CUSTOMER SATISFACTION AND SERVICE QUALITY TOWARDS NATURALS PARLOUR, CHENNAI

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ABSTRACT

In today’s competitive environment delivering high quality service is the key for a sustainable competitive advantage. Customer satisfaction does have a positive effect on an organization’s profitability. Rabia Jahani Farzana, G and Banupriya (2015), People are leading very stressful life with many tensions. There are many ways to reduce stress such as holidays, recreation, and entertainment and so on. One of the method that can relieve people from stressful life and give them a healthy lifestyle is the science of treatment (SPA). That is why new spas have sprung up like mushrooms in the cities and are becoming famous attractions. The main objective of the study is to find the customer satisfaction and service quality towards Naturals parlour in Chennai. This research followed descriptive research. The universe of the population includes the respondents who are the customer of naturals, located at M.K.P Nagar and Maduravoyal. The major findings of the study are the satisfaction level of customers are moderate with respect to variety of service and ambience, response and charges with the mean value from 2.94 to 3.18. It is suggested that Natural parlour can improve by keeping all brand availability of services, so that they can improve their satisfaction level towards Naturals parlour.

KEYWORDS: Customers Satisfaction, Service Quality, Naturals Parlour, Spa industry.

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