

A Strategic Choice of Service Triangle In Gravity One Living Space Private Limited Company

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Abstract

The difference impact of the service triangle on service of experience, significantly customer insight of employees and firm fit seems to have the greatest impact on the customer evaluation of the service experience, followed by client and firm, customer and employees fit. The study helps to analyze relationship between the company, the employee and the customer. This survey has contains the information of the questionnaires related to 45 employees and 25 customers opinion towards the Gravity One Living Space Private Limited. The study mainly gathered data from primary source through structured questionnaire using 5 point Likert scale. The study is examined the variables using Chi – square and Correlation to prove the stated hypothesis. The study helps to explore how organization has dreamed up to service product, and its various benefits to customers through advertisements (making promise), working space to provider (enabling promise), interact with customer for service delivery (keeping promise).

Keywords: Service triangle, external marketing, internal marketing, interactive marketing and Chi-square and correlation.

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I. Introduction

The Indian real estate's sector is perhaps the biggest area after agribusiness and essential area in our country. This industry is the 2nd largest employment opportunity providing sector after the agriculture and primary sector in the country, according to the Economic Survey 2017-18, these areas contribute about 6.5 % to 7 % and it is one of significant cause of occupation for chaotic area of Indian work market. This area was one of the primary recipient of the post-liberalization time frames, where India become one of the property of the unfamiliar direct speculation, part of new pursuits open step by step and pay rates of Indian working class increment remarkable. Since 1990s it shows a significant development, and Indian metro urban communities, similar to Chennai Mumbai Delhi Kolkata feels the blast as a general rule area. The land area in India is developing at a pace of about 20% per annum and this area has been adding to around 6 to 7% of India's GDP, however it can't adjust the inventory request continuum. The interest for lodging has been expanding dramatically from most recent multi decade. In spite of Government do activities through a various plans it has not had alternative to adjust up to the extending demands. Abusing the condition, the private players got the control of land region with essentially no concerns for the interest of the shoppers.

Since last half decade this area feels the warmth of stoppage because of different elements which incorporate industry limitations, government successive changes in the regulation policies and economic slowdown. This industry provide jobs to 40 million people in the year 2013, as per estimates, it is scheduled to employment to fifty two million staff on 2017 and sixty seven million employees on 2022. Approximately 90% of the people working in the real estate and building sector are involved in building of buildings, while the rest 10% employees is involved in building completion, demolition and site preparation, finishing, plumbing, other installation services. Real estate business in India seen strange growing in the new times with rise necessary after for office just as isolated spaces. Property drew in nearby forty three thousand seven hundred eighty cr. in 2019. The sales quota dragged in Private Equity speculation in 2019 around 1 billion. Recognised notice in the area remained at seven hundred twelve million during the quarter of March 2020. Every service sector asks itself a

question was whether customer, employee and management are important for profit achieving. The current challenges are mainly facing its failure to understand customer needs and wants of services. This study of service triangle three dimensions are internal marketing, external marketing and interactive marketing determination assistance remove such challenges meanwhile the industry might close if the own firms do not perform well on those service triangle components.

II. Review of Literature

Lander Vermeerbergen, Aoife M McDermott and Jos Benders (2021)^[15] finding recognise a five cluster typology, reflecting differences in managers from twenty nursing homes operationalize the same resident centered care model. Dr. R. Kalyan Kumar & Dr. G. Dharakeshwari (2019)^[10] this sectors has suffered a whole modification of all and is still daily basis changing. By having solid effort on service marketing triangle, this industry can built a strong image. Graeme Payne and Greg Fisher (2019)^[11] when dynamic changes in workplace the greater power relationship takes by the customers, external imposed law change to customer directed care places the clients in an exclusive power position of and at the top of the service triangle. Risa Rohaibatul Bahri and Endang Herawan (2019)^[23] satisfaction is a higher construct and insights of service quality distress feelings of satisfaction, which are can affect upcoming purchase behaviour and service triangle reflect relation between company and customer through service strategy, people, system.

Chi-Ming Hsieh (2018)^[7] result show that internal marketing influence customers satisfaction and behaviour intentions this also influence the interactive marketing with moderate effect of customer satisfaction, external marketing influence the satisfaction and it effect behavioural intentions. Yu Ting Huang, Sharyn Rundle Thiele and Yen Heng Chen (2018)^[30] findings indicate that internal marketing activities significantly impacted on a worker satisfaction. Armah and Bempong Eric (2017)^[2] every angle of the service market triangle is main influences the client and retention in the financial service sector. Dilip Subramanian & Jean Baptiste Suquet (2017)^[8] complete thoughtful of service triangle every one pole be examined to reveal its conformations, but equal action should be afforded to all side in a pole. Arman – Bempong Eric (2017)^[3] service quality was increases as internal marketing, external marketing and interactive marketing also increases. Dr. Chandrakant Varma (2017)^[9] human resource capital is the most valued asset of in any organization also more challenge of human retention as well as attraction of new talent humans in the organization and creating more motivational strategies cloud be one important support to business success in extensive term. Arman – Bempong Eric (2017)^[4] Client faithfulness is improve as administration quality developments each of the help triangle too seriously describe to client faithfulness.

Maja Rozman, Sonja Treven & Vesna Cancer (2017)^[16] basic condition for successful management staffs in the business is echoed in the support for extraordinary motivation and satisfaction of staffs at dissimilar ages. Sidney Anderson and Jeffery Smith (2017)^[26] the difference impact of the service triangle on service of experience, significantly customer insight of employees and firm fit seems to have the greatest impact on the customer evaluation of the service experience, followed by client and firm, customer and employees fit. Musa Pinar, Tulay Girard, Paul Trapp and Zeliha Eser (2016)^[19] investigations purposely outer marking was holes between the impression of the chiefs, client and intuitive marking holes between the impression of labourers and clients. Vutete Clever (2016)^[29] interactive marketing was originate to be both external and internal marketing in the sector in terms of client and worker suitability. Achilleas Boukis, Anastasios Siampos, Kostas Kaminakis & Ionnies (Giannis) Kostopoulos (2015)^[11] internal marketing is the more compelling execution of authoritative mandates and methodologies recognizing the failure of regulatory designs to characteristically inspire and use non-controllable parts of individual worker execution. Cagatan Taskin (2015)^[6] the internal marketing can be improved and public service received higher quality deliver of service.

Mamoun N. Akroush, Amjad Abu ElSamen and Ghazi a Samawi (2013)^[17] internal marketing consists six dimensions, recruitment of staff, giving training, internal communication this are definitely affected individual person motivation. Peder Inge Furseth & Richard Cuthbertson (2013)^[20] the service marketing triangle can be applied by business to create an incentive for their clients, just as giving an establishment to scholastic examination in the space of administration development. Rajesh K. Yadav & Nishant Dabhade (2013)^[22] the hospital service marketing triangle plays a vital role, should take faithful promise it should mirror in service delivery and use market research to identify customer acceptance and necessities. Hussein Mohammad Al-Borie (2012)^[12] factors pertaining to recoument and appointment, training and development, organization support, incentives and motivation have influence on physician job satisfaction and organization commitments make a positive influence in the direction of internal marketing. T. Dushyenthan (2012)^[27] at long last reason that generally trust and the relationship responsibility in the intuitive marketing add to the customer fulfilment. Salomao Alencar de Farias (2010)^[24] it was feasible to hypothesize that something needs to precede inside promoting application in an association that is administration direction. Without that is difficult to have an effective interior promoting program.

Sharon C Bolton and Maeve Houlihan (2010)^[25] the power failure in management triangle drams from variety of the frontline setting on that show manager can denied access to lines of power. Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler (2010)^[28] the approaches importance to close the hole between client assumptions and discernment. Ian Lings (2009)^[13] directors need to upgrade their listening abilities and figure out how to create date about the needs and needs of workers utilizing formal and casual strategies. Lan N Lings & Gordon E Greenley (2009)^[14] to understand external market, service manager should improve a better understand of needs and wants of staffs. Bradly R. Barner (2007)^[5] Internal marketing accepts the idea of where representatives of the firm become inward client. Likewise with outer client these too have prerequisites that need fulfilling. Pervaiz K. Ahmed & Mohammed Rafiq (2003)^[21] the board orders that described that have gotten extremely dated even with new difficulties like other activities, mindful, inventiveness, compassion and connectedness are required in the alleged information time. Morris B. Mendelson and Basu Sharma (2001)^[18] show the possibilities of tending to a few key issues identified with consumer loyalty and reliability corresponding to internal client conduct upon experimental testing of the theories.

Statement of the Problem

The major problem influences that, the need for relationship between company and customer, company and employees (providers), employees and customer of any real estate industry also challenge on company is to applying elements of the service marketing triangle so as the recommend way of satisfying both staffs and customer's needs and wants.

Objectives of the study

- To analyse the level of satisfaction of employees towards Gravity One Living Space Pvt. Ltd. Co.
- To evaluate the level of satisfaction of customer towards Gravity One Living Space Pvt. Ltd. Company services.

III. Research Methodology

Type of Research

Descriptive research: This was defining current position of a spectacle and sometimes appeal valid conclusions based on the truths find out throughout study. It focus more on 'what' also it deals with the present and manipulation of the variables is not possible. In a current situation what exist with respect to variables of a condition. Compare between the present situation and what we want to be and develop strategy to achieve goal.

Sampling techniques

Probability sampling and non-probability sampling is used a selection of few criteria and chooses peoples of a randomly and selection based on non-random criteria and not every people has a chance of being included

Sample and Sample size

Total sampling population is 1000 customers and 50+ employees, out of sampling size is 25 customers and 45 employees for internal and interactive marketing are selected in Gravity One Living Space Private Limited Company.

Sources of Data

Primary source: This data will be collected from the customer and employees of Gravity one living space private limited company through interviews, used Likert's five point scale and structured questionnaires, are close ended questions, survey and observation method.

Secondary sources of data: This data will be collected from, Journals, Magazines, Articles, Literature, E-resources, Research papers, published papers and internet sites.

Statistical tools of analysis

i) Chi square test

This test is a non-parametric test. In the present study it is used to prove or disprove change of the level of satisfaction of customer towards Gravity One Living Space private limited company service.

ii) Correlation co-efficient

Correlation test is applied to test the relationship between two or more variables. This test carried out to find out the relationship between Gravity One Living Space Pvt. Ltd. Co. and employees.

Hypotheses of the Study

Based on the review of literature research gaps areas has framed the following hypothesis for the study.

- **H₀₁:** There is no significant relationship between Gravity One Living Space Pvt. Ltd. Co. and employees.
- **H₀₂:** There is no change in level of satisfaction of customer towards Gravity One Living Space Pvt. Ltd. Company services.

Data Analysis & Interpretation

The detail analysis of the company internal marketing through employee career growth, work life balance, training and development and external marketing through service quality, price, public relation, punctuality from customers and interactive marketing through employee and customer relation while delivering service. Also company service mix and factors are teamwork, real time customer information, reliability and responsiveness are influencing the company service quality. The below table 1 shows the significant relationship between Gravity One Living Space Pvt. Ltd. Co. and employees and table 3 shows the changes in level of customer satisfaction company service.

Hypothesis – 1: There is no significant relationship between Gravity One Living Space Pvt. Ltd. Co. and employees.

Table: 1 Calculation of Correlation

| X | Y | Dx | Dy | Dx ² | Dy ² | DxDy |
|-----------------|-----------------|------------------|------------------|---------------------------------|---------------------------------|-----------------------|
| 15 | 5 | 0 | 0 | 0 | 0 | 0 |
| 118 | 83 | 103 | 78 | 10,609 | 6,084 | 8,034 |
| 47 | 92 | 32 | 87 | 1,024 | 7,569 | 2,784 |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Σx = 180 | Σy = 180 | Σdx = 135 | Σdy = 165 | Σdx² = 11,633 | Σdy² = 13,653 | Σdxdy = 10,818 |

$$r = \frac{n \sum dx dy - \sum dx \sum dy}{\sqrt{[n \sum dx^2 - (\sum dx)^2] \times [n \sum dy^2 - (\sum dy)^2]}}$$

$$r = \frac{5(10,818) - (135 \times 165)}{\sqrt{[5(11,633) - (135)^2] \times [5(13,653) - (165)^2]}}$$

$$r = \frac{31,815}{\sqrt{[58,165 - 18,225] \times [68,265 - 27,225]}}$$

$$r = \frac{31,815}{\sqrt{(39,940) \times (41,040)}}$$

$$r = \frac{31,815}{40,486}$$

$$r = 0.786$$

$$r^2 = (0.786)^2$$

$$1 - r^2 = 0.6178$$

$$r^2 = 0.382$$

As per the results H₀₁ is rejected. There is a high degree of positive correlation between Gravity One Living Space Pvt. Ltd. Company and its employees. Thus we can interpret from the analysis that only 38.2% of correlation exists between company and its employee’s relationship remaining 61.8% correlations were unexplained.

Hypothesis – 2: There is no change in level of satisfaction of customer towards Gravity One Living Space Pvt. Ltd. Company services.

Table: 2

| Questions | Highly satisfied | Satisfied | Neutral | Dissatisfied | Highly dissatisfied | Total |
|----------------------------------|------------------|-----------|----------|--------------|---------------------|------------|
| Perceived Quality & Expectation | 36 | 13 | 1 | 0 | 0 | 50 |
| Complaint Handling & Price Index | 35 | 14 | 1 | 0 | 0 | 50 |
| Total | 71 | 27 | 2 | 0 | 0 | 100 |

Table: 3 Calculation of Chi Square

| O (Observed frequencies) | E (Expected frequencies) | O - E | (O - E) ² | (O - E) ² /E |
|--------------------------|--------------------------|-------|----------------------|-------------------------|
| 36 | 35.5 | 0.5 | 0.25 | 0.00704 |
| 13 | 13.5 | -0.5 | 0.25 | 0.01852 |
| 1 | 1 | 0 | 0 | 0 |
| 35 | 35.5 | 0.5 | 0.25 | 0.00704 |
| 14 | 13.5 | -0.5 | 0.25 | 0.01852 |
| 1 | 1 | 0 | 0 | 0 |
| Total | | | | 0.05112 |

Total value = Degree of Freedom

$$= (R-1) \times (C-1) = (2-1) \times (3-1)$$

=2

The table value X^2 at 2 degree of freedom at 0.05% is 5.99. Since total calculated value is 0.05112 is lesser than table value 5.99 (H_{02}) is rejected. Therefore there is a change in customer level of satisfaction towards company service.

IV. Results & Findings

- Majority (More than 90%) of employee are satisfied with team support at work, Training & Development, Organisational Policies, Price Index of service, Quality of service and responsiveness of workers of organization.
- Most (More Than 90%) of the customers are satisfied with Responsiveness.
- The majority of respondents are strongly agree with Responsiveness, company offers, best quality services to customers and taken service have high marketability, company have a good brand name in market.
- All employees are neutral with award, rewards & recognition. They are unbiased with organization given awards, rewards in job and also recognition in job.
- Most of the respondents are strongly agree for company offers a fair price of service in market and allow negotiation also best competitor price.
- Majority of respondents are agree with company have well accessibility places, finest location and top service delivery place.
- Recognition programs are helpful to the growth of individual to enhance the performance. So the management should conduct the recognition program like reward, award, best employee etc.
- Company should take care about organization growth as well as individual growth through a taking feedback from every employee frequently.
- Company has to design process & structure such as training & development, compensation benefits, reward and performance management etc. which support the smooth work and help making employee motivate and dedicated environment in the company.
- Organization should need to more focus on the customers' complaints handling.

V. Conclusion

The study on analysis of service triangle of Gravity One Living Space Pvt. Ltd. Company has proved that there is a significance relationship between Gravity One Living Space Pvt. Ltd. Company and employees and there is change in level of satisfaction of customer towards Gravity One Living Space Pvt. Ltd. Company services there is a positive correlation between Gravity One Company and its employees and there is positive change in customer satisfaction towards company service. With the help of these to proven hypothesis internal marketing, external marketing and interactive marketing of Gravity One is effective organization need to more focus on policies and places they are offering also more focusing on promotional activities.

Based on this project findings, can concludes that Gravity One Living Space Pvt. Ltd. Company performed at average levels on internal, external and interactive marketing all the three dimensions of the service triangle. Through they remain in similar range, interactive and internal marketing of the company in relations of customers and employee satisfactoriness.

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