A STUDY ON FREIGHT FORWARDING SERVICE QUALITY OF TRANS EXPRESS FREIGHT LINES PVT LTD, CHENNAI

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Abstract

The main objective of this study is to determine the quality of service that is by the Trans Express Freight Lines Pvt Ltd to its customers.

Primary, well defined objectives are framed to the study then questionnaire is prepared based on defined objectives. The prepared questionnaire is used to get the direct response from the selected sample size of 100 customers of Trans Express Freight Lines Pvt Ltd on the basis of convenience sampling method.

The response given by the employees are analyzed. From this analysis some general findings arrived and that are more related with the framed objectives for this study. It is found that the overall freight forwarding service quality score is within the acceptable level. According to the findings, the suggestions and recommendations are given which will be more helpful for the organization.

Key words: Sector, quality and score

Introduction

The services sector with an around 57 per cent contribution to the gross domestic product (GDP), has made rapid strides in the last few years and emerged as the largest and fastest-growing sector of the economy. Besides being the dominant sector in India's GDP, it has also contributed substantially to foreign investment flows, exports, and employment. India's services sector covers a wide variety of activities that have different features and dimensions. They include trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, and business services, community, social and personal services and services associated with construction. Services in India are emerging as a prominent sector in terms of contribution to national and states' incomes, trade flows, foreign direct investment (FDI) inflows, and employment.

Objectives of the Study

To find the expectation of customers towards freight forwarding service quality at Trans Express Freight Lines Pvt Ltd .

To understand the perception of customers on the freight forwarding service quality of Trans Express Freight Lines Pvt Ltd .

To find the gap between expected and perceived freight forwarding service quality

To know the gap between service delivery and external communication to customers.

To study the level of satisfaction of customers towards Trans Express Freight Lines Pvt Ltd

Statement of the Problem

In this study the researcher has to analyse the quality provided by Trans Express Freight Lines Pvt Ltd and to study various dimensions of freight forwarding service quality that is associated with the services provided by the organization.

It has to highlight the perception of the customers over the services provided and thus to be compared with the expectations of the customers. This inturn will hint on freight forwarding service quality gaps which indirectly represent the satisfaction level of the customers towards the services provided by the organization

Limitations of the Study

- The findings of my study were based on the assumption that the respondents gave their true and unbiased information.

- The Sample Size was 100 respondents. If the sample size were more than the results of the inference would have been different.

The study was restricted to Trans Express Freight Lines Pvt Ltd s LTD Chennai only as majority of the supermarkets are located in the city area.

Websites

Wikipedia.com – Details about TRANS EXPRESS FREIGHT LINES

Trans express freight lines – company profile and funding.

Trans express freight lines – company profile and about their resources.

Books

1. LEAN SUPPLY CHAIN AND LOGISTIC MANAGEMENT – BY PAUL A. MYERSON

2. NINETY PERCENT OF EVERTHING – BY ROSE GEORGE

3. INTRODUCTION TO LOGISTICS SYSTEMS MANAGEMENT – BY G GHIANI GILBERT LAPORTE AND ROBERTO MUSMANNO

Data Analysis And Interpretation

Table No: 1

Table Showing The Gender Of The Respondents

GENDER	NO. OF RESPONDENTS	% OF RESPONDENTS
Male	58	58
Female	42	42
Total	100	100

Inference:

From the above table inferred that, 58% of respondents were male and 42% of respondents were female.

Table no: 2

Table showing age of the respondents

AGE GROUP	NO. OF RESPONDENTS	% OF RESPONDENTS
21-30	50	50
31-40	32	32
41-50	14	14
51-60	04	04
Total	100	100

Inference:

From the above table it is inferred that 50% of respondents were under the age group of 21 – 30, 32% of respondents were under the age group of 31 – 40 years, 14% of respondents were under the age group of 41 – 50 years and 4% of respondents were under the age group of 51 – 60 years

Table No: 3

Table Showing Educational Qualification of the Respondents

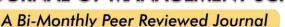| EDUCATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Sslc	21	21
Bachelor degree	34	34
Master degree	35	35
Others	10	10
Total	100	100

Source: Primary Data

Interface

From the above table it is inferred that, 35% of respondents were having Master Degree, 34% of respondents were having Bachelor Degree, 21% of respondents were having SSLC qualification and 10% of respondents have other qualification.

Table no: 4

Table showing based on marital status of the respondents

MARITAL STATUS	NO. OF RESPONDENTS	% OF RESPONDENTS
Married	51	51
Unmarried	49	49
Total	100	100

Source: Primary Data

Inference:

From the above table it is inferred that, 51% of the respondents were married, and 49% of them were unmarried.

Table No: 5

Table Showing Monthly Income Of The Respondents

MONTHLY INCOME	NO. OF RESPONDENTS	% OF RESPONDENTS
10000-20000	27	27
20000-40000	34	34
40000-60000	25	25
More than 60000	14	14
Total	100	100

Inference:

From the above table it is inferred that, 34% of respondents were belongs to the income level of 20000-40000, 27% of respondents (10000-20000) income level,25% of respondents belongs to40000-60000,14% and have more than 60000.

Table no: 6

Table showing occupation of the respondents

OCCUPATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Government employees	19	19
Business man	26	26
Private employee	36	36
Others	19	19
Total	100	100

Inference:

From the above the table infers that, 36% of respondents were private employees, 26% of respondents were business man, 19% of respondents were government employees, and 19% of respondents were others.

Table No: 7

Table Showing Modern Equipment Of The Respondents

MODERN EQUIPMENT	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	7	7
Neutral	8	8
Agree	34	34
Strongly agree	51	51
Total	100	100

Inference:

From the above the table infers that, 51% of respondents were strongly agree on the modern equipment,34% of respondents were agree on the modern equipment, 8% of respondents were neutral on the modern equipment,7% of respondents were disagree on the modern equipment,.

Table No: 8

Table Showing Physical Facilities Of The Respondents

OPINION ON MODERN EQUIPMENT	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	6	6
Neutral	12	12
Agree	37	37
Strongly agree	45	45
Total	100	100

Source: Primary Data

Inference:

From the above the table infers that, 45% of respondents were strongly agree on the physical facilities,37% of respondents were agree on the physical facilities, 12% of respondents were neutral on the physical facilities,6% of respondents were disagree on the physical facilities,.

Table No: 9

Table Showing Proper Uniform Of The Respondents

OPINION ONPROPER UNIFORM	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	3	3
Neutral	11	11
Agree	35	35
Strongly agree	51	51
Total	100	100

Source: Primary Data

Inference:

From the above the table infers that, 51% of respondents were strongly agree on the proper uniform,35% of respondents were agree on the proper uniform, 11% of respondents were neutral on the proper uniform,3% of respondents were disagree on the proper uniform,.

Table No: 10

Table Showing Materials of The Respondents

OPINION ON ENQUIRY AND MATERIALS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	9	9
Neutral	21	21
Agree	43	43
Strongly agree	27	27
Total	100	100

Inference:

From the above the table infers that, 43% of respondents were agree on the enquiry and materials,27% of respondents were strongly agree on the proper uniform, 21% of respondents were neutral on the enquiry and materials,9% of respondents were disagree on the enquiry and materials.
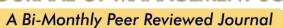
Table No: 11

Table Showing Promise Customers Of The Respondents

OPINION ON PROMISE CUSTOMERS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	11	11
Neutral	22	22
Agree	41	41
Strongly agree	26	26
Total	100	100

Inference:

From the above the table infers that, 41% of respondents were agree on the promise customers,26% of respondents were strongly agree on the promise customers, 22% of respondents were neutral on the promise customers,11% of respondents were disagree on the promise customers.

Table No: 12

Table Showing Problem Solving of the Respondents

OPINION ON PROBLEM SOLVING	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	10	10
Neutral	26	26
Agree	32	32
Strongly agree	32	32
Total	100	100

Inference:

From the above the table infers that, 32% of respondents were strongly agree on the problem solving,32% of respondents were agree on the problem

solving, 26% of respondents were neutral on the problem solving,10% of respondents were disagree on the problem solving,.

Table No: 4.13

Table Showing Perform First Time of The Respondents

OPINION ON PERFORM FIRST TIME	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	6	6
Neutral	17	17
Agree	46	46
Strongly agree	31	31
Total	100	100

Inference

From the above the table infers that, 46% of respondents were agree on perform first time,31% of respondents were strongly agree on the perform first time, 17% of respondents were neutral on the perform first time,6% of respondents were disagree on the perform first time.

Table No: 14

Table Showing Promised Service Time of the Respondents

OPINION ON PROMISED SERVICE TIME	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	7	7
Neutral	25	25
Agree	36	36
Strongly agree	32	32
Total	100	100

Inference:

From the above the table infers that, 36% of respondents were agree on promised service time,32% of respondents were strongly agree on the promised service time, 25% of respondents were neutral on the promised service time,7% of respondents were disagree on the promised service time.

Table no: 15

Table showing errors free records of the respondents

OPINION ON ERRORS FREE RECORDS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	8	8
Neutral	18	18
Agree	51	51
Strongly agree	23	23
Total	100	100

Source: Primary Data

Inference:

From the above the table infers that, 51% of respondents were agree on errors free records,23% of respondents were strongly agree on the errors free records, 18% of respondents were neutral on the errors free records,8% of respondents were disagree on errors free records.
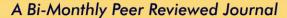
Table No: 16

Table Showing Employees Performed of the Respondents

OPINION ON EMPLOYEES PERFORMED	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	9	9
Neutral	21	21
Agree	33	33
Strongly agree	37	37
Total	100	100

Inference:

From the above the table infers that, 37% of respondents were strongly agree on the employees performed,33% of respondents were agree on employees performed, 21% of respondents were

neutral on the employees performed,9% of respondents were disagree on the employees performed,.

Table no: 17

Table showing prompt service customers of the respondents

OPINION ON PROMPT SERVICE CUSTOMERS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	5	5
Neutral	28	28
Agree	39	39
Strongly agree	28	28
Total	100	100

Inference:

From the above the table infers that, 39% of respondents were agree on prompt service customers,28% of respondents were strongly agree on the prompt service customers, 28% of respondents were neutral on the prompt service customers,5% of respondents were disagree on prompt service customers.

Table no: 18

Table showing willing to customers of the respondents

OPINION ON WILLING TO CUSTOMERS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	9	9
Neutral	11	11
Agree	41	41
Strongly agree	39	39
Total	100	100

Source: Primary Data

Inference:

From the above the table infers that, 41% of respondents were agree on willing to customers, 39% of respondents were strongly agree on the willing to customers, 11% of respondents were neutral on the willing to customers,9% of respondents were disagree on willing to customers.
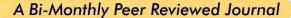
Table no: 19

Table showing respond to customers of the respondents

OPINION ON RESPOND TO CUSTOMERS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	8	8
Neutral	9	9
Agree	41	41
Strongly agree	42	42
Total	100	100

Inference:

From the above the table infers that, 42% of respondents were strongly agree on the respond to customers,41% of respondents were agree on respond to

customers, 9% of respondents were neutral on the respond to customers,8% of respondents were disagree on the respond to customers,.

Table no: 20

Table showing instilling to customers of the respondents

OPINION ON INSTILL TO CUSTOMERS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	8	8
Neutral	14	14
Agree	46	46
Strongly agree	32	32
Total	100	100

Inference

From the above the table infers that, 46% of respondents were agree on instil to customers, 32% of respondents were strongly agree on the instil to customers, 14% of respondents were neutral on the instil to customers, 8% of respondents were disagree on instil to customers

Table no: 4.21

Table showing safe in transcation of the respondents

OPINION ON SAFE IN TRANSCATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	5	5
Neutral	25	25
Agree	42	42
Strongly agree	28	28
Total	100	100

Source: Primary Data

Inference

From the above the table infers that, 42% of respondents were agree safe in transaction ,28% of respondents were strongly agree on the safe in transaction, 25% of respondents were neutral on the safe in transaction,5% of respondents were disagree on safe in transaction.
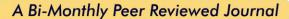
Table no: 22

Table showing courteous with customers of the respondents

OPINION ON COURTEOUS WITH CUSTOMERS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	6	6
Neutral	25	25
Agree	38	38
Strongly agree	31	31
Total	100	100

Inference

From the above the table infers that, 38% of respondents were agree on courteous with customers,31% of respondents were strongly agree on the courteous with customers, 25% of respondents were neutral on the

courteous with customers,6% of respondents were disagree on courteous with customers

Table no:.23

Table showing knowledge to answer of the respondents

OPINION ON KNOWLEDGE ANSWER	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	6	6
Neutral	21	21
Agree	34	34
Strongly agree	39	39
Total	100	100

Source: Primary Data

Inference

From the above the table infers that, 39% of respondents were strongly agree on the knowledge to answer,34% of respondents were agree on knowledge to answer, 21% of respondents were neutral on the knowledge to answer,6% of respondents were disagree on the knowledge to answer.

Table no: 24

Table showing individual attentionof the respondents

OPINION ON INDIVIDUAL ATTENTION	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	10	10
Neutral	17	17
Agree	44	44
Strongly agree	29	29
Total	100	100

From the above the table infers that, 44% of respondents were agree on individual attention,29% of respondents were strongly agree on the individual attention, 17% of respondents were neutral on the individual attention,10% of respondents were disagree on individual attention.

Table no: 25

Table showing operating hour convenient of the respondents

Inference

From the above the table infers that, 42% of respondents were agree onoperating hour convenient, 34% of respondents were strongly agree on the operating hour convenient, 17% of respondents were neutral on the operating hour convenient,7% of respondents were disagree on operating hour convenient.

Table No: 26

Table Showing Personal Attention Of The Respondents

OPINION ON OPERATING HOUR CONVENIENT	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	7	7
Neutral	17	17
Agree	42	42
Strongly agree	34	34
Total	100	100

Inference

From the above the table infers that, 44% of respondents were agree onpersonal attention, 36% of respondents were strongly agree on the personal attention, 17% of respondents were neutral on the personal attention,3% of respondents were disagree on personal attention.

Table No: 27

Table Showing Interests At Heartof The Respondents

OPINION ON INTERESTS AT HEART	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	5	5
Neutral	13	13
Agree	48	48
Strongly agree	34	34
Total	100	100

Inference

From the above the table infers that, 48% of respondents were agree onthe interests at heart, 34% of respondents were strongly agree on the interests at heart, 13% of respondents were neutral on the interests at heart,5% of respondents were disagree on interests at heart.

Table No: 28

Table Showing Need Of Customersof The Respondents

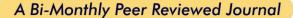| OPINION ON NEED OF CUSTOMERS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly disagree	0	0
Disagree	3	3
Neutral	17	17
Agree	41	41
Strongly agree	39	39
Total	100	100

Inference

From the above the table infers that, 41% of respondents were agree onneed of customers, 39% of respondents were strongly agree on the need of customers, 17% of respondents were neutral on the need of customers,3% of respondents were disagree on need of customers.

Conclusion

The overall customer perception of the services provided by Trans Express Freight Lines Pvt Ltd s Ltd is found to be within the accepted level.

Analysis of difference between perception and expected freight forwarding service quality revealed room for improvement in almost all areas.

When considering the five dimensions reliability, tangibility and empathy are found to be at adverse condition. Hence the company has to improve these three dimensions with more care. And empathy should be given additional care as it is found to be very low in serviced quality score.

Thus the analytical study shows that Trans Express Freight Lines Pvt Ltd s Ltd are committed to providing moderate service and that they are likely equally committed in improving the quality of current level of service further more.

The purpose of presenting this study is to help provide Trans Express Freight Lines Pvt Ltd s Ltd leaders with framework for moving forward.

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Website

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