

B2B SERVICE EXCELLENCE AND CUSTOMER SATISFACTION TOWARDS THE USE OF SOFTWARE IN CONSTRUCTION INDUSTRY

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ABSTRACT

This abstract provides a concise summary of the construction industry is experiencing a paradigm shift with the widespread adoption of software solutions aimed at enhancing operational efficiency, project management, and communication. This study aims to investigate the relationship between B2B service excellence, customer satisfaction, and the use of software in the construction industry. The research design involved a comprehensive survey conducted among construction companies that utilize software solutions for various purposes such as project planning, scheduling, cost estimation, and collaboration. The survey questionnaire incorporated validated measures for assessing B2B service excellence and customer satisfaction. The results of the study indicate a significant positive correlation between B2B service excellence and customer satisfaction in the context of software usage in the construction industry. Construction companies that provide superior service, including prompt technical support, effective training programs, and proactive communication, were found to have higher levels of customer satisfaction.

Keywords: B2B service excellence, Customer satisfaction, Software, Construction industry, Construction companies, Operational efficiency, Project management

INTRODUCTION:

The construction industry plays a pivotal role in shaping the infrastructure and development of societies worldwide. In recent years, the industry has witnessed a significant transformation driven by technological advancements. One key aspect of this transformation is the adoption of software solutions, which have revolutionized various aspects of construction operations. In this context, the focus of this introduction is on B2B service excellence and customer satisfaction arising from the utilization of software in the construction industry. The integration of software solutions in the construction industry has brought about significant advancements in B2B service excellence and customer satisfaction. By leveraging these tools, construction companies can optimize their operations, enhance collaboration, and deliver high-quality services to their B2B clients. Moreover, the utilization of software enables construction companies to meet and exceed client expectations, leading to improved customer satisfaction. As the construction industry continues to embrace technological innovations, the importance of software adoption for B2B service excellence and customer satisfaction will undoubtedly continue to grow.

STATEMENT OF THE PROBLEM:

Customer perceived quality, value, and service can be categorized as the three key variables influencing current customer satisfaction in modern era. The study specifically focus to analyses the service excellence of Software towards the client. Further the study discussing about the product (software) quality and client opinion towards the short falls on their software's working efficiency and users experience. This research completely goes on the issue that the software solution or service resolves for the specific client's expectations

OBJECTIVES OF THE STUDY:

- To identify the key factors that present service excellence in B2B construction industry in relation to utilize software.
- To acquire knowledge on B2B service excellence and customer satisfaction based on the idea the construction industry.
- To examine the service excellence and customer satisfaction in B2B construction industry using the company's software

SCOPE OF THE STUDY:

Studying B2B service excellence and customer satisfaction towards utilize technology in the construction industry can help Businesses to help quality, build and coming together and suppliers, and achieve a competitive advantage leading to long-term success and growth.

LITERATURE REVIEW:

1. Service excellence in electronic channels (zeithaml, 2017)

Over the past 20 years, a lot of managerial attention and research have been focused on service quality. Now, a portion of that attention needs to be directed on service delivery via electronic means. Evidence suggests that poor service is a major concern for internet customers. This article's central thesis is that, in order to improve delivery, we must first understand how customers assess the quality of electronic services. The paper provides several suggestions for further research after discussing the definition, conceptualization, and assessment of electronic service quality.

2. An Initial Model of Trust in Chatbots for Customer Service—Findings from a Questionnaire Study (bjorkli, 2019)

Customer service is expected to be a significant area where chatbots will excel. The adoption of such chatbots depends on user trust. However, nothing is known about users' confidence in chatbots. We propose a questionnaire study (N = 154) that looked into variables relevant to chatbot trust in order to fill this knowledge vacuum. The study was divided into two sections: an exploratory identification of additional elements of specific relevance for chatbot trust and an explanatory assessment of the relative importance of factors known to predict trust from the general literature on interactive systems.

3. The impact of the level of customer satisfaction on the quality of e-commerce services (gajewsk, 2020)

This essay's goal is to give the findings of surveys on the subject of the caliber of e-commerce services. The standards for e-commerce service quality were determined. On this foundation, a hierarchy of the criteria for e-commerce service quality that had been chosen was suggested.

4. A comprehensive overview on BIM-integrated cyber physical system architectures and practices in the architecture, engineering and construction industry (Anish Banerjee, 2022)

The purpose of this paper is to investigate building information modelling (BIM) integrated Internet of Things (IoT) architectures extensively and provide comparative evaluation of those against deciding parameters pertaining to their characteristics and subsequent applications in construction industry.

5. Level of awareness of formwork design in the Ghanaian construction industry; enabling future technology application (Clement Boakye Danquah, 2022)

In the Ghanaian construction industry (GCI), the option for stakeholders to adopt formwork design as a building construction requirement is uncommon place. This is due to the low level of awareness and practice of formwork design. As a result of this, there have been formwork accidents, cost and time overruns in construction. This paper aims to solicit the view of stakeholders on the awareness of formwork design practices in the GCI.

RESEARCH METHODOLOGY:

- **Type of Research:** Descriptive Research, The goal of descriptive research is to precisely and methodically describe a population, circumstance, or phenomena. It can respond to inquiries about what, where, when, and how, but not why. To explore one or more variables, a descriptive research design might employ a wide range of research techniques.

- **Sampling design:** Convenience sampling is used which is a non-probability sampling technique. Convenience sampling is a kind of non-probability sampling that entails the sample being taken at a convenient time. Taken from the group of persons who are the easiest to approach or contact in the population. Availability sampling or grab sampling be others taken off kind of sample.

- **Research Tools:** Descriptive, correlation, Anova

- **Sampling Size:** 50

Data collections method:

- a) Primary Data: The term "primary data" describes information that was acquired directly by the researcher. The primary data for the study is gathered through the medium of questionnaires.
- b) Secondary Data: Secondary data is any existing data or raw data examined by the business or other sources for purposes aside from your present project. The information related to the organization is obtained through the company website records and company magazines.

Hypothesis

- Ho: There is no significant relationship between B2B service excellence and customer satisfaction towards the use of software in the construction industry.
- H1: There is a significant relationship between B2B service excellence and customer satisfaction towards the use of software in the construction industry.

Data analysis and interpretation

Correlation Matrix		How satisfied are you with your product	Rate your satisfaction with the company of this software
How satisfied are you with your product	Pearson's r	—	
	p-value	—	
	Spearman's rho	—	
	p-value	—	
	N	—	
Rate your satisfaction with the company of this software	Pearson's r	0.777	—
	p-value	< .001	—
	Spearman's rho	0.696	—
	p-value	< .001	—
	N	50	—

The correlation analysis shows a strong correlation between customer satisfaction with the product and customer satisfaction with the software provider. This implies that clients who are very satisfied with a product are also probably to be highly satisfied with the firm. Organizations should focus on improving both of these areas to increase total customer experience and loyalty by understanding the relationship between consumer satisfaction with products and corporate satisfaction.

CONCLUSIONS:

In the study, participants showed positive satisfaction with the product, and a sizable majority told it would be willing to suggest it to other responders. This shows that clients in the construction sector have a favourable opinion of the program. Customers were shown to be mostly influenced by factors like good quality, product differentiation, affordability, and simplicity when deciding whether to select this software over rival products or alternative possibilities. To draw in and keep customers, businesses should be aware of these elements and work to succeed in them.

These results demonstrate that the construction industry's adoption and use of software is strongly influenced by customer happiness and service excellence. Businesses should concentrate on offering top-notch goods, giving outstanding customer service, and attending to the unique demands and preferences of their clients. They will increase consumer happiness, boost repurchase intentions, and acquire a market competitive advantage by doing this.

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