

An Analytical Study on Service Quality and Customer Satisfaction towards Stainless Steel Water Tank In Tamilnadu

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ABSTRACT

A good quality stainless steel water tank suit every household, business, industrials or agricultural need etc. The customers have right decisions to reflect to purchase a good quality of SS water tank. Now days a water storage system may not be a simple process, meanwhile various types of tanks available in market. Stainless steel water tank is a high quality fabrication is made of grade 304SS and its capacity make strong and durable. Stainless steel is an eco-friendly and recyclable, easy cleaning system, lockable lid, wide manhole, reinforced body.

Keywords: Recyclable, Hygienic, strong and durable SS water tank.

INTRODUCTION

A water tank is a container for storing water on residential drinking purpose, agriculture, fire suppression, chemical industries, educational institution etc. Water tank available for many size and shapes like polyethylene, concrete, steel, stone etc. In the market only plastic and steel tanks are available. Stainless steel water tank is a cylindrical is high durable, anti-corrosion and hygienic. Customers are more aware of the value of hygienic water using their day to day life. Stainless steel water tank are design by unique and beautiful to attract the customers. A stainless steel water tank processing of water inlet and water outlet provides easily cleaning and water storage.

BENEFITS OF SS WATER TANK

- Recyclable
- Hygienic
- Affordable price
- Strong and durable
- Elegant look

- Light weight

CAPACITY AND GRADE

The tank capacities are mentioned as from 500 liters to 10,000 liters for the need of water storage in domestic or commercial purposes. Grade like 202, 304 316 are available, in that 304 grade is fast moving customer choice of stainless steel water tank.

PURPOSE OF SS WATER TANK

SS water tank its own purpose for providing excellent service to their customer.

- 100% hygienic
- Non toxic
- No Smell
- Long durability
- Elegant look

The easy cleaning system on SS tank having unique circular base with additional drain

fitting at the bottom allows complete draining of the tank till the last drop of the water. The lockable lid prevents entry of insects and unwanted objects from entering the tank. Wide manhole is easily impaction and maintenance of the water tank. Reinforced body enhances the structural integrity to the tank to sustain any pressure exerted by the water.

LITERATURE REVIEWS

Thalapathy (2016) stated an analysis and economical design of water tank. A method of working stress of designing a liquid retaining structure on water tank generated an idea for safe design with minimum cost that designer relationship curve between design variables. He mentioned to understand a philosophy for safe and economical design of water tank. **Quang Anh Vu Vietnam (2018)** a study on corrosion of stainless steel water storage tank exposed in coastal atmospheric conditions. In his study stainless steel water tank presented various coastal areas to store water. Both outer and inner surface of water tank made of 304 and 201 steel grade. Corrosion deterioration was more severely observed for the atmospheric area with higher airborne salinity and time of wetness. **Mainak ghosal (2019)** stated water tank analysis using STAAD pro. In his study a consequence people suffer from lack of water due to insufficient supply for compensating their daily needs. A solution of this problem was to develop a project on water storage has been designed with the help of STAAD principles. In STAAD pro analysis the method of design a water tank subjected to wind load, self-weight, dead load and hydrostatic load due to water.

RESEARCH GAP

A researcher identifies the gap in between previous study and the current study on stainless steel water tank. A brand loyalty with customer satisfaction or brand preference related product was highlighted in the previous studies. Polyethylene or concrete tank purpose of heavy weight, heat absorption and short life period.

Whereas the research gap mentioned the Stainless steel water tank of easy cleaning, light weight and durability of other brands of stainless steel water tank in market. Eventually the gap bridges the various types and size of plastic tank instead of SS water tank grade and capacity in many household purposes.

OBJECTIVES

- To know customer awareness on stainless steel water tank
- To analysis the brand quality, price, size and capacity towards SS water tank
- To analysis the service quality and customer satisfaction towards Stainless steel water tank
- To study that problem faced by the customer using stainless steel water tank.

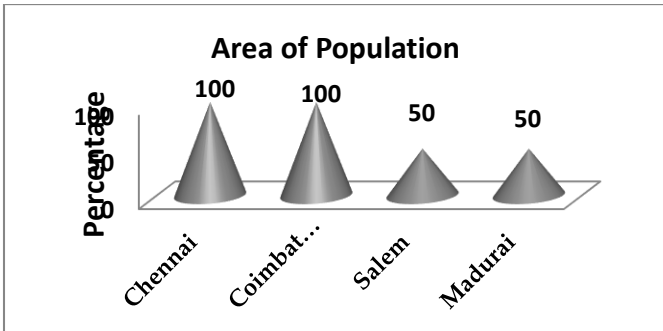
HYPOTHESES

On the basis of the objectives following hypothesis can be formulated, H1: Customer awareness on stainless steel water tank and the respondents. H2: Various factors on SS water tank and the respondents. H3: Service Quality and customer satisfaction of Stainless steel water tank and the respondents. H4: Customers problems while using SS water tank and the respondents.

DATA AND METHODOLOGY

There are two sources of data collection techniques they are primary and secondary data collections. A primary data is collected from the first-hand experience, surveys or direct observations. Secondary data collection may be internal and external sources. It has been past information or second hand publications like internet sources, published sources and open access sources. A self-administrated questionnaire was used to collect primary data to assess the relationship between service quality and customer satisfaction on SS water tank. District wise 300 respondents were selected on convenience basis on Tamilnadu.

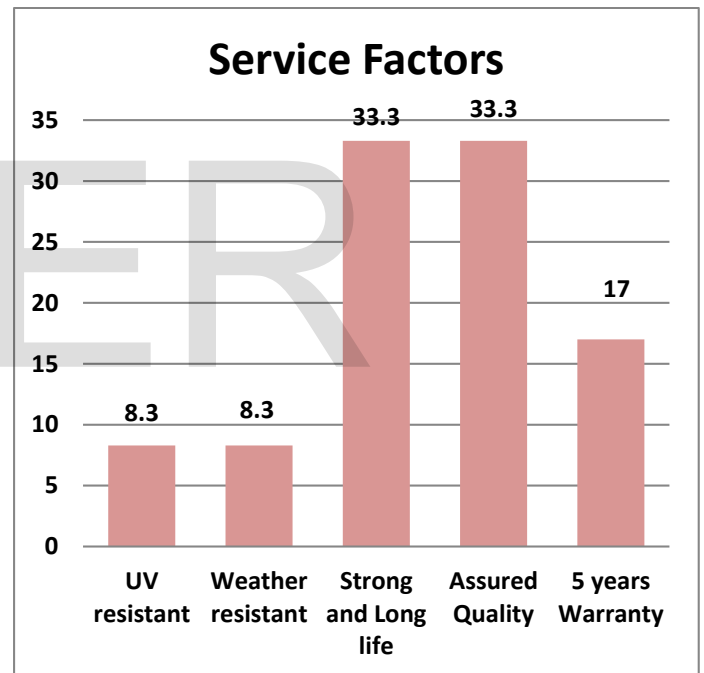
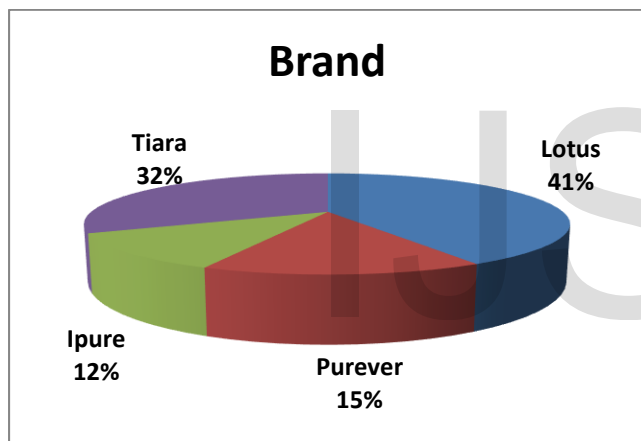
GRAPHICAL REPRESENTATION ON STAINLESS STEEL WATER TANK



	Respondents	
UV resistant	25	8.3
Weather resistant	25	8.3
Strong and Long life	100	33.3
Assured Quality	100	33.3
5 years Warranty	50	17
Total	300	100

Graph: 1

SERVICE FACTORS



INTERPRETATION

Majority Chennai and Coimbatore was more customers to prefer to select the Stainless steel water tank. A brand of Lotus and follow Tiara SS water tank is prefer high satisfaction level in these metropolitan cities.

Table: 1

PERCENTAGE ANALYSIS

Service Factor	No of	Percentage
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Table: 2

CHI-SQUARE ANALYSIS

City	Brand				
	Lotus	Purever	Ipure	Tiara	Total
Chennai	30	10	10	30	80
Coimbatore	50	10	10	30	100
Salem	35	20	10	25	90
Madurai	10	5	5	10	30
Total	125	45	35	95	300

H1: Alternative hypothesis H0: Null hypothesis

Association between City and Stainless steel water tank	
Chi-Square value	10.20
Degree of freedom	9 (r-1)(c-1)
Level of Significant	5%
P Value	0.33
Rows * Columns	4*4
Not Significant / Significant	S
Null Hypothesis	Rejected

CONCLUSION

Stainless steel water tank have high popularity in the mind of customer for their purposes. A real hygiene factor is putting customers at the heart of the business is focusing on successful business. An excellent service quality of stainless steel water tank provide guarantee to their customer needs and satisfactions. The safety and clean storage of water and fabricated to higher capacity that make customers more satisfied on its durability, hygiene, aesthetics and food grade quality. Stainless steel is an eco-friendly and recyclable, easy cleaning system, lockable lid, wide manhole, reinforced body. Lotus and follow by Tiara SS water tank was fast moving in the cities like Chennai and Coimbatore.

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