

**SHODH SAMAGAM**

**Online ISSN : 2581-6918**



## **INTERNAL CUSTOMER SATISFACTION AND THEIR IMPACT ON GROWTH OF BUSINESS**

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### **ORIGINAL ARTICLE**



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Received on : 12/06/2019

Revised on : ----

Accepted on : 15/06/2019

Plagiarism : 14% on 13/06/2019

### **Abstract :-**

To create brand positioning and achieving good external customer satisfaction, business organisation need good internal customers. Internal customer satisfaction provides base for development of any business enterprises. It is the face of the company. If internal customer smiles and happy, sure and certain they can put their hundred percentage to satisfy external customer of the company. Satisfied internal customer not only ensures customer's retention but also customer making which result in business growth and success. The act of satisfying or the state of being satisfied, gratification of desire, contentment in possession and enjoyment. Internal customers are the person, group or team in an organisation to whom completed work is passed. Many people deal with customers within their own companies internal customers are those people who might use your services and products, who reside in the same company. This paper emphasize on the how satisfied internal customer (employee) satisfied external customer of the company.

**Key words :-** Internal customer, satisfaction, work culture, external customer, productivity.

## **Introduction :-**

Customer is one of the important parts of any business. Without customer there is no meaning of business. Customer complaints are also one of the central concerns on which the company have to pay their attention. Target of any company can achieve through proper prescription, identification and treatment of a complain of eternal customer. In service marketing customer complain are perceived as effective data to measure service quality, brand positioning, brand loyalty and improve service design systematically. A key premise in customer satisfaction is understanding the needs and meeting or exceeding the expectations of customers. Internal customer satisfaction is much neglected component of quality improvement system-to this end , it is important to emphasise that total customer satisfaction can be attained only if all internal customer (employee) devoted to external customer satisfaction . in this case each person must improve what is around them and look for ways to satisfy the requirements of other in the organisation effectively and efficiently . this requires a climate that encourage and support teamwork in addition to the promotion of general ethics of continuous important.

## **Hypothesis of study :-**

- $H_0$  : there is no significant relationship between harmonious work environment in organisation and productivity of employee.
- $H_1$  : there is significant relationship between harmonious work environment in organisation and productivity of employee.
- $H_0$  : there is no significant relation between fulfilment of needs and expectation of internal customer and satisfaction .
- $H_1$  : there is significant relation between fulfilment of needs and expectation of internal customer and satisfaction .
- $H_0$  : there is no significant relation between mental peace of internal customer and satisfaction .
- $H_0$  : there is significant relation between fulfilment of needs and expectation of internal customer and satisfaction .

## **Objective of study :-**

1. To understand the concept of internal customer satisfaction in general and the behaviour of internal customer towards working environment.
2. To analyze the satisfaction of various internal customer.
3. To analyse the satisfaction of internal customer in respect of pride and respect
4. Satisfaction level of internal customer's towards the service benefit he is getting.
5. The opinion of internal customer regarding the create fun and excitement.

## **Research Methodology :-**

The present study or research work was descriptive and analytical; it was based on empirical observation and comprehensive survey. Initially the researcher was developed a set of questions relating to the internal consumer satisfaction that relates

to the job satisfaction, working environment. Then, the questions are developed and reviewed by the subject experts. Some modifications, additions and deletions of questions were made according to the opinion of experts. Then the pilot study was conducted. Based on the pilot study; some changes may make in interview schedule according to the opinions of the respondents. Thereafter, by the final interview schedule were drafted.

### **Sampling :-**

The sample of study consisted of 200 respondents. The selection of the sample was done based on stratified random sampling and there, the sample consist of two strata to represent 100 employee of manufacturing sector and 100 service sector employee in hazaribag town of Jharkhand state. Data were collected from manufacturing unit which were situated on Demotand of hazaribag and other sample taken from different units of service sector employee which is situated in hazaribag town.

### **Data collection methods :-**

Researcher applied survey method to collect primary data. The survey method characterized by a questionnaire.

### **Analysis of data :-**

The collected data were being classified, tabulated, codified, analyzed and interpreted. The collected data was analyzed with reference to each of specific objectives of the study. Likert scale was applied to find the result of the research.

**TABLE NO.1**  
**Harmonious and friendly work environment**

<b>Options</b>	<b>No. of respondents</b>	<b>% of respondents</b>
Work-effective	71	32.5%
Mental peas	52	26%
Good feeling	58	29%
For others	19	9.5%
<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Primary data.

### **Inference :-**

35.5% of the respondents wanted harmonious and friendly environment to develop work effectiveness in organisation and it satisfied him, 26% of the respondents want mental piece to satisfy himself, 29% of the respondents wanted good feeling during working hour in organisation to satisfy himself and 9.5% of the respondents for other factor .

**TABLE NO.-2**  
**To analyze the satisfaction of various internal customer**

Options	No. of respondents	% of respondents
Needs	21	10.5%
Expectation	53	26.5%
Growth	54	27%
Company policy	72	36%
<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Primary data.

**Inference :-**

Among 200 respondents, 10.5% of the respondents are happy due to their basic needs fulfilled , 26.5% of the respondents satisfied because their expectation from the organisation is fulfilled , 27 per cent of the respondents were satisfied due the growth in organisation , and 36% of the respondents were satisfied due to company policy towards employees ( internal customer)

**TABLE NO.-3**  
**To analyse the satisfaction of internal customer in respect of pride and respect**

Options	No. of respondents	% of respondents
Highly	89	44.5%
Satisfied	56	28%
Dissatisfied	44	22%
Highly dissatisfied	11	5.5%
<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Primary data.

**Inference :-**

Out of 200 respondents, 44.5% of the respondents are highly satisfied, 28% of the respondents are satisfied, 22% of the respondents are dissatisfied and 5.5% of the respondents are highly dissatisfied in respect of pride and respect.

**TABLE NO.-04**  
**Satisfaction level of internal customer 's towards the service benefit he is getting**

Options	No. of respondents	% of respondents
Highly satisfied	84	42%
Satisfied	62	31.5%
Dissatisfied	30	15%
Highly dissatisfied	23	11.5%
<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Primary data.

**Inference :-**

Among 200 respondents, 42% of the respondents are highly satisfied, 31.5% of the respondents are satisfied, 15% of the respondents are dissatisfied, and 11.5% of the respondents are highly dissatisfied in respect of service benefits including marriage gift, birthday gift, long term service bonus etc.

**TABLE NO.-05**  
**The cordial relationship with the employer**

Options	No. of respondents	% of respondents
Yes	124	62%
No	76	38%
<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Primary data.

**Inference :-**

From the above table, 62% of the respondents have a cordial relationship with their employer, and 38% of the respondents are dissatisfied, and 11.5% of the respondents are highly dissatisfied.

**TABLE No.-06**  
**The opinion of internal customer regarding the create fun and excitement**

Options	No. of respondents	% of respondents
Excellent	63	31.5%
Good	84	42%
Average	30	15%
Poor	23	11%
<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Primary data.

**Inference :-**

Among 200 respondents, 31.5% of the respondents found the advertisements to be highly informative. Hence, they rated them as excellent, 42% of the respondents rated the ads as poor while imparting information about the policies.

**Finding and conclusion :-**

Internal customer satisfaction is a measure of how happy workers are with their job . work proficiency in which post they are established or be settled, and done their job with more respect , honesty in time , sincere about their job and knowledge about the job mainly cached during internal customer satisfaction . there is correlation between internal customer satisfaction and growth as well as success of business. If the organisation is able to include a spirit of “belongingness” to its internal customer, they will be more loyal, committed and satisfied. Study also finds that if organisation provide healthy environment, the productivity of internal customer is increase.

### **Limitation of study :-**

1. The scope of this research paper will be limited due to limitation of time.
2. Time and cost factor of study was confined to Hazaribag only.
3. Opinion of respondents may affect the study.
4. Internal customer satisfactions may be effected according to changing working environmental condition of company.

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