

**" A STUDY ON SERVICE QUALITY AND ITS IMPACT ON  
CUSTOMER SATISFACTION WITH REFERENCE TO VRL  
LOGISTICS LTD"**

**Submitted by  
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**Submitted to**

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**

**In partial fulfilment of the requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

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**CERTIFICATE**

This is to certify that **Mr. Ashwal Kona**, Student of MBA IV Semester (Reg. No.4AL21BA011), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from **12.05.2023** to **24.06.2023** in our organization on the topic of "**Analysing the Service Quality and its Impact on Customer Satisfaction with Reference to VRL Logistics Limited**" as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

For VRL LOGISTICS LIMITED



VIVEKANAND CHOLAKI

ASSISTANT COMPANY SECRETARY



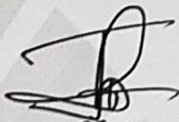
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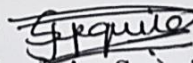
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## CERTIFICATE

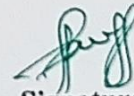
This is to certify that **ASHWAL A KONA** bearing USN **4AL21BA011** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO VRL LOGISTICS LTD, HUBBALLI"** is prepared by him under the guidance of **Mr. Johnson Fernandes, Assistant Professor, PG Department of Business Administration** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.



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## DECLARATION

I ASHWAL KONA, hereby declare that the Project report entitled "ANALYSING THE SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH REFERENCE TO VRL LOGISTICS LTD."

prepared by me under the guidance of Johnson Fernandes, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Manjunath Bhavikat, Marketing manager at VRL Logistics ltd, Hosur Hubballi.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

PLACE: - Hubballi

DATE:-



SIGNATURE

## **ACKNOWLEDGEMENT**

I am truly grateful to my external guide Manjunath Bhavikat, Marketing manager at VRL Logistics ltd, and my internal project guide Johnson Fernandes, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last but not least, I want to express my deep appreciation to my parents for their unstinted support.

PLACE: - MOODBIDRI

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## **EXECUTIVE SUMMARY**

The Project work “A study on quality of service and customer satisfaction with reference to VRL logistics ltd.”, as required by the Alva’s Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study:

- To assess the degree of service quality provided by VRL Logistics Ltd.
- To assess how service quality influences customer satisfaction.
- To identify the areas of improvement in the service quality of VRL Logistics Ltd.

This report is divided into five chapters. The first chapter is about the Introduction and company Profile of VRL logistics ltd. The second chapter shows the Conceptual background and Literature review of the topic studied. The third chapter is about Research design which contains a statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. The fourth chapter is about the analysis and interpretation of the data which is collected from VRL logistics ltd through questionnaires using tables. The fifth chapter is about findings, conclusions, and suggestions based on the study. Then it contains a bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire