



CUSTOMER SATISFACTION DRIVERS FOR SOFTWARE PRODUCTS WITH RESPECT TO SERVICE SUPPORT IMPLICATIONS IN BANGALORE

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ABSTRACT

The paper aimed to study customer satisfaction on software products. For this investigation, primary data were collected from 200 respondents through a structured questionnaire. Quality is the main priority in software development. Consequently, it is difficult for a software development company to produce the finest software quality for a product. The overall quality of software is influenced by several variables, including a product's dependability, performance, usefulness, and customer satisfaction. When the customer requests it, they continue their development or might even cease. In order to enhance the quality of software development in the industry, this article helps to identify key attributes that will satisfy the customer

Keywords: Software Quality, Customer Satisfaction, Attributes

INTRODUCTION

The creation of software is a challenging process. To achieve the aims, thorough planning and execution are needed. A developer may occasionally need to respond swiftly and forcefully to satisfy shifting consumer demands. Fast-paced software development is hampered by the need for numerous testing cycles to maintain software quality. Usually, the needs of the market are the basis for a commercial software product. People in sales and marketing are familiar with the needs of their clients. Considering these market demands, senior software developers design the products' architecture and functional and aesthetic requirements. Customer Satisfaction is mantra for any business to succeed and this study helps to find out Customer Satisfaction towards software service provided by the company in Bangalore

REVIEW OF LITERATURE

YU (2007) "Higher Consumer satisfaction leads to higher customer revenue and higher customer costs at the same time, and hence customer profits stay untouched," There is undoubtedly a trade-off, which raises the issue of likelihood. CS metrics must therefore be a leading indicator of financial performance in addition to responding to assessments of the existing situation in order to have greater practical ramifications.

O'Brien (2015) (HII). This study aims to provide an overview of UX and analyse the relationship between HII and UX, particularly in light of the overall importance placed on context, needs, and logic construction. In order to improve models that incorporate user behaviour, understand and affect user behaviour, and comprehend the ways in which situations and tasks motivate information needs and form information pursuing and use, information behaviour has been developed to focus on the dynamic human information interactions between systems and users.

Vermeeren et al. (2010) provide the results of their effort over time to gather UX evaluation techniques from academia and business. The study identifies areas in which UX evaluation techniques need to advance, including emerging ways for social and mixed UX evaluation, establishing practicability and scientific quality, and developing a more nuanced knowledge of UX.

Arvanitou et al. (2016) proposed, explains the degree of variance in a metrics score caused by subsequent versions and concluded that SMF helps in improving the accuracy of metrics selection.

Arar & Ayan (2016) Their investigation used logistic regression methods and was centered on open source software. They looked at the correlation between fault-proneness and software metric thresholds using 10 open source applications. They came to the conclusion that several of the empirical measurements have thresholds. Additionally, they created a learner model utilizing Bender technique and logistic regression.

Kiradoo, Giriraj(2019) In order to guarantee a high level of customer satisfaction, you should constantly monitor quality assurance, make inquiries, and encourage close client cooperation. In this situation, you could certain that you understand your clients' needs and are on the same page with them.

OBJECTIVES OF THE STUDY

1. To know the customer preference towards software development products
2. To find out the factors that influencing purchases decisions.
3. To identify the customer satisfaction towards service offered by the company.

RESEARCH METHODOLOGY

It is a way to systematically solve the research problem. It may be understood as a science of studying how research may be understood and carried out scientifically in research, it is responsibility of the researcher to expose the research decisions as evaluation before there implemented. So, the adoption of proper methodology essential conducting any researcher study. Descriptive researches are those studies which are concerned with describing Characteristics a particular or a group study concerned with specific predictions and concerns of individual group situation deals with descriptive research studies. The samples selected were administrated with the questionnaire which consists of both open-ended and close-ended questions.

Simple Random Sampling has adopted in this study. The sample size of the study is 200

RESULTS AND DISCUSSIONS

Table 1: Demographic profile

	Frequency	Percentage	Cumulative Percentage
Age			
20-30	56	28.0	28.0
30-40	91	45.5	73.5
40-50	49	24.5	98.0
Above 50	4	2.0	100.0
Total	200	100.0	
Gender			
Male	172	86.0	86
Female	28	14.0	100
Total	200	100	
Occupation			
Business	59	29.5	29.5
Professional	80	40.0	69.5
Others	61	30.5	100
Total	200	100	

Source: Author's calculations based on primary data

From the above table it is inferred that the 45.5% of customers are in the age group of 30-40, 24.5% are in the age group of 40-50, 28% of the customers are in the age group of 20-30 and 2% of the customer are above 50.

86% of the customers are male and rests are female.

29.5% of the customers are business, 40% of the customers are professional and rest of them is other category

Table 2: Customer preferences towards Software Products

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		15.399	3	5.133	5.402	.001
Within Groups		182.453	192	.950		
Total		197.852	195			

Source: Author's calculations based on primary data

Null Hypothesis: There is no significant difference among different types of customers in preference towards software Products

Alternative hypothesis: There is a significant difference among different types of customers in preference towards software Products

The significant value for the parameters is less than 0.05 which means that null hypothesis is rejected and the result is significant. Thus, there is a difference among different types of customers in preference towards software Products

Table 3: Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	271.248
	Df	36
	Sig.	.000

Source: Author's calculations based on primary data

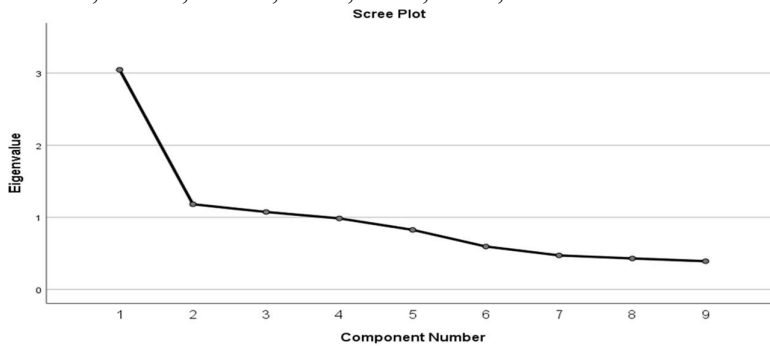
Kaiser-Meyer-Olkin Measure of Sampling Adequacy test value is 0.77 which is more than 0.5 which means that the factors considered under study are reliable. Bartlett's test of sphericity is significant to a level of significance is .000 which shows that there is a high level correlation between variables which make adequate to apply factor analysis.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	3.046	33.843	33.843	3.046	33.843	33.843	2.743	30.475
2	1.181	13.127	46.970	1.181	13.127	46.970	1.375	15.273	45.748
3	1.074	11.934	58.903	1.074	11.934	58.903	1.184	13.156	58.903
4	.985	10.943	69.846						
5	.826	9.180	79.026						
6	.595	6.613	85.639						

7	.472	5.239	90.878						
8	.430	4.774	95.652						
9	.391	4.348	100.000						
Extraction Method: Principal Component Analysis.									

Source: Author's calculations based on primary data

From the table its indicates that the initial eigen valve % of variance is having majority of 33.843% and least value with 4.348 and also having values of 13.127,11.934,10.943,9.180,6.613,5.239,4.774.



Rotated Component Matrix			
	Component		
	1	2	3
<i>Functionality</i>	.786	-.116	
<i>Usability (User-friendly)</i>	.745		-.324
<i>Efficiency</i>	.768	-.231	
<i>Flexibility</i>	.796		
<i>Reliability</i>	-.237	-.123	.795
<i>Maintainability</i>		.663	
<i>Portability</i>	-.166	-.241	-.633
<i>Integrity</i>	-.342	.708	.166
<i>Suggesting Products to others</i>	-.369	.538	-.112
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			

a. Rotation converged in 5 iterations.

Source: Author's calculations based on primary data

It indicates that the Rotated Component Matrix of influence level is having majority of 0.796 from the principal component analysis. According to factor analysis has been checked, the factors that are influencing the customer to prefer a product are functionality, User -Friendly, Efficiency, Flexibility, Reliability and suggesting product to others.

MANAGERIAL IMPLICATIONS

According to factor analysis has been checked, the factors that are influencing the customer that are functionality, User -Friendly, Efficiency, Flexibility, Reliability and suggesting product to others. According to the data collected from 200 respondents majority of them 80% are satisfied with quality, 45% are highly satisfied with quality, 22% are neutral, 11% are dissatisfied, 2% are highly dissatisfied with quality. There is a significant difference between Customers in Preferring Software Products.

RECOMMENDATION

- Though most of the customers are satisfied user friendly feature of the software, it is suggested to improve the software further to make it more user friendly.
- As suggested by customers it is advised that functionality of software can be improved by correcting some gaps in its functionality.
- It is also advice that though the software is made for a specific purpose. It can be made flexible for other works by making minor changes to it.
- As some customers are not satisfied with service after sales company needs to improve it for building good customer relationships

CONCLUSION

Customer is satisfied with software products which they are dealing with. In today's scenario, customer is the king because he has got various choices around him. If you are not capable of providing him the desired result he will definitely switch over to the other provider. Therefore, to survive in this cutthroat competition, you need to be the best. Customer is no more loyal in today's scenario, so you need to be always on your toes. As there is many more competition for the software development industry .The Company need to satisfy the customer with better service by responsive to the customer even after sales and software extendability.

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