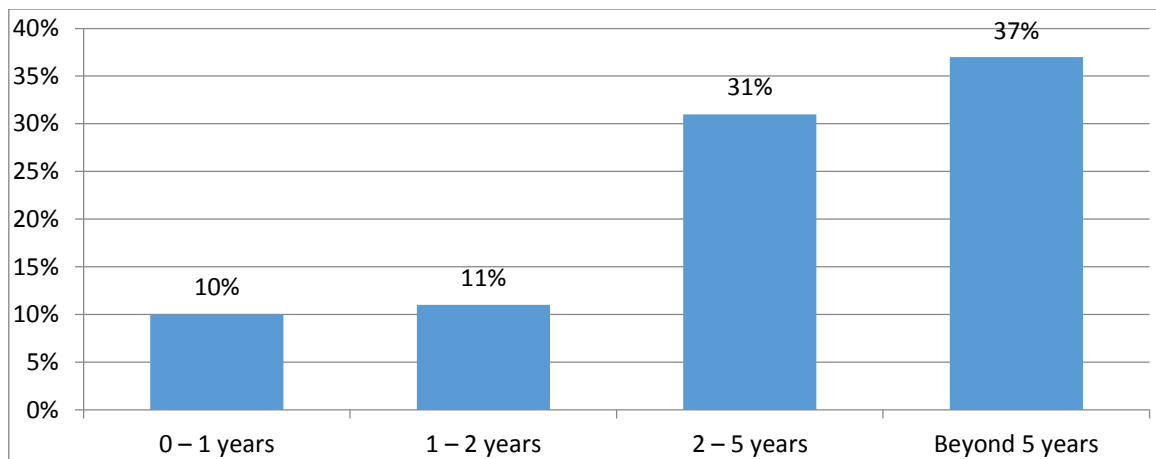


Fig 4.2 Chart showing duration worked in company.

Interpretation:

Top level employees have been in the company for long period of time due to the working environment hence motivation to stay.

3. Period of doing business with Sunplus Software

	% of Respondent
0 – 1 years	22%
1 – 3 years	36%
3 – 4 years	32%
Beyond 5 years	10%
Total	100%

Table 4.3 Table showing period doing business with Sunplus

Analysis:

From the table, we can see 22% of respondent have been doing business with Sunplus for 0-1 year, the majority (36%) respondents for about 1-3 years, 32% for 3-5 years and 10% were beyond 5 yrs now.

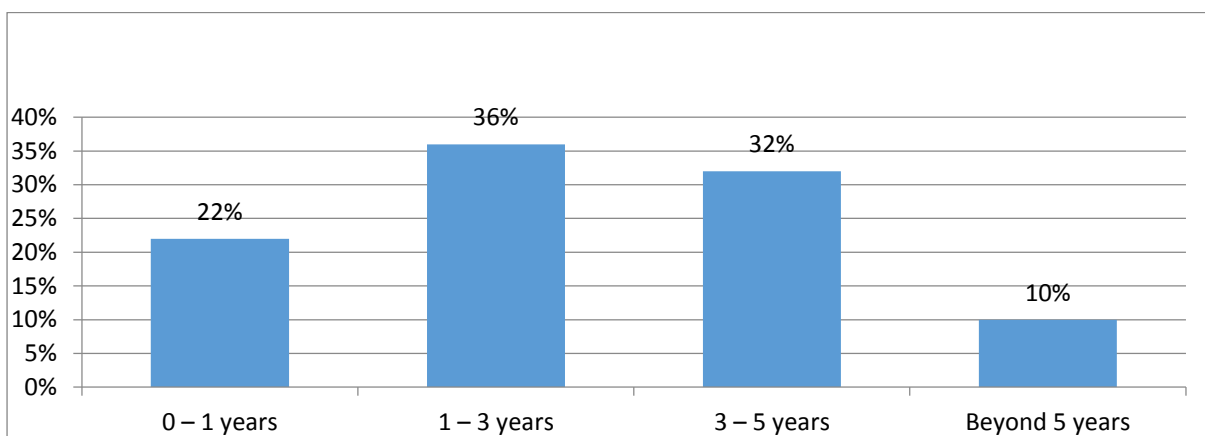


Fig. 4.3 Chart showing period doing business with Sunplus

Interpretation:

Sunplus Software have been in the market doing business for about 7 years hence majority respondent of 1-3 years. Since only 10% of the customers are with Sunplus for more than 5 years, the company should try to analyze shortcomings and try to retain more customers.

4. Products and services awareness

	Percentage of Respondent
Media (television, newspaper, radio)	5%
Word of mouth	38%
Internet	31%
Other	26%
Total	100%

Table 4.4 Table showing product awareness and services

Analysis:

From the above table we can see that 5% came to recognize Sunplus Software's products and services over Media, 38% over word of mouth, 26% of the respondents some other means and 31% through internet.

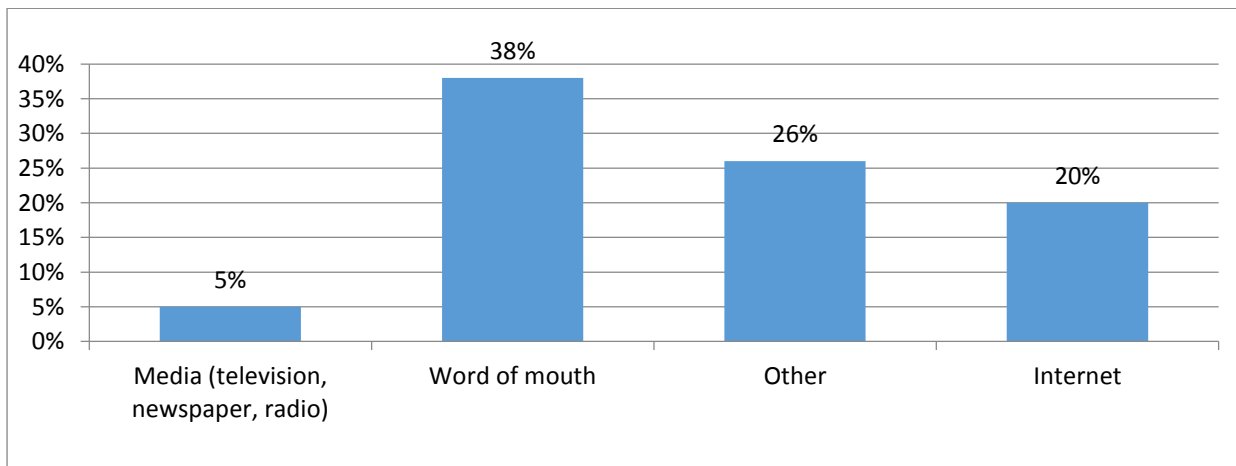


Fig 4.4 Chart showing product awareness and services

Interpretation:

As Sunplus Software does not engage much in advertising neither product nor company therefore product awareness is through word of mouth as shown above. The company should think of using internet marketing more.

5. Quality of product rate

	% of Respondent
Extremely satisfied	56%
Satisfied	25%
Pacifistic (neural)	15%
Dissatisfied	4%
Extremely dissatisfied	0%
Total	100%

Table 4.5 Table showing quality of product rate.

Analysis:

From above, out of 100 respondents about 56% said they extremely satisfied, 25% said satisfied, 15% said they Pacifistic (neural), about 4% said they dissatisfied.

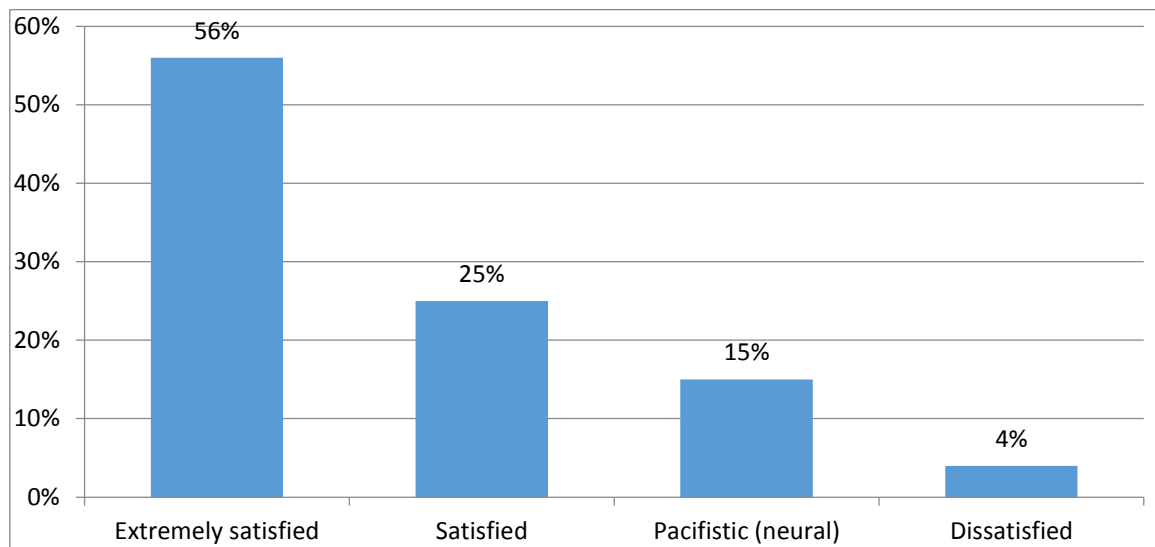


Fig. 4.5 Chart showing quality of product rate.

Interpretation:

The results can be due to Sunplus software vision of offering innovative products and skilled software developer that the company has.

6. Product expectation

	% of Respondent
Extremely satisfied	40%
Satisfied	28%
Pacifistic (neutral)	23%
Dissatisfied	9%
Extremely dissatisfied	0%
Total	100%

Table 4.6 Table showing product expectation.

Analysis:

From the above, out of 100 respondents about 40% said they extremely satisfied, 28% said satisfied, 23% said they Pacifistic (neutral), about 9% said they dissatisfied.

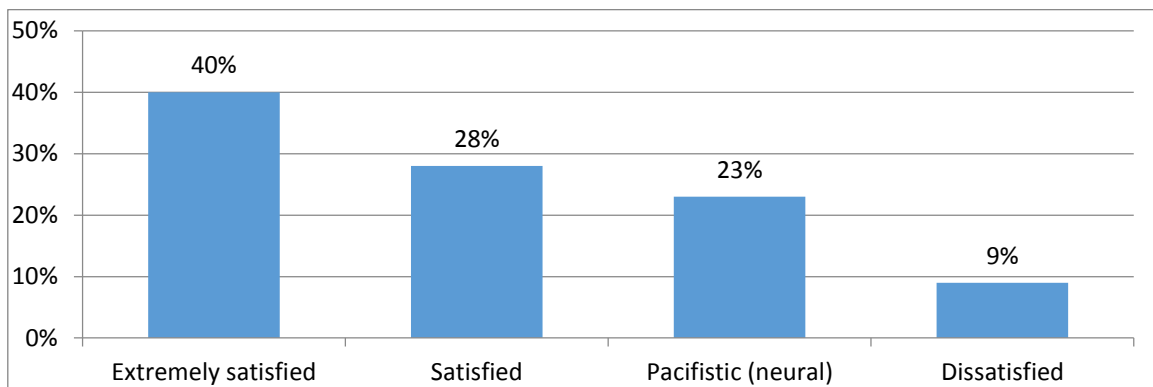


Fig. 4.6 Chart showing product expectation

Interpretation:

One of Sunplus Software value is build enduring relationships with our customers by offering bleeding-edge products that exceed their expectation hence results of majority of respondents' satisfaction.

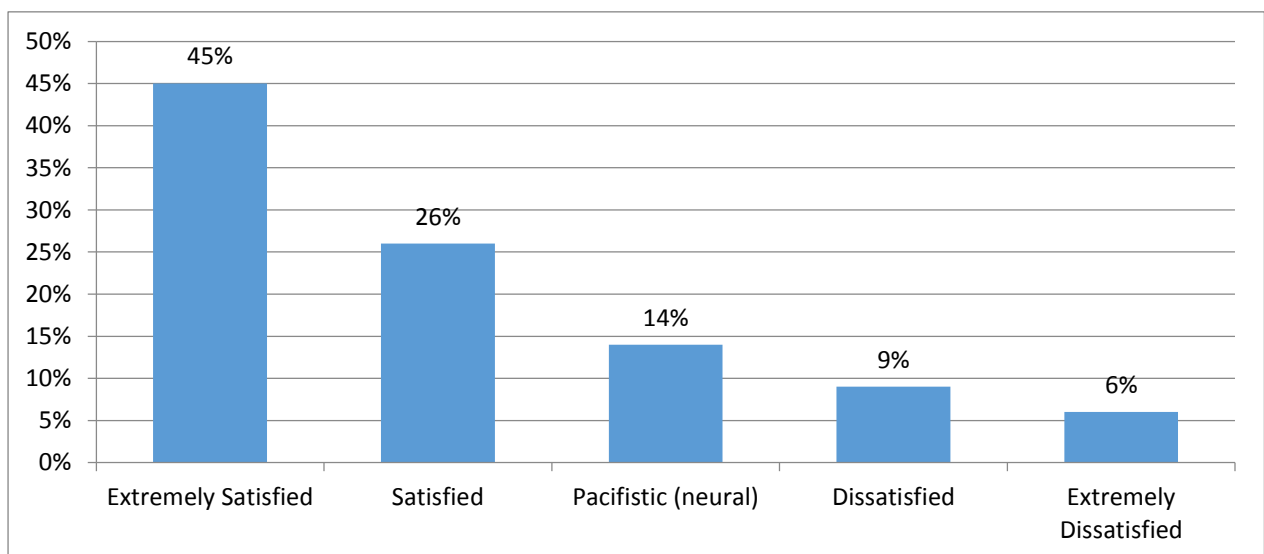
7. Satisfaction rate of Sunplus products

	% of Respondent
Extremely satisfied	45%
Satisfied	26%
Pacifistic (neutral)	14%
Dissatisfied	9%
Extremely dissatisfied	6%
Total	100%

Table 4.7 Table showing satisfaction rate of Sunplus product

Analysis:

From the above, out of 100 respondents about 45% said they extremely satisfied, 26% said satisfied, 14% said they Pacifistic (neutral), about 9% said they dissatisfied and 6% are extremely dissatisfied.



4.7 Chart showing satisfaction rate of Sunplus product

Interpretation:

Ability of the product meeting customer expectation has been one of factor for the product satisfaction are shown above. But still there is a scope to improve.

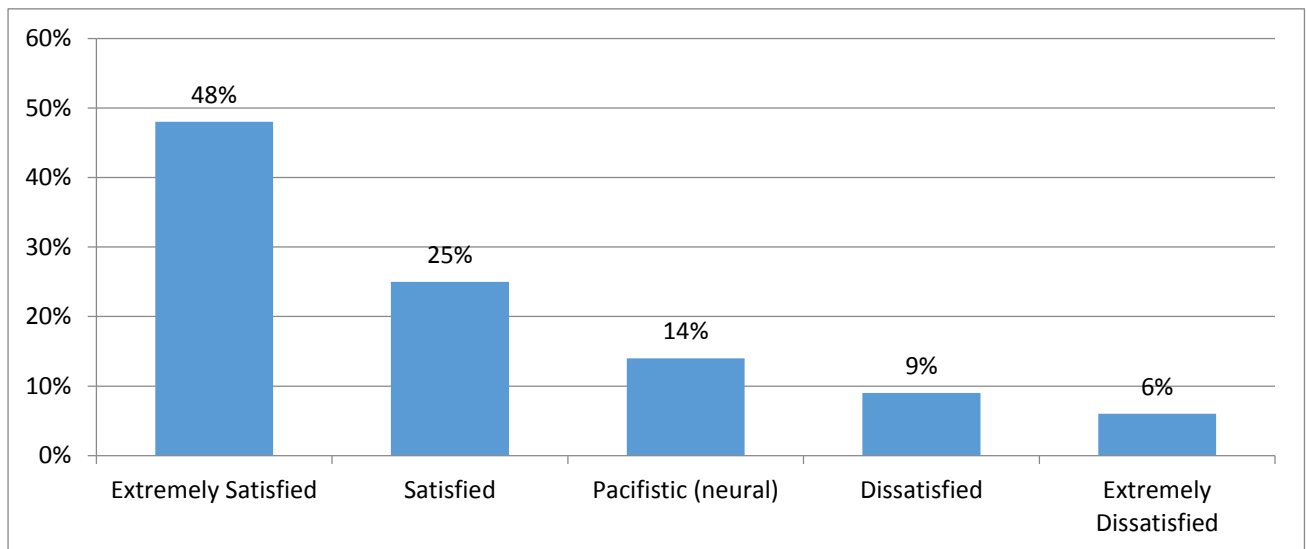
8. Satisfied with Sunplus representatives knowledge and skill

	% of Respondent
Extremely satisfied	48%
Satisfied	25%
Pacifistic (neutral)	14%
Dissatisfied	7%
Extremely dissatisfied	6%
Total	100%

Table 4.8 Table showing Sunplus representatives' knowledge and skills

Analysis:

From the above, out of 100 respondents about 48% said they extremely satisfied, 25% said satisfied, 14% Pacifistic (neutral), about 7% dissatisfied and 6% are extremely dissatisfied with knowledge and skilled the Sunplus representative have.



4.8 Chart showing Sunplus representatives' knowledge and skills

Interpretation:

Satisfaction rate of representative knowledge and skills provided by respondents is due to the potential of skilled employees at Sunplus Software. Training should be provided on how to interact with clients to Sunplus representatives.

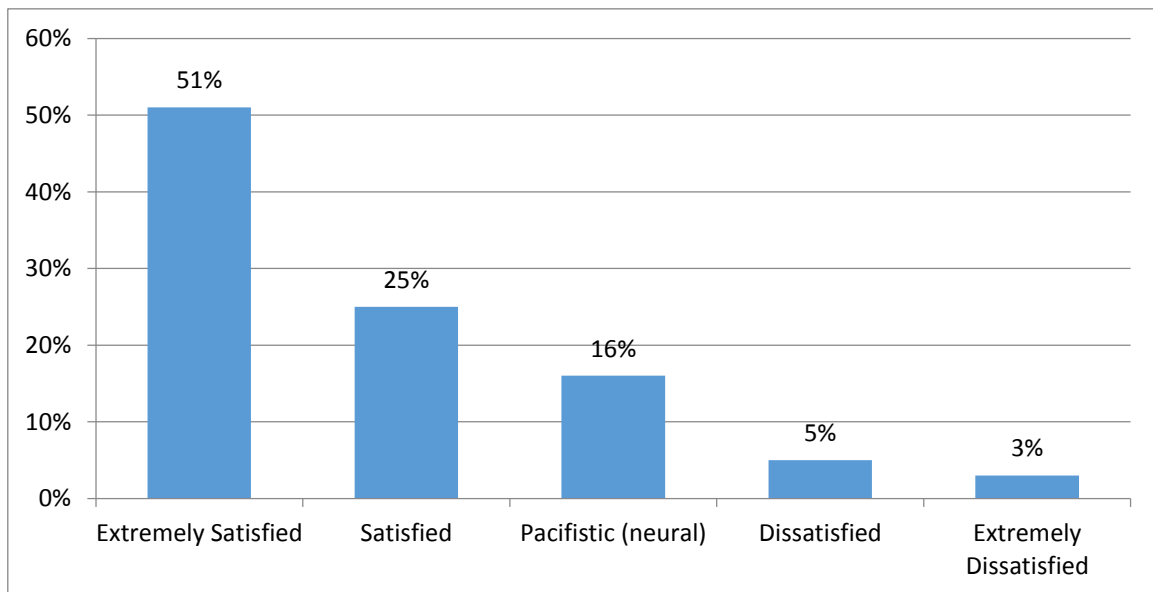
9. Overall satisfaction with Sunplus representatives

	% of Respondent
Extremely satisfied	51%
Satisfied	25%
Pacifistic (neutral)	16%
Dissatisfied	5%
Extremely dissatisfied	3%
Total	100%

Table 4.9 Table showing overall satisfaction with Sunplus representatives'

Analysis:

From the above out of 100 respondents about 51% said they extremely satisfied, 25% said satisfied, 16% said they Pacifistic (neutral), about 5% said they dissatisfied and 3% are extremely dissatisfied with the Sunplus representative.



4.9 Chart showing overall satisfaction with Sunplus representatives'

Interpretation:

One of Sunplus Software value, display unwavering integrity in all interactions with our customers, partners and employees and conduct our business in an ethical and fair manner hence above results.

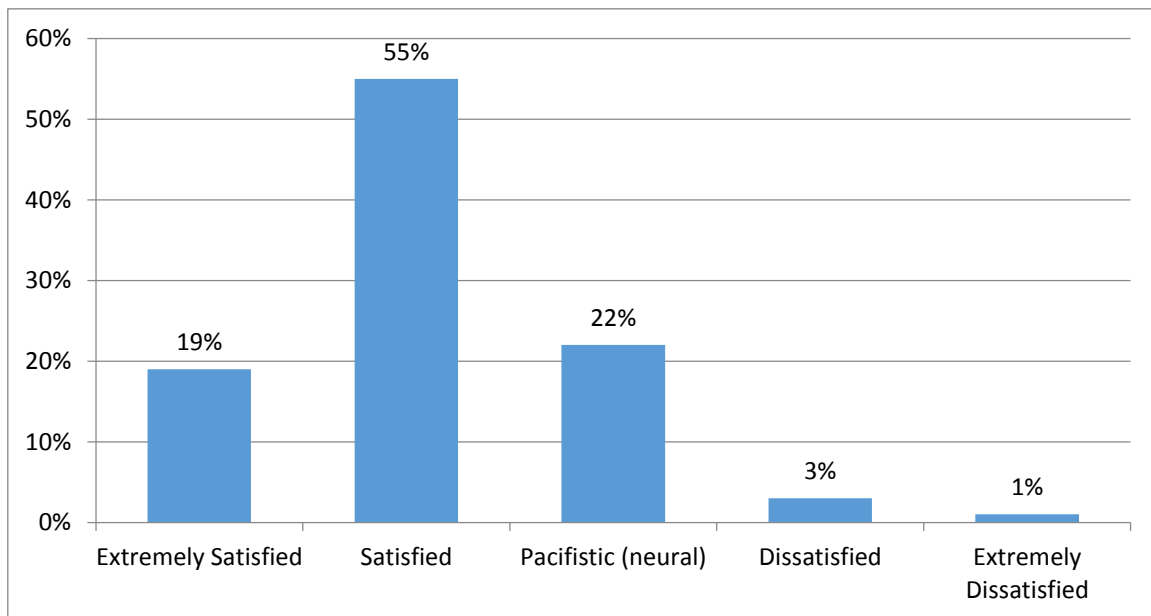
10. Overall rate of satisfaction value of product with price

	% of Respondent
Extremely Satisfied	19%
Satisfied	55%
Pacifistic (neutral)	22%
Dissatisfied	3%
Extremely dissatisfied	1%
Total	100%

Table 4.10 Table showing overall satisfaction of value of product with price

Analysis:

From the above out of 100 respondents about 19% said they extremely satisfied, 55% said satisfied, 22% said they Pacifistic (neutral), about 3% said they dissatisfied and 1% are extremely dissatisfied with the Sunplus value of product with price.



4.10 Chart showing overall satisfaction of value product with price.

Interpretation:

One of its mission is strive to move up the value chain by offering clients, software at competitive rate therefore majority of respondent are satisfied with value paid and product provided.

11. Rate of satisfaction of customer service of the company

	% of Respondent
Extremely satisfied	48%
Satisfied	15%
Pacifistic (neural)	26%
Dissatisfied	10%
Extremely dissatisfied	1%
Total	100%

Table 4.11 Table showing customer service rate of satisfaction

Analysis:

From the above out of 100 respondents about 48% said they extremely satisfied, 15% said satisfied, 26% said they Pacifistic (neural), about 10% said they dissatisfied and about 1% said they extremely dissatisfied.

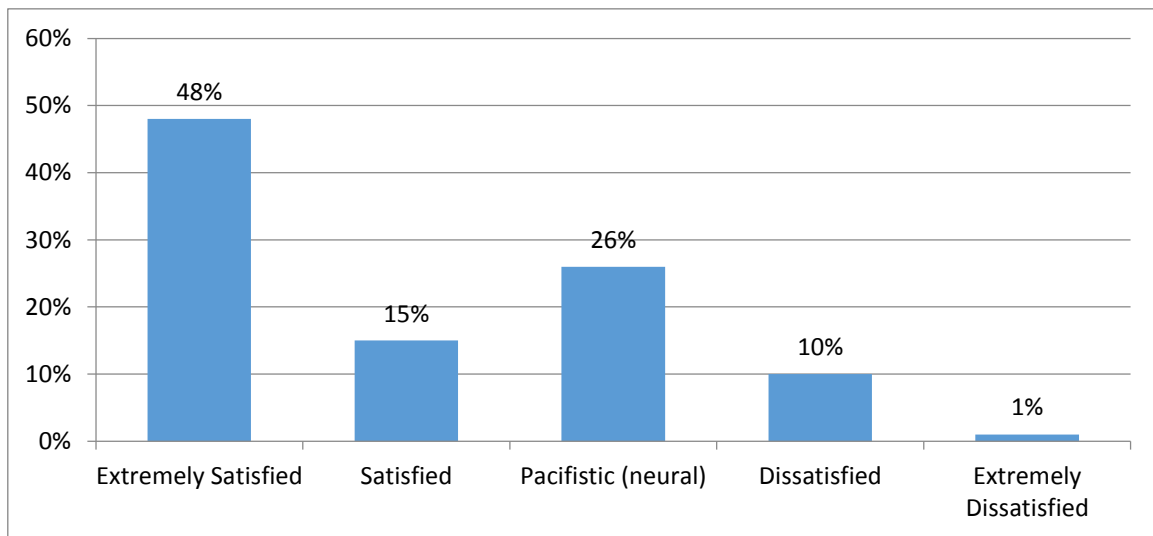


Fig. 4.11 Chart showing customer service rate of satisfaction

Interpretation:

The company desire to empower customers with sustainable solutions, service offerings, and eco-friendly approach brought this results. The company can still improve in this by developing more products.

12. Rate promotion of products

	Percentage of Respondent
I. 1- Very bad	10%
II. 2-Bad	10%
III. 3-Satisfactory	32%
IV. 4-Good	23%
V. 5-Excellent	25%
Total	100%

Table 4.12 Table showing promotion rate of product

Analysis:

From the above table we can see that about 10% respondents are happy with the promotion of product, another 10% feel they are ok with the promotion of products. About 32% respondents feel the promotion of products are poor and another 48% respondent feel that the promotion of products are not happy.

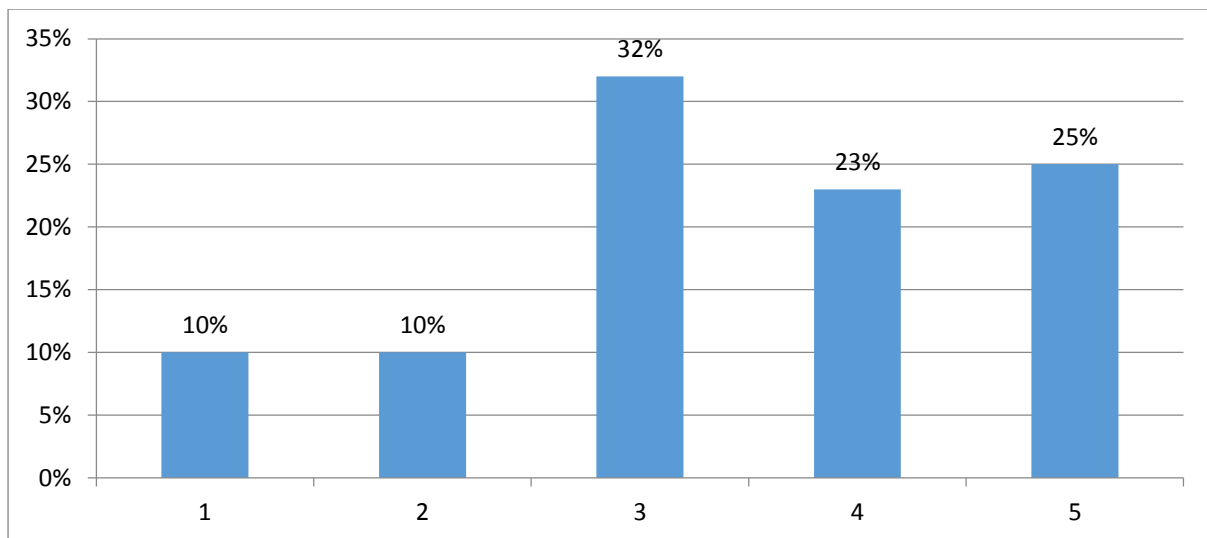


Fig 4.12 Chart showing promotion rate of product

Interpretation:

The company does not involve much in promoting its product as a result the majority respondent poor rating. Hence Sunplus Software should focus on promoting its product.

13 Prices of products

	Percentage of Respondent
I. Cheap	29%
II. Affordable	44%
III. Expensive	18%
IV. Very expensive	9%
Total	100%

Table 4.13 Table showing price of product

Analysis:

Out of the 100 respondents, about 29% of the respondent feel that our products are cheap, 44% respondents said they are affordable and 18% respondents feel that our company products are expensive. Only 9% feel that the products are too costly.

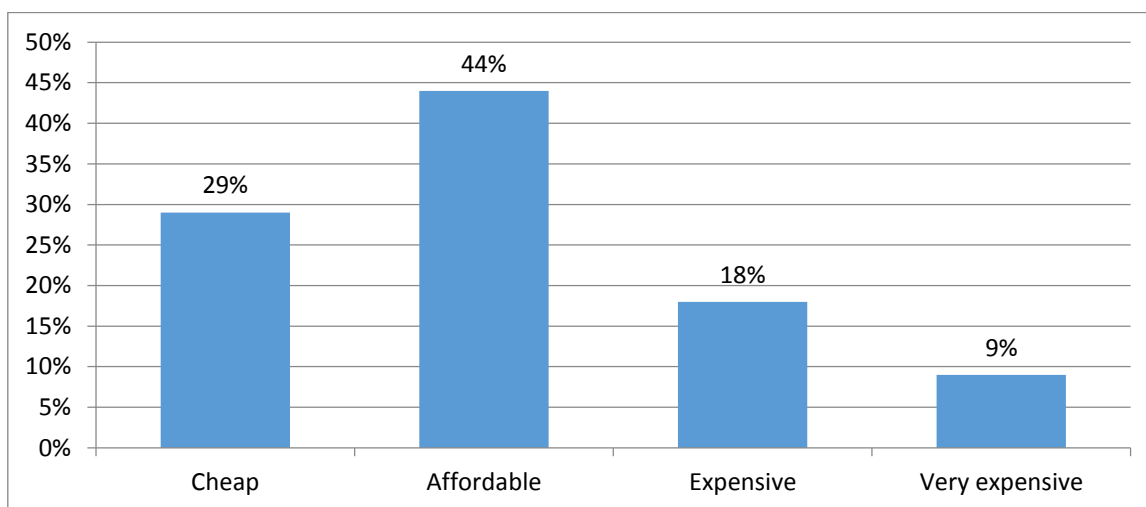


Fig 4.13 Chart showing price of product

Interpretation:

Company's desire to empower customers with sustainable solutions and service offerings contributed to the results.

14. Timely available of service

	Percentage of Respondent
I. Yes	65%
II. No	35%
Total	100%

Table 4.14 Table showing timely availability of service

Analysis:

Out of the 100 respondents, 65% respondents said the company services are readily available in time. Only 35% said they are not available easily.

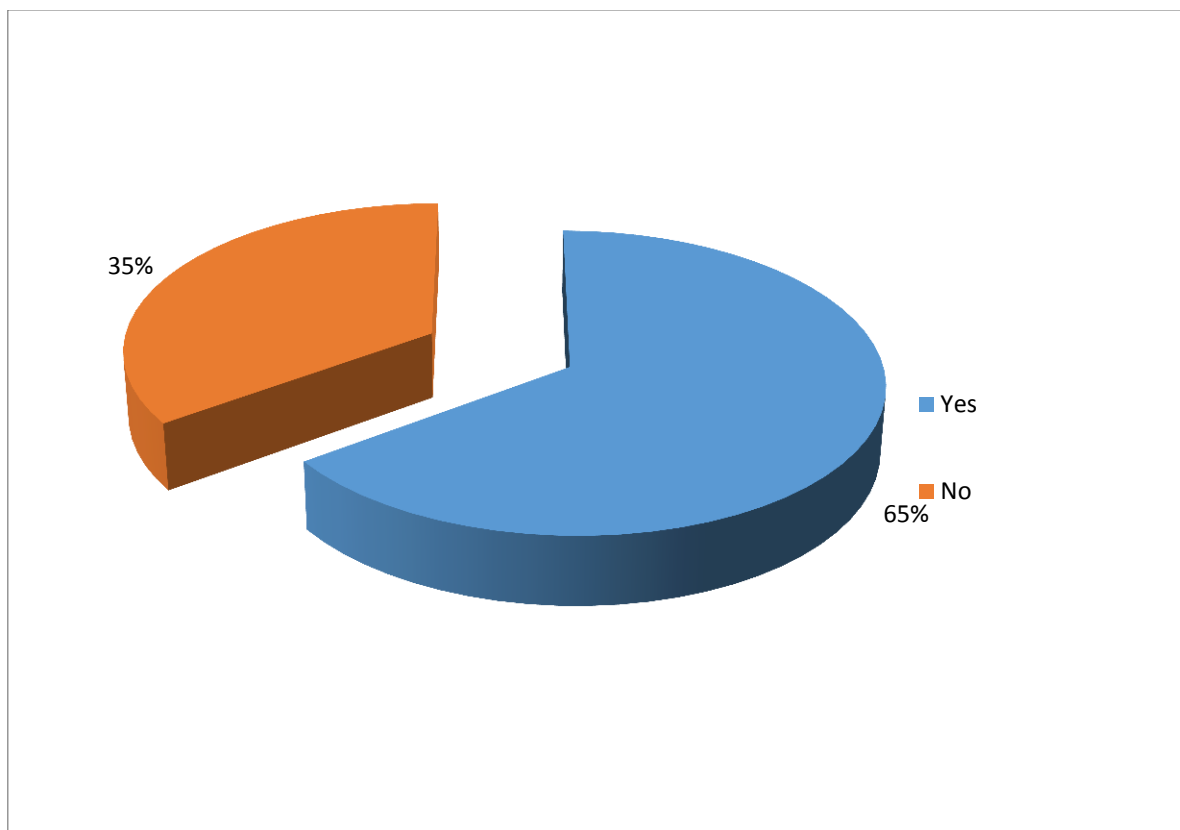


Fig 4.14 Chart showing timely availability of service

Interpretation:

The company strive for perfection hence availability of service on time. Improvement can be done as 35% are still not satisfied.

15. Overall satisfaction of customer care

	Percentage of Respondent
I. Extremely satisfied	36%
II. Satisfied	38%
III. Dissatisfied	15%
IV. Extremely dissatisfied	11%
Total	100%

Table 4.15 Table showing overall satisfaction of customer care

Analysis:

36% plaintiffs are extremely satisfied with the customer care and 38% respondents said they are satisfied. About 26% are dissatisfied with customer care.

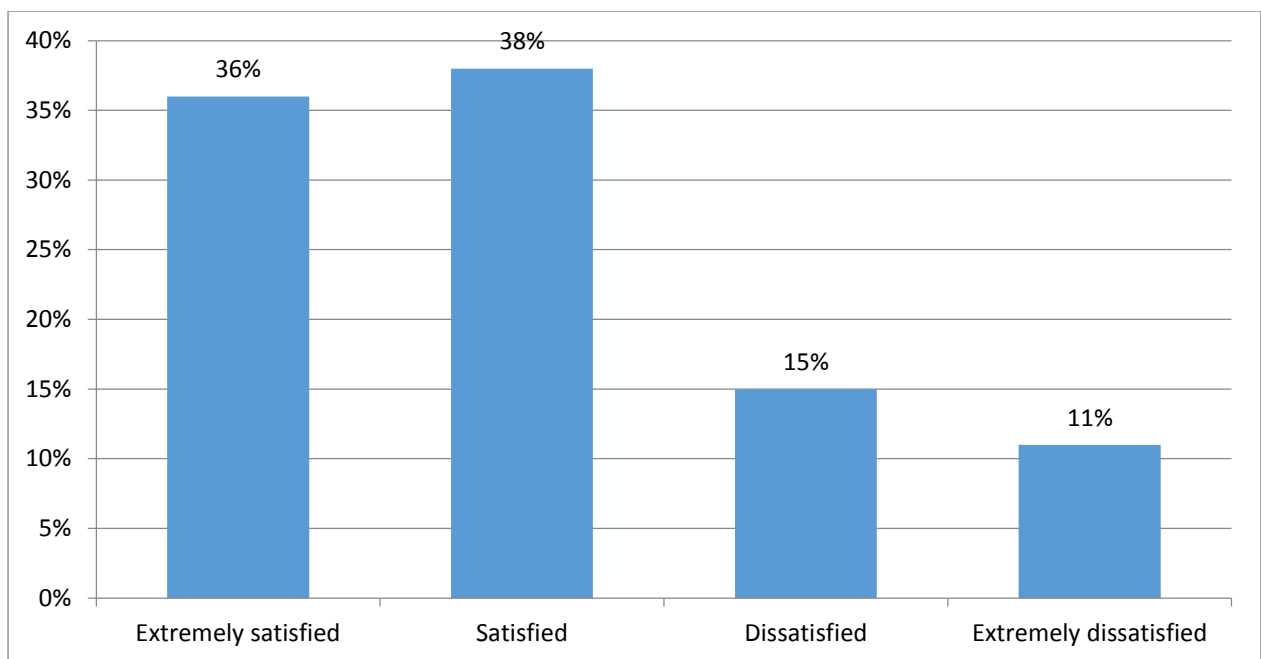


Fig. 4.15 Chart showing overall satisfaction of customer care

Interpretation:

Maintaining an attitude of service and continuously reinventing products and services helped archive the results. Improvement in section of customer care to be done by Sunplus Software.

16. Availability of customer service

	Percentage of Respondent
I. Extremely satisfied	32%
II. Satisfied	36%
III. Pacifistic (neutral)	0%
IV. Dissatisfied	20%
V. Extremely dissatisfied	12%
Total	100%

Table 4.16 Table showing availability of customer service

Analysis:

32% plaintiffs are extremely satisfied with availability of customer service and 36% respondents said they are satisfied. About 32% are dissatisfied with availability of customer service.

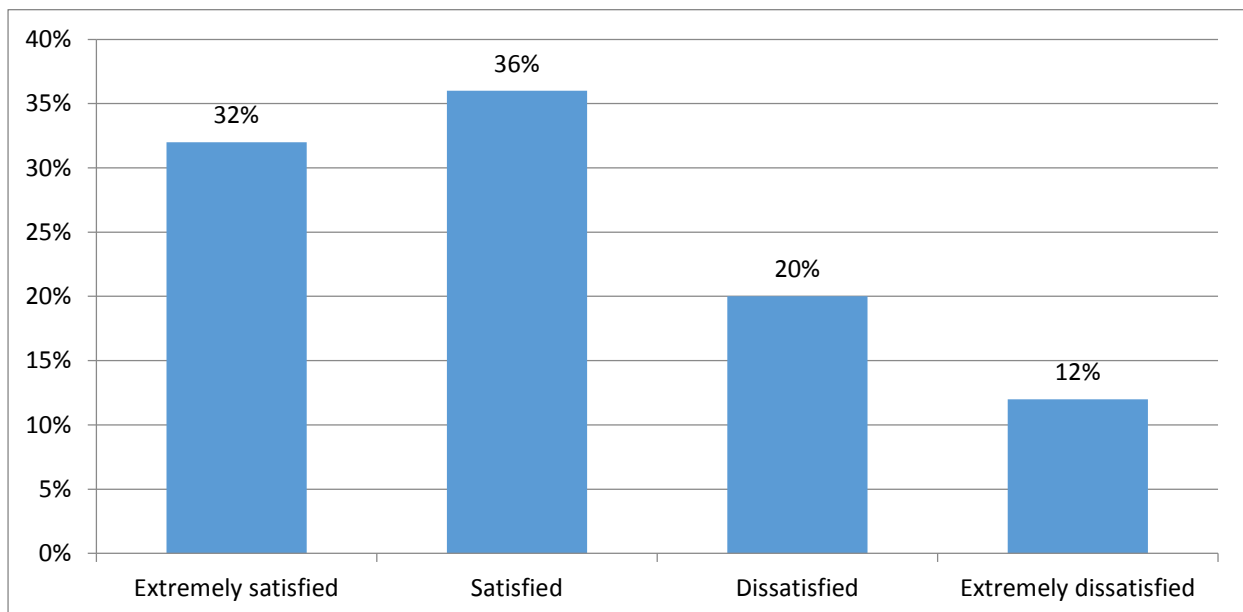


Fig. 4.16 Chart showing availability of customer service

Interpretation:

Company maintaining a positive attitude of service and continuously reinventing products and services helped archive the results

17. Rating the relevance of customer service to needs?

	% of Respondent
I. Extremely satisfied	46%
II. Satisfied	28%
III. Pacifistic (neutral)	0%
IV. Dissatisfied	15%
V. Extremely dissatisfied	11%
Total	100%

Table 4.17 Table showing relevance of service to need

Analysis:

From the above, 46% of the respondents said that the relevance of our customer service to the needs are extremely satisfied. 28% said they are satisfied, 15% of the respondents are dissatisfied and 11% are dissatisfied.

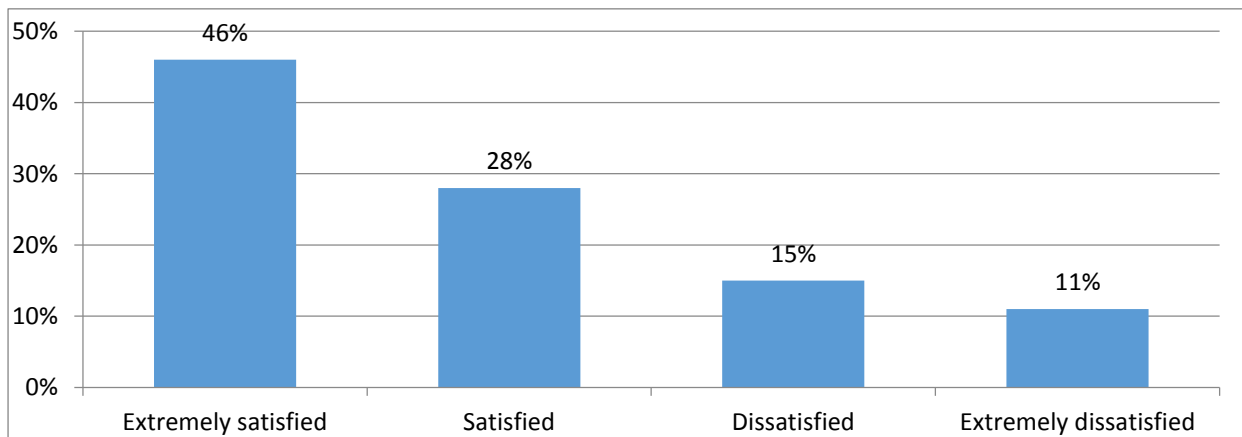


Fig. 4.17 Chart showing relevance of service to need

Interpretation:

Company's desire to empower customers with sustainable solutions and service offerings contributed to the results

18. Impressed factor about Sunplus

	Percentage of Respondent
I. Quality	45%
II. Product	20%
III. Customer personnel	30%
IV. Promotion (discount)	5%
Total	100%

Table 4.18 Table showing impressed factor

Analysis:

45% of were impressed on the quality of service provided. 23% of the respondents due to product, 30% on customer personal and the remaining 5% due to the discount.

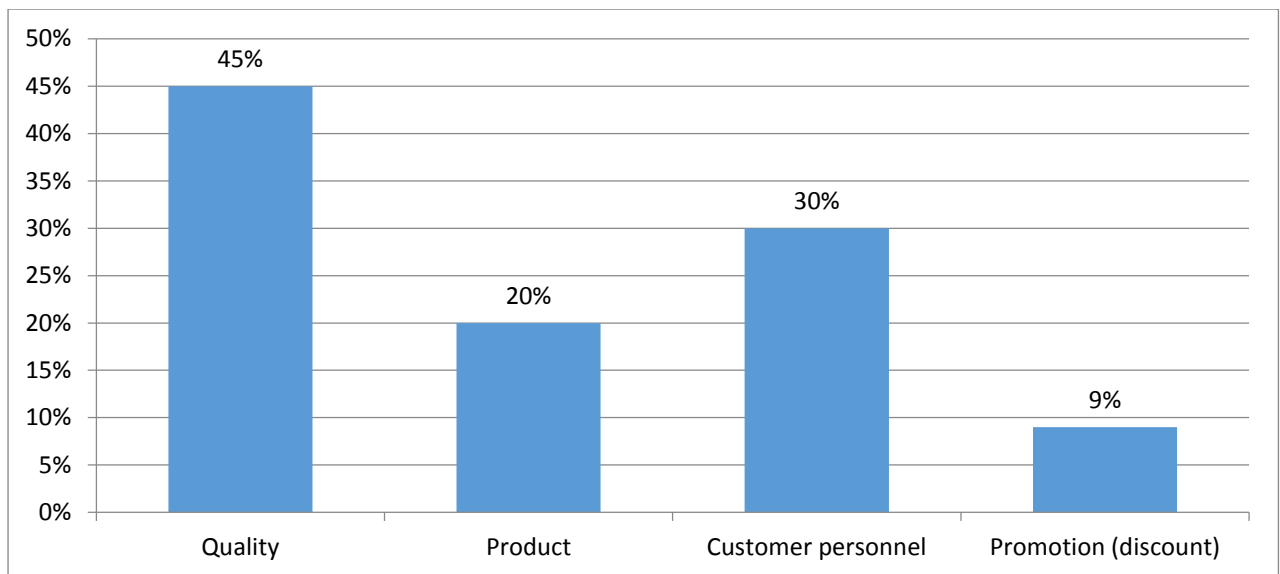


Fig. 4.18 Chart showing impressed factor

Interpretation:

Consistently raise the benchmark on quality and strive for perfection, and promote the best quality service hence the output. More focus on promotion should also be considered at Sunplus software.

19. Similarity products offered by other companies

	Percentage of Respondent
I. Better	53%
II. About same	22%
III. Worse	18%
IV. Don't know	23%
Total	100%

Table 4.19 Table showing comparison

Analysis:

From the above 53% of the respondents said we stand in better position compared to competitors, 22% said about the same, about 18% said worse and about 23% of the respondents don't know.

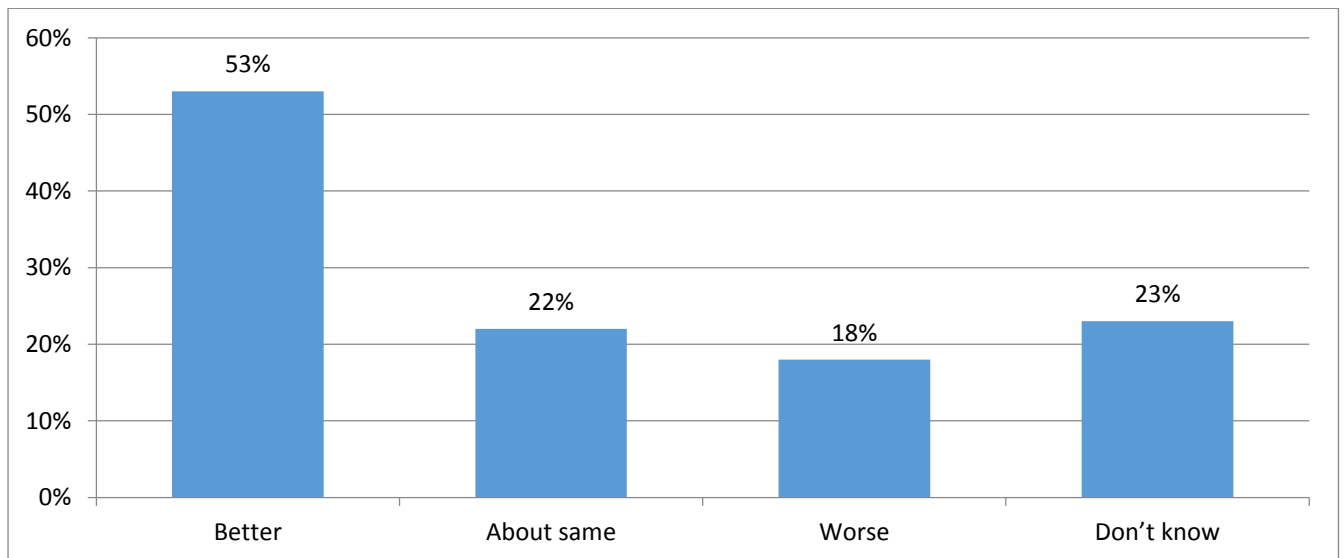


Fig. 4.19 Chart showing comparison

Interpretation:

The quality of service and product provided by Sunplus software are better compare to some of competitors.

20. Recommendation of products and services to another person

	Percentage of Respondent
I. Yes	74%
II. No	26%
Total	100%

Table 4.20 Table showing recommendation

Analysis:

From the above table we can see that about 74% of the respondents are ready to recommend products and services to other people also. Only 26% respondents said they will not recommend the company products and services anyone else.

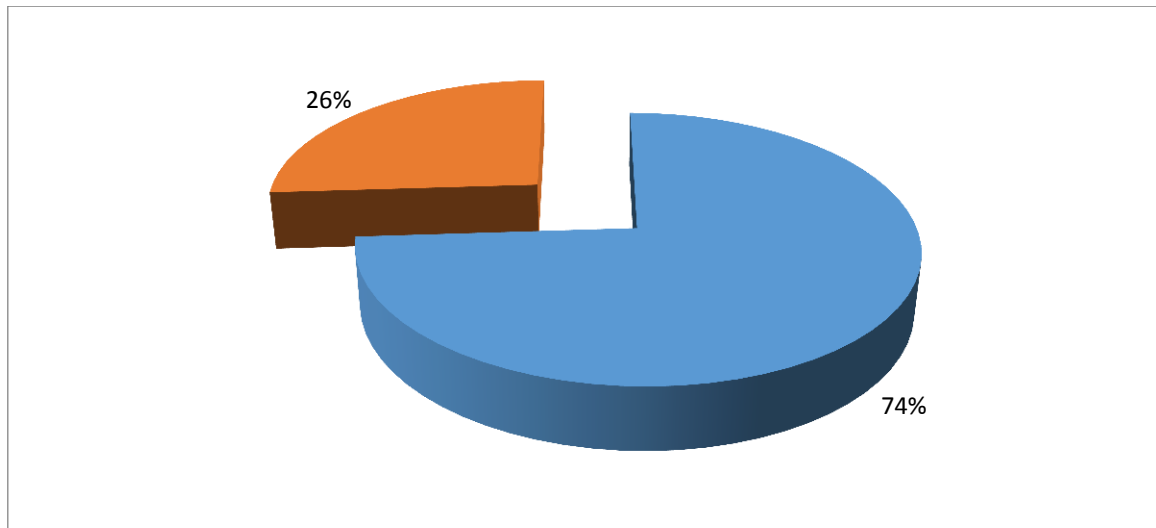


Fig. 4.20 Chart showing recommendation

Interpretation:

From above graph, most of the respondents recommending the company to others because they are happy with the customer service and product.

4.2 Statistical test results

Chi-square test was used to test the following hypothesis.

H_0 : There is no significant association between quality of product and customer satisfaction.

H_a : There is significant association between quality of product and customer satisfaction.

Q5. How would you rate quality of the product?

	Observed N	Expected N	Residual
extremely satisfied	56	25.0	31.0
Satisfied	25	25.0	.0
Pacifistic (neutral)	15	25.0	-10.0
Dissatisfied	4	25.0	-21.0
Extremely satisfied	0	25.0	.0
Total	100		

Q7. How would you rate satisfaction regarding product of Sunplus

	Observed N	Expected N	Residual
extremely satisfied	45	20.0	25.0
Satisfied	26	20.0	6.0
Pacifistic (neutral)	14	20.0	-6.0
Dissatisfied	9	20.0	-11.0
extremely dissatisfied	6	20.0	-14.0
Total	100		

Test Statistics

		Q7. How would you rate
	Q5. How would you rate quality of the product?	satisfaction regarding product of Sunplus
Chi-Square	60.080 ^a	50.700 ^b
Df	3	4
Asymp. Sig.	.000	.000
Monte Carlo Sig.	.000 ^c	.000 ^c
Sig.	95% Confidence Lower Bound	.000
	Interval	.000
	Upper Bound	.030

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

c. Based on 100 sampled tables with starting seed 926214481.

Since the value of p is .000 less than significance (0.05), cast-off null hypothesis and take alternative hypothesis. Therefore, is a direct association between quality of product and customer satisfaction.

CHAPTER 5
FINDINGS, SUGGESTION AND CONCLUSION

5.1 Findings.

Findings of the study is mentioned below;

1. Most of Sunplus Software products are used by top level management.
2. Most clients have been doing business with Sunplus Software for about 3 years now.
3. Most of the customers of the company got to know about their products and services through word of mouth.
4. Clients are satisfied with the products and services quality provided by Sunplus Software.
5. Products developed and service provided at Sunplus meet clients need.
6. Developed products were found to be affordable to most of Sunplus client.
7. Most respondents feel that service are available on time.
8. Clients are very much willing to recommend services and product to others.
9. Clients of Sunplus are satisfied with customer care provided.
10. Most of clients feel that Sunplus Software has not put efforts on promotion activities.

5.2 Conclusion

Conclusion drawn from the study are as follows;

1. More efforts on promotion activities.
2. On time availability of service.
3. Improving quality of service provided.
4. Improving quality of product provided.
5. Adequate staff dedicated and trained for marketing customer relationship activities.
6. Developing product not only used by the top level management but also the middle and lower level management.

5.3 Suggestions.

The customer satisfaction should be the main focus of any organization. Satisfaction will result in customer retention leading to improved profitability and growth of the company. The following are suggestion to improve customer satisfaction.

1. More effective coordination and communication between clients and organization/ department and department.

2. Addition of personnel at sales and marketing department to increase service effectiveness and improve customer service.
3. The company has to initiate effective steps to constantly headway quality of services provided to clients.
4. The company has to initiate strategy that involves clients and support advance quality of facilities delivered.
5. The company staff may be trained at regular intervals in providing quality services and how to interact with clients.
6. Regular feedback from their customers helps to increase their quality of services.

BIBLIOGRAPHY

Articles

- **Albert Caruana (2002)**. Service loyalty. Effects of service quality and mediating role of customer satisfaction- European journal of marketing vol.36 (7/8), pp. 811-828
- **Amy K. Smith, Ruth N. Bolton and Janet Wagner (1999)**. Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery-Journal of Marketing Research Vol. 36(3), pp. 356-372
- **Anders Gustafsson, Michael D Johnson, Inger Roos (2005)**. Effects of customer satisfaction, relationship commitment dimensions, and trigger on customer retention- journal of marketing vol.69(4) pp.210-218
- **Billy Bai, Rob Law, Ivan Wen (2008)**. Impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors-International journal of hospitality management vol.27 (3), pp.391-402
- **Bonnie J. Knutson (1988)**. Ten laws customer satisfaction-Cornell Hospitality Quarterly vol.29(3), pp.14-17
- **ClaesFornell (1992)**. National customer satisfaction barometer: Swedish experience- Journal of Marketing, pp.6-21
- **ClaesFornell, Michael D Johnson, Eugene W Anderson, Jaesung Cha, Barbara Everitt Bryant (1996)**. American customer satisfaction index: nature, purpose, and findings-Journal of Marketing, pp.7-18
- **Dr. HelalAlsubagh (2015)**. The Impact of Social Networks on Consumers' Behaviors- International journal of business and **Luiz Moutinho, Douglas T. Brownlie, (1989)**. "Customer Satisfaction with Bank Services: Multidimensional Space Analysis", International Journal of Bank Marketing, Vol. 7(5), pp.23-27
- **Eugene W. Anderson, ClaesFornell, Roland T. Rust (1997)**. Customer satisfaction, productivity and profitability: Differences between goods and services- Marketing science vol.16(2), pp.129-145
- **Eugene W Anderson, ClaesFornell, Donald R Lehmann (1994)**. Customer satisfaction, market share, and profitability: Findings from Sweden- Journal of marketing, pp.53-66
- **Gordon HG McDougall, Terrence Levesque (2000)**. Customer satisfaction with services: putting perceived value into the equation- Journal of services marketing 14 (5), pp.392-410
- **Hye- Rin Lee, Woo Gon Kim (2012)**. Influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and

behavioural intentions International Journal of Contemporary-Hospitality Management, Vol. 24(2), pp.200-223

- **LongWu (2013)**. Technology- based banking services – customer service, technology security and information quality, technology convenience, and technology usage easiness- International journal of information management vol.33(1) Pp.166-176
- **PatriyaTansuhaj, John Wong, Jim McCullough, (1987)**. "Internal and External Marketing: Effects Consumer Satisfaction in Banks, Thailand", International Journal of Bank Marketing, Vol. 5 (3), pp.73-83
- **Quang Nguyen, Tahir Nisar, Dan Knox, Guru Prabhakar (2018)**. Understanding customer satisfaction in the UK quick service restaurant industry: The influence of the tangible attributes of perceived service quality-British Food Journal
- **Richard N. Cardozo (1965)**. Experimental Study of Client Effort, Expectation, and Satisfaction-Journal of Marketing Research Vol. 2 (3), pp. 244-249
- **ShirshenduGanguli, Sanjit Kumar Roy, (2011)**. Generic technology- based service quality dimensions in banking: Impact on customer satisfaction and loyalty", International Journal of Bank Marketing, Vol. 29 (2), pp.168-189
- **Zhilin Yang, Robin T Peterson (2004)**. Customer perceived value, satisfaction, and loyalty: The role of switching costs-Psychology & Marketing vol.21 (10), pp.799-822
- **Zhaohua Deng, Yaobin Lu, Kwok Kee Wei, Jinlong Zhang (2010)**. Understanding customer satisfaction and loyalty: Empirical study of mobile instant messages in China- International journal of information management vol. 30 (4), pp.289-300

Websites:

- <http://www.sunplussoftware.com>
- en.wikipedia.org/wiki
- www.encyclopedia.com
- www.scholar.com

ANNEXURE

Questionnaire

Study of customer satisfaction at Sunplus Software.

Please tick your option

1. What is your job designation?

I. Manager
II. Head of department
III. Clerical
IV. Sales Man
V. Others

2. Period working in the current company?

I. 0 – 1 years
II. 1 – 2 years
III. 2 – 5 years
IV. Beyond 5 years

3. How long have you been doing business with Sunplus Software Technologies?

I. 0 – 2 years
II. 2 – 5 years
III. 5 – 8 years
IV. Beyond 8 years

4. How did you know about Sunplus Software's products and services?

I. Media (television, newspaper, radio)
II. Word of mouth
III. Internet
IV. Other

5. How would you rate quality of the product?

I. Extremely satisfied
II. Satisfied
III. Pacifistic (neutral)
IV. Dissatisfied
V. Extremely satisfied

6. In what way does product meet your need?

I. Extremely satisfied
II. Satisfied
III. Pacifistic (neutral)
IV. Dissatisfied
V. Extremely satisfied

7. How would rate satisfaction regarding product of Sunplus

I.	Extremely satisfied
II.	Satisfied
III.	Pacifistic (neutral)
IV.	Dissatisfied
V.	Extremely satisfied

8. Satisfied with Sunplus representatives knowledge and skill

I.	Extremely satisfied
II.	Satisfied
III.	Pacifistic (neutral)
IV.	Dissatisfied
V.	Extremely satisfied

9. Overall satisfaction with Sunplus representatives

I.	Extremely satisfied
II.	Satisfied
III.	Pacifistic (neutral)
IV.	Dissatisfied
V.	Extremely satisfied

10. Considering the overall value of product and amount paid, are you satisfied?

I.	Extremely satisfied
II.	Satisfied
III.	Pacifistic (neutral)
IV.	Dissatisfied
V.	Extremely satisfied

11. How is customer service of the company?

I.	Extremely satisfied
II.	Satisfied
III.	Pacifistic (neutral)
IV.	Dissatisfied
V.	Extremely dissatisfied

12. On a scale of 1-5, how is promotion of Sunplus Software's products?

I.	1-very bad
II.	2-bad
III.	3-satisfactory
IV.	4-good
V.	5-excellent

13. How are prices of Sunplus Software's products?

I. Cheap
II. Affordable
III. Expensive
IV. Very expensive

14. Are services available in time?

I. Yes
II. No

15. Overall satisfaction in customer care

I. Extremely satisfied
II. Satisfied
III. Pacifistic (neutral)
IV. Dissatisfied
V. Extremely dissatisfied

16. Availability of customer service

I. Extremely satisfied
II. Satisfied
III. Pacifistic (neutral)
IV. Dissatisfied
V. Extremely dissatisfied

17. Relevance of Sunplus Software's customer service to your needs?

I. Extremely satisfied
II. Satisfied
III. Pacifistic (neutral)
IV. Dissatisfied
V. Extremely dissatisfied

18. What impressed most about Sunplus?

I. Quality
II. Product
III. Customer personnel
IV. Promotion (discount)

19. Compared to similar products offered by other companies, how do we stand?

I. Better
II. About same
III. Worse
IV. Don't know

20. Would recommend Sunplus Software's products and services to a different individual?

I. Yes
II. No

21. Any suggestion



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT(16MBAPR407)

Name of the Student: Rehema Catherine Sasabo

Internal Guide: Prof. Om Prakash

USN No: 1AZ16MBA54









Specialization: Marketing & HR

Title of the Project: Customer Satisfaction

Company Name: Sunplus Software Pvt Ltd

Company Address: Traquil, 13/4, Langford Garden, Bangaluru, Karnataka
560025

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction About Sunplus Software and its Operation		
22-01-18 to 27-01-18	Learning about different operations and products by Sunplus Software		
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company		
05-02-18 to 10-02-18	Analysis of the position of the company		
12-02-18 to 17-02-18	Research Problem Identification		
19-02-18 to 24-02-18	Population of the Research instrument for data collection		

26-02-18 to 03-03-18	Theoretical background of the study		
04-03-18 to 10-03-18	Data collection and Data analysis		
12-03-18 to 17-03-18	Interpretation of data gathered during the survey		
19-03-18 to 24-03-18	Final report preparation and submission		

HOD 

Head of the Department
Department of MBA
Acharya Institute of Technology
Saldevanahli, Bangalore-560 107

