

Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
Volume XV, Issue 56, April-June 2024
Formally UGC Approved Journal (46622), © Author

A STUDY ON CUSTOMER SATISFACTION AT SAN TECHNOVATION

Dr. S. RAMASAMY MA, MBA, M.Phil. Ph.D.

&

GAYATHRI. G, MBA

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

The study delves into assessing customer satisfaction at SAN Technovation, particularly focusing on the effectiveness of its training programs and placement services. Through a review of literature, the research methodology, and data analysis, the study aims to understand various factors impacting customer satisfaction and career outcomes. It examines aspects such as gender distribution among respondents, selection of the institution, challenges in achieving career goals, access to career assistance, preferred placement opportunities, satisfaction with training program content, and more. Statistical methods like simple percentage analysis, chi-square tests, and correlation analysis are employed to interpret the data collected. The findings suggest areas of improvement and provide insights into enhancing the effectiveness of training and placement services at SAN Technovation.

Keywords: Customer Satisfaction, Training, Placement, Service, Program.

INTRODUCTION

The Indian government has taken several steps to improve the education sector in the country. The first major policy reform was the implementation of the Right to Education Act (RTE) in 2010. This Act made education a fundamental right for all children aged 6-14 years and mandated that private schools reserve 25% of their seats for students from economically weaker sections. Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product – Line it become difficult for the companies to retain the customers for longer time. So, retain the Customer for longer time the marketer has to do only one thing i.e., customer satisfaction. Customer Satisfaction Strategies Followed by SAN TECHNOVATION, Perundurai

COMPANY PROFILE

SAN Technovation's clientele spans across various industries, including automotive, heavy engineering, and aerospace design sectors. They serve businesses seeking engineering solutions, technical recruitment services, and certified training programs tailored to meet their evolving needs. SAN Technovation's dedication to revolutionizing the world with affordable, top-notch, and eco-conscious solutions has garnered them a prestigious clientele base. With a focus on quality over quantity and a commitment to sustainability, they have attracted clients who value innovation and excellence in engineering services, staffing, and training solutions. Through their enduring legacy of guiding modern technology towards sustainability, they continue to shape the future of engineering industries while maintaining the highest standards of education and professional development.

OBJECTIVES OF THE STUDY

- To explore the impact of customer satisfaction on long-term career outcomes and

organizational reputations.

- To study the effectiveness of training programs in preparing individuals for employment.
- To analyse the quality of placement services provided by Institutions.
- To Examine factors influencing customer satisfaction.
- To Identify areas of improvement in training and placement process based on customer feedback.

NEED OF THE STUDY

- Evaluate program content and curriculum alignment with industry standards.
- Gather feedback from both graduates and employers on the effectiveness of the training programs.
- Review SAN Technovation's methods for matching candidates with job opportunities.
- Analyze market trends to understand how they affect the employment outcomes of program graduates.

SCOPE OF THE STUDY

The Scope of Studying in "SAN Technovation" training and placement in customer satisfaction entails a comprehensive investigation into the efficacy of their training initiatives and the subsequent placement outcomes for their graduates. Firstly, the scope involves evaluating the quality and relevance of the training programs offered by SAN Technovation, examining factors such as curriculum design, teaching methodologies, and skill development. Understanding the extent to which these programs meet industry demands and equip individuals with the necessary skills is crucial. Secondly, analyzing the level of satisfaction among both the trained individuals and the hiring companies is essential.

LIMITATIONS OF THE STUDY

- Studying a small sample size may not accurately represent SAN Technovation's entire client base or outcomes.
- This could lead to inaccuracies and compromise the study's validity by not capturing the diversity and variability within the client population.
- Relying heavily on subjective measures like client satisfaction surveys could introduce biases into the study findings.

REVIEW OF LITERATURE

1. **Chandra U., et.al (2016):** Here focus on opportunities and Challenges of Indian Pharmaceutical Sector. The Indian pharmaceutical sector is expected to grow with faster compound annual growth rate (CAGR) compared to global growth rate during the period 2015- 2020.

Murty T N, Shaik (2015): Studied the customer satisfaction. Research carried out in both public and private sector. The outcomes of the present study shows that customer expects maximum service quality at minimum cost.

Agarwal S., et.al. (2014): Stated the importance of service industry in the economy of country. Service Quality is one of the important factors responsible for increased profitability, satisfaction of customer and also key factor for providing competitive advantages. Repeat sales, word of mouth feedback of consumers and overall company profit maximization can be also linked with service quality.

RESEARCH METHODOLOGY

Research design: Mixed method research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 135 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

DATA ANALYSIS AND INTERPRETATION

a) Simple percentage analysis

The data analysis provides a comprehensive overview of various aspects related to SAN Technovation's training and placement services. It begins by highlighting the gender distribution among respondents, with 62% male and 38% female participants. Additionally, insights into the selection of institutions show that 48% opt for colleges, followed by 27% via social media and 25% through friends. The survey delves into the rating of chosen fields of study, with 64% considering their field as intermediate. Challenges in achieving career goals are also addressed, including difficulties in job security (30%) and limited networking opportunities (21%). Access to career assistance is explored,

with 32% utilizing networking events and career fairs. Preferences for placement opportunities reveal that 60% prefer full-time employment. Moreover, the data reflects a high level of satisfaction with the coverage of industries and positions (75% very satisfied). The responsiveness of the placement service team is also commendable, with 91% rated as excellent. Importantly, all respondents secured employment or internship opportunities through SAN Technovation’s placement service, with 94% expressing a positive impact on their career development.

b) Chi-square analysis

Relationship between the adequate resources provided with placement opportunity.

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|-------------------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square | .602 ^a | 1 | .438 | | |
| Continuity Correction ^b | .178 | 1 | .673 | | |
| Likelihood Ratio | .649 | 1 | .420 | | |
| Fisher's Exact Test | | | | .725 | .351 |
| Linear-by-Linear Association | .598 | 1 | .439 | | |
| N of Valid Cases ^b | 155 | | | | |

INTERPRETATION:

The results of the Chi-Square tests indicate that there is no statistically significant association or relationship between the variables being examined. The tests consistently show non-significant p-values (greater than 0.05), suggesting that the variables are likely independent of each other based on the analyzed data.

c) Correlation

Relationship between the content covered with positions covered

| | Value | Asymp. Error ^a | Std. Approx. T ^b | Approx. Sig. |
|-------------------------------|-------|---------------------------|-----------------------------|-------------------|
| Interval by Pearson's R | .030 | .081 | .367 | .714 ^c |
| Interval Spearman Correlation | .030 | .081 | .367 | .714 ^c |
| N of Valid Cases | 155 | | | |

INTERPRETATION:

The analysis examined 155 cases with complete data. However, correlations between satisfaction with training program content and placement service offerings were weak (Pearson's R and Spearman's correlation coefficients: 0.030) and non-significant (p-values: 0.714). This indicates that satisfaction with one aspect does not significantly impact satisfaction with the other, suggesting independent evaluation by participants. Further investigation is needed to identify additional influencing factors.

FINDINGS

a) Simple percentage analysis:

The survey findings offer valuable insights into respondents' demographics, preferences, and experiences with career development. Male respondents constituted 62%, with females comprising 38%. College was the preferred institution for 48%, while social media and friends were also notable choices. Most respondents rated their field of study at an intermediate level (64%), citing lack of skill (32%) and job security concerns (30%) as primary challenges. Access to career assistance was sought through workshops, seminars (32%), and networking events, career fairs (32%). Full-time employment was preferred by 60% of respondents, with high satisfaction levels reported across various aspects of training and placement services, culminating in a 100% placement success rate. These findings underscore the effectiveness and positive impact of placement services in facilitating career progression.

b) Chi-square analysis test

There is no significant difference between adequate resources provided with placement

opportunity

c) Correlation

There is no significant difference between content covered with positions covered

SUGGESTIONS

- Implement mentorship programs and networking events exclusively designed for females in the field to facilitate their career progression and provide support for overcoming barriers.
- Strengthen partnerships with social media platforms and tap into existing networks to increase outreach and engagement among female professionals.
- Deploy targeted advertising campaigns and create content that resonates with women interested in the field to broaden participation and representation.
- Address issues related to job security and skill development by implementing specialized interventions and ongoing support initiatives tailored to the needs of female employees.
- Offer continuous professional development opportunities and diverse career assistance options, including flexible training schedules and personalized guidance, to accommodate the varied preferences and career trajectories of female professionals.

CONCLUSION

The findings suggest a generally positive perception of career development services offered by institutions. However, there are areas for improvement, particularly in addressing challenges related to job security and skill development. By enhancing support systems, providing comprehensive resources, and maintaining responsiveness, institutions can better facilitate the career aspirations of their students or participants. Further research and continuous evaluation are essential to adapt to evolving needs and ensure sustained positive impacts on career development. In conclusion, the findings from the questionnaire highlight several key insights regarding the institution's placement services, career assistance, and student experiences.

REFERENCES:

1. Kessels, J.W.M. (2023), Towards Design Standards for Curriculum Consistency in Corporate Education, Faculty of Educational Science and Technology, University of Twente, Enschede.
2. Kirkpatrick, D.L. (2022), Evaluating Training Programs: The Four Levels, Berrett-Koehler, San Francisco, CA.
3. McLagan, P.A. (2020), Models for Excellence. The Conclusions and Recommendations of the ASTD Training and Development Competency Study, American Society for Training and Development, Washington, DC.
4. McLagan, P.A. (2019), Models for HRD Practice. The Models, American Society for Training and Development, Alexandria, VA.
5. Paramasivan, C., & Kamaraj, R. (2015). Commercial Bank's Performance on Pradhan Mantri Jan Dhan Yojana. *International Journal of Scientific Research and Education*, 3(6).
6. Paramasivan, C., & Rajaram, S. (2016). Micro insurance—a conceptual analysis. *International Journal of Recent Scientific Research*, 7.
7. Paramasivan, C. (2011). Customer Satisfaction through Information Technology in commercial banks. *Journal of Commerce and Management Thought*, 2(4), 509-522.
8. Naidu, V. K., & Paramasivan, C. (2015). A Study on Green Banking Trends in India. *Research Explorer*, 4(10).
9. Paramasivan C, & Srividhya G.(2021), Asset Quality:—A Comparative Study Of IDBI And SBI, Research Explorer, Volume V, Issue 15, pages 20-24