

**“A STUDY ON SERVICE QUALITY AND ITS IMPACT ON
CUSTOMER SATISFACTION WITH SPECIAL REFERENCE
TO ROYAL ORCHID CENTRAL SHIVAMOGGA”**

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. Shivu M**, Student of MBA IV Semester (Reg. No.4AL21BA072), 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 "**A STUDY ON SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO ROYAL ORCHID CENTRAL.**" 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, Royal Orchid Central, Shimoga.

Authorized Signature





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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SHIVU M** bearing **USN 4AL21BA072** 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 ROYAL ORCHID CENTRAL SHIVAMOGGA"** 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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Mrs. Priya Sequeira

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Signature of Principal

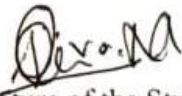
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Declaration

I, SHIVU M, hereby declare that the Project report entitled "A study on service quality and its impact on customers satisfaction with special reference to royal orchid central shivamogga" with reference to Royal orchid central Shivamogga prepared by me under the guidance of Mr, johnson fernandes , faculty of M.B.A Department of Alvas institute of engineering and technology and external assistance by Mr. Srinidhi, Marketing manager, Royal orchid central Shivamogga. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve 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: Mijar

Date: 02/09/2023.


Signature of the Student

ACKNOWLEDGEMENT

I am truly grateful to my external guide Mr, Srinidhi, Marketing manager in, ROYALORCHID CENTRAL, SHIVAMOGGA, and my internal project guide Prof 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: - MIJAR

DATE: - 02-09-2023

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EXECUTIVE SUMMARY

The Project work “A study on service quality and its impact on customer satisfaction with special reference to royal orchid central shivamogga”, as required by the Alva’s Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study:

- To study about the factors influencing the customer satisfaction towards service quality.
- Analyze the Relationship Between Service Quality and Customer Satisfaction.

This report is divided into five chapters. The first chapter is about the Introduction and company Profile of royal orchid central shivamogga. 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 Royal orchid 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.