Employee Satisfaction and Customer Satisfaction – A Close Comparison

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ABSTRACT: *The current research tested the causality relationship between the studies matching between two variables of their relationship, the entry modes of marketing strategy were going to be analysis and the important sections in marketing business. Highly organized modern methods of carrying on industry management operations, inspections, constant is made to keep output stander system defined as the process by which company manages all the elements tasks. . A Total of 100 respondents has been divided into two categories, 50 respondents of employees in the selected car showroom, 50 respondents of customers in the selected car showroom, were chosen to represent the respondents group. Mean score is used to find out the status of respondents and paired t-test used to analyze the relation between variables. It is found that, there is direct and positive relation between the employee satisfaction and customer satisfaction, expressed in terms of employee reward satisfaction and customer loyalty satisfaction.*
KEYWORDS: *Employee Satisfaction, Customer Satisfaction, Reward, Loyalty, Chennai, Car Showroom.*

I. INTRODUCTION

Employee satisfaction is a distinct measurement, and it is often related to how you've developed your company culture, your pay, your services, the work itself, the people you've hired, and more. The customers play a role (especially if they have frequent contact with the employee), but most of employee satisfaction is dependent on you as a company.

Customer satisfaction, however, is dependent on essentially two things: the quality of your products/service, and the employees that handle their needs. There may be other, minor factors that play a role, but the primary drivers are your products/services, and your employees.

Our customers are the most important part of what we do. Organizations center on serving their customers and providing the best product and/or service. These are the things that keep customers coming back and helps build loyalty. There are many other important aspects to running an organization, but when it comes to customer satisfaction, the next most important aspect of our organizations are our employees, and research supports that the happier they are, the happier our customers tend to be.

The customer profit shows that customer variables have a positive impact on profit, while some of the customer variables have clear links to employee-related variables trust; perception of employee attitude. Similarly, the employee profit shows the positive impact of employee variables on profit, while arguing that the employee variables are linked to customer-related variables expressed satisfaction; job content.

It was once heralded as the Detroit of the south. With big ticket automobile investments flowing into the Oragadam – irrungattukkottai - maraimalainagar belt and the states much-vaunted quality labor force, Tamil Nadu had a natural advantage over arch rivals like Haryana and even Maharashtra. Not anymore. The latest ease-of-business rating by DIPP ranks the state at 18th down from 12th last year. And the last time Tamil Nadu attracted big auto dollar was when Michelin and Daimler collectively pumped over 7000 crore into the state. A highly industrialized state, Tamil Nadu has received $17 billion in foreign direct investment from April 2000 to March 2015 and contributes more than 10% of the national output in paper, machinery, electronics, textile, auto and auto components, etc.

II. OBJECTIVE OF THE STUDY

1. To examine the employee satisfaction through management style and working condition.
2. To analyze the customer satisfaction through service delivery and customer retention intention.
3. To determine employee rewarded satisfaction and customer loyalty satisfaction.

III.   REVIEW OF LITERATURE

OriolIglesias, Markovic, and Rialp (2019) discussed that, "the building a favorable sensory brand experience is crucial in services settings to strengthen the competitive position of a brand and its equity. The study investigates the effect of sensory brand experience on brand equity in the banking industry, through customer satisfaction and customer affective commitment. It also examines whether employee empathy moderates the impacts of sensory brand experience on customer satisfaction and customer affective commitment. Based on data collected through a panel of 1739 customers, the hypothesized structural model is tested using path analysis. Results show that sensory brand experience has a positive indirect impact on brand equity, through customer satisfaction and customer affective commitment. Customer satisfaction positively influences customer affective commitment, and employee empathy negatively moderates the relationship between sensory brand experience and customer satisfaction."

Mohammad, Quoquab, Halimah, and Thurasamy, (2019) studied that, "there is an on-going debate about the role of workplace internet leisure and whether it is a vice or virtue. Considering this, the purpose of this paper is to examine the effect of workplace internet leisure on workplace outcome variables such as employee satisfaction and employee productivity in the Malaysian context. Findings reveal that workplace internet leisure, workplace internet leisure policy and workplace autonomy orientation affect employees' satisfaction. Additionally, the mediating role of ES was found to be significant."

Jayendira Sankar (2018) concluded that "the relationship between service quality and customer satisfaction in the familiar retail outlets of Chennai. The general objective of this study is to determine the relationship between service quality and customer satisfaction, and also investigate the strategies utilized by an organization to deliver exceptional service quality and customer satisfaction through customer service. These objectives were tested by three hypotheses. It is also clear from this research that customer service has impact on service quality perception and customer satisfaction."

Hashim, Wang, Yasmeen, Mofrad, and Waheed, (2018) the article expands "current knowledge by assessing how employee engagement is transformed into corporate image and customer satisfaction. Unexplored in earlier studies, the article undisclosed the role that service quality plays in this transformation. Developed through an extensive literature survey, the conceptual model is empirically tested, with survey data collected from 261 customers and 261 managerial employees. The results show that, first, focusing on employee engagement can both lead to a favorable corporate image and enhance customer satisfaction. Second, service quality has a significant positive effect both on customer satisfaction and on corporate image. Third, service quality positively mediates the relations among employee engagement, customer satisfaction and corporate image. The article concludes with the study's qualification, plus some practical and theoretical implications, suggesting future research directions."

IV.   RESEARCH METHODOLOGY

The respondents of the study are the employees and customers of selected car showrooms in Chennai. A Total of 100 respondents has been divided into two categories, 50 respondents of employees (10 – Lanson Toyota, 10 – Khivraj Motors, 10 – Kun Hyundai, 10 – Chennai Ford, 10 – Maruti Suzuki) in the selected car showroom, 50 respondents of customers (10 – Lanson Toyota, 10 – Khivraj Motors, 10 – Kun Hyundai, 10 – Chennai Ford, 10 – Maruti Suzuki) in the selected car showroom, were chosen to represent the respondents group. The Researcher has used Radom sampling as the number of respondents is very high. Mean score is used to find out the status of respondents and paired t-test used to analyze the relation between variables. Corresponding to each question is five Likert numeric scales of the following qualitative equivalents as part of the survey questionnaires.

V.   DATA ANALYSIS AND DISCUSSION

This chapter represents the analysis and interpretation of result related to the relation between the employee satisfaction and the customer satisfaction. Employee satisfaction measured through the management style and working condition, customer satisfaction measured through the service delivery and customer retention intention.

SCALE	RANGE	DESCRIPTION	DESCRIPTION
5	4.20–5.00	Strongly Agree	Highly Satisfied
4	3.40–4.19	Agree	Satisfied
3	2.60–3.39	Neutral	Neutral
2	1.80–2.59	Disagree	Dissatisfied
1	1.00–1.79	Strongly disagree	Highly Dissatisfied

Table-1: Employee Satisfaction through Management Style and Working Condition

A	Employee Satisfaction	Hotels	Respondents		Mean		Interpretation
			Individual	Total	Individual	Total	
1	How often the tasks assigned to you by your supervisor do helps to grow professionally?	Lanson Toyota	10	50	3.90	**3.80**	**Satisfied**
		Khivraj Motors	10		3.80		
		Kun Hyundai	10		3.90		
		Chennai Ford	10		3.60		
		Maruti Suzuki	10		3.80		
2	Opportunity of training and process to determine annual raises?	Lanson Toyota	10	50	3.90	**3.78**	**Satisfied**
		Khivraj Motors	10		3.80		
		Kun Hyundai	10		3.60		
		Chennai Ford	10		3.90		
		Maruti Suzuki	10		3.70		
3	Do you have written job description in the organization?	Lanson Toyota	10	50	3.90	**3.84**	**Satisfied**
		Khivraj Motors	10		3.80		
		Kun Hyundai	10		3.90		
		Chennai Ford	10		4.00		
		Maruti Suzuki	10		3.60		
4	Do your opinion about work matter to the coworker?	Lanson Toyota	10	50	3.60	**3.72**	**Satisfied**
		Khivraj Motors	10		3.70		
		Kun Hyundai	10		3.60		
		Chennai Ford	10		3.90		
		Maruti Suzuki	10		3.80		
Aggregate Mean Scores			**50**		**3.78**		**Satisfied**

Table-1 brings out that, the employee satisfaction through management style and working condition are satisfied by the respondents with the aggregate mean score of 3.78. Specifically, respondents were satisfied with often the tasks assigned to you by your supervisor do helps to grow professionally with the mean score of 3.80, respondents were satisfied with the opportunity of training and process to determine annual raises with the mean score of 3.78, respondents were satisfied with the written job description in the organization with the mean score of 3.84 and the respondents were satisfied with opinion about work matter to the coworker with the mean score of 3.78.

Table-2: Customer satisfaction through Service Delivery and Customer Retention Intention

B	Customer Satisfaction	Hotels	Respondents		Mean		Interpretation
			Individual	Total	Individual	Total	
1	How satisfied were you with your new service?	Lanson Toyota	10	50	3.90	**3.86**	**Satisfied**
		Khivraj Motors	10		4.00		
		Kun Hyundai	10		3.80		
		Chennai Ford	10		3.90		
		Maruti Suzuki	10		3.70		
2	If company customer service, have all problems been resolved to your complete satisfaction?	Lanson Toyota	10	50	3.70	**3.74**	**Satisfied**
		Khivraj Motors	10		3.60		
		Kun Hyundai	10		3.80		
		Chennai Ford	10		3.90		
		Maruti Suzuki	10		3.70		
3	The overall quality of the service of the company?	Lanson Toyota	10	50	3.70	**3.76**	**Satisfied**
		Khivraj Motors	10		3.80		

		Kun Hyundai	10		3.60		
		Chennai Ford	10		3.90		
		Maruti Suzuki	10		3.80		
4	Based on your experience with service, would you recommend this product to a friend?	Lanson Toyota	10	50	3.80	3.82	Satisfied
		Khivraj Motors	10		3.90		
		Kun Hyundai	10		3.70		
		Chennai Ford	10		3.90		
		Maruti Suzuki	10		3.80		
Aggregate Mean Scores			**50**		**3.79**		**Satisfied**

Table-2 interprets that, the customer satisfaction through service delivery and customer relation intention are satisfied by the respondents with the aggregate mean score of 3.79. Specifically, respondents were satisfied with how satisfied were you with your new service with the mean score of 3.86, respondents were satisfied with the company customer service, have all problems been resolved to your complete satisfaction with the mean score of 3.74, respondents were satisfied with the overall quality of the service of the company with the mean score of 3.76 and the respondents were satisfied with based on the experience with service, would you recommend this product to a friend the mean score of 3.82.

Table-3: Employee Rewarded Satisfaction and Customer Loyalty Satisfaction

C	Reward & Loyalty	Hotels	Respondents		Mean		Interpretation
			Individual	Total	Individual	Total	
1	In most recent experience with services how was the quality of employee service received?	Lanson Toyota	10	50	3.80	3.92	Agreed
		Khivraj Motors	10		4.00		
		Kun Hyundai	10		4.00		
		Chennai Ford	10		3.90		
		Maruti Suzuki	10		3.90		
2	Are you contented with the bonuses the company gave to you?	Lanson Toyota	10	50	4.00	4.00	Agreed
		Khivraj Motors	10		3.90		
		Kun Hyundai	10		4.00		
		Chennai Ford	10		4.00		
		Maruti Suzuki	10		4.10		
3	Do you believe that the performance – review system is fair?	Lanson Toyota	10	50	4.10	3.96	Agreed
		Khivraj Motors	10		3.80		
		Kun Hyundai	10		3.80		
		Chennai Ford	10		4.00		
		Maruti Suzuki	10		4.10		
4	Bases on your awareness of product/service, is it better the same or worse than other company?	Lanson Toyota	10	50	4.00	3.94	Agreed
		Khivraj Motors	10		3.90		
		Kun Hyundai	10		4.10		
		Chennai Ford	10		3.80		
		Maruti Suzuki	10		3.90		
5	The features and benefits of the services itself, and with the services?	Lanson Toyota	10	50	4.10	4.02	Agreed
		Khivraj Motors	10		3.90		
		Kun Hyundai	10		4.10		
		Chennai Ford	10		4.00		
		Maruti Suzuki	10		4.00		
Aggregate Mean Scores			**50**		**3.97**		**Agreed**

Table-3 interprets that, the employee reward satisfaction and customer loyalty satisfaction are agreed by the respondents with the aggregate mean score of 3.97. Specifically, respondents were agreed with most recent experience with services how was the quality of employee service received with the mean score of 3.92, the respondents were agreed with the contented with the bonuses the company gave to you with the mean score of 4.00, the respondents were agreed with the believe that the performance – review system is fair with the mean score of 3.96, the respondents were agreed with based bases on your awareness of product/service, is it better the same or worse than other company with the mean score of 3.94, and the respondents were agreed with based the features and benefits of the services itself, and with the services with the mean score of 4.02.

Paired T-Test (Employee Satisfaction and Customer Satisfaction)

Table 4.1 Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	ES	3.7850	50	.39451	.05579
	CS	3.7950	50	.44231	.06255

ES – Employee Satisfaction, CS – Customer Satisfaction

Table-4.1 shows that, the employee satisfaction with the mean score of 3.7850 and the standard deviation of 0.39451 for the respondents of 50, customer satisfaction with the mean score of 3.7950 and the standard deviation of 0.44231 for the respondents of 50. The close relation with mean of employee satisfaction and customer satisfaction shows that that there is a significant relation between the two variables.

Table 4.2 Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	ES & CS	50	.269	.049

ES – Employee Satisfaction, CS – Customer Satisfaction

Table-4.2 reveals that, there is significant value of 0.049 with the correlation of 0.269 for the respondents of 50. The significant value of 0.049 is less than the P value of 0.05 (95% of confidence) represents that there is a significant relationship between employee satisfaction and customer satisfaction.

Table 4.3 Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	ES - CS	-.01000	.50749	.07177	-.15423	.13423	-.139	49	.890

ES – Employee Satisfaction, CS – Customer Satisfaction

Table-4.3 proved that, mean difference of -0.1000, standard deviation 0.50749, standard error mean 0.07177 and t-value of -0.139 with the degrees of freedom 49 and the significance value of 0.890. The significance (2-tailed) value of 0.890 is greater than the p-value of 0.05, it is representing that there is no significant difference between employee satisfaction and customer satisfaction.

VI.   CONCLUSION

To conclude, it can be said that the car showrooms need to concentrate on the supervision style, training and relation with the coworkers in order to improve the employee satisfaction. When it come to the customer satisfaction, problem solving capacity and quality of service plays a top priority. This study is to find the relation between the employee satisfaction based on the reward and customer satisfaction based on the loyalty. Based on the data analysis it is decided that, there is significant relation between the employee and customer satisfaction. Also, there is no significant difference between two variables, i.e, employee reward satisfaction and customer loyalty satisfaction.

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