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Internship report on
Service Quality of Pricekoto.com

Submitted to

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Submitted by

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Date of submission

3rd April 2018

Service quality
Of
Pricekoto.com

Letter of Transmittal

April 3, 2018

K.M. Nafiul Haque
Lecturer
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Subject: Submission of Internship Report

Dear Sir,

This is my pleasure to inform you that I have successfully completed my internship report On "Service quality of Pricekoto.com" I am pleased to present this report after a long and rigorous effort. I have tried to incorporate all the knowledge that I have acquired during my internship program to make this report as informative, reliable and relevant as possible. I would like to express my gratitude to you for your endless support, valuable suggestion and guidance in preparing this report.

By writing this report has been a great experience for me. I would like you to kindly accept my report and to acknowledge my devotion and efforts. I will be glad to answer any of your queries regarding the report.

Yours Sincerely,

Md. Abid Hosain
Student ID13104221
BRAC Business School
BRAC University

Letter of Endorsement

The Internship Research Report entitled "Service quality of Pricekoto.com." has been submitted in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Marketing, Under the institution named BRAC Business School on April 2018 By Md. Abid Hosain, ID# 13104221. The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the auth of the report. The University does not condone nor reject any of these opinions or suggestions)

K.M. Nafiul Haque
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Acknowledgement

Executive summary

Every business runs for resolution the matter of the society. It earns profit by satisfying its customers. That's why; each bourgeois ought to live their service quality. It'll facilitate to keep up their market share and gain additional market growth. For running a business, each of those2problems plays a crucial role. This report talks concerning service quality of Pricekoto.com. Here, we have a tendency to collected data concerning consumer's service expectation and perception. Consistent with service gap, we have a tendency to suggest some necessary steps to develop this service.

Table of Content

1. Organization Profile

Ezzy Group started their journey from 1984 with a vision of linking Bangladesh. Kamaluddin Ahmed is working as Chairman of Ezzy Group. Zulfikar Ali is performing his responsibility as Managing Director. Abdullah Al Amin is working as Chief Operating Officer. Ezzy Automation Limited, Ezzy Service and resource management (ESRM), Ezzy Inspection and Testing, Ezzy Enterprise, Ezzy Communication Limited and Ezzy Oil and Gas are their sister concern. Ezzy Automation Limited is dealing with building automation and security surveillance. Ezzy Service and Resource Management (ESRM) are providing logistic services, resource management solution etc. Ezzy Inspection and Testing is dealing with hydraulic torturing. Ezzy Enterprise is dealing with different types of hardware tools for lifting and safety items. This organization runs their business with different types of government projects through Ezzy Oil and Gas. Ezzy Communication Limited is dealing with different types of software solution. Watchman is one of the most popular brands of Ezzy Group which can monitor and response to an emergency situation.

Pricekoto.com started their journey from 2015 as a strategic business unit of Ezzy Group with a vision of building a global platform for the buyers and suppliers in the B2B market. They run their business to provide innovative service and automate the supply chain system. Pricekoto.com plays an important role to build up relationship with more than 2000 suppliers and more than 500 buyers from different part of Bangladesh. For getting service from Pricekoto.com both the buyer and suppliers are needed to be registered. After registration, suppliers upload their product details and buyer can search for products. Through this platform, buyer can easily compare price and quality of products. Thus, Pricekoto.com helps both the buyer and supplier to expand their business. Pricekoto.com enjoys the subscription fee from the buyers and suppliers.

2. Introduction

Every business is run for solving a problem from it's the life of customers. Satisfying customers become a great challenge day by day. Every company should know about their customer expectations and their capabilities to fulfilling this expectation. That is why; every service providing company should give more focus on Service Quality Index (SQI) which gives them ideas to compete with their competitor and serve customer more efficiently and effectively.

This report is dealing with customer satisfaction of Pricekoto.com which gives ideas to B2B platform based business to think about their customer satisfaction. The main objectives of the study are given below:

- To understand customer satisfaction in B2B platform based business
- To know service expectation of the subscribers
- To know service perception of the subscribers
- To develop and expand the service for the wellbeing of customers.

3. Literature review

Oliver defined expectations as consumer defined probabilities of the occurrence of positive and negative events if the consumer engages in some behavior. (Valarie A. Zeithaml, Leonard L. Berry, A. Parasuraman, 1993). However, Swan and Trawick define desired expectation as the level at which the customer to the product to perform. (Valarie A. Zeithaml, Leonard L. Berry, A. Parasuraman, 1993) According to Osmond Vitez, marketers need to know customer expectation to influence purchase decision made by consumers, dispel rumors and promote customer service. (Vitez)

According to Emma Aspfors, reliability refers that firms provide right service at the right time without any mistake to their customers (Aspfors, 2010). However, Mustafa GuEnes and Ipec Deveci defined reliability as capability of meeting its specified performance requirements in a given time period. (Mustafa Gunes and Ipek Deveci, 2002) According to Hamed F. Hamed Omar, Dr. Kamaruddin Bin Saadan and Prof. Kamaruzziman Bin Seman, in a virtual environment reliability dimension can be made customers recognize the consistency and credibility of accurate delivery service, complete order service, truthfulness about its offering, corrective online service, keeping service promise, keeping promotion promise, accurate online booking record and availability of website. (Hamed. F. Hamed Omar, Kamarudin Bin Saadan, Prof. Kamaruzziman Bin Seman, 2015)

According to Gwo-Guang Lee and Hsiu-Fen Lin, customers expect high responsiveness from the prompt delivery of products. (Gwo-Guang Lee, Hsiu-Fen Lin, 2005) According to Jill Leviticus, for being responsive, companies should use technology effectively, understanding client industry and train staffs. (Leviticus)

Michael Hinshaw define empathy as a desire to acknowledge and connect with customer in many aspect of business (Hinshaw, 2013) According to Merriam Webster's Dictionary, empathy creates an abstract connection between marketers and consumers (Consumer Empathy: The New Black for Marketers?) According to Mary Jane, employee should give a empathetic focus on both external and internal customer of the business (Jane, 2017) According toYong Jian Wang, Michael S. Minor and Jie Wei, aesthetic appeal make stronger consumers' cognitive, conative and affective response (Yong Jian Wang, Michael S. Minor and Jie Wei, 2011)

According to Zeithaml and Bitner, physical evidence make interaction between company and customers and this evidence facilitate performance or communication of the service. (Bebko, 2000) Eggert suggested providing tangible evidence as a proof of quality to share information with the customers to reduce company risk. (Ebrahim Mazaheri, Marie Odile Richard, Michel Laroche and Linda C. Ueltschy, 2014)

According to Parasuraman et al, service assurance is refers to employee knowledge base which induces customer trust and confidence. (Lin, 2005) As consumers want any service any time, marketer should give focus on leveraging service provisioning information,rolling out service quickly, enhancing user experience and integration.(Yan, 2012)

Web designing is related with usability. All important information should be shown through a website. After watching website customers get confidence to purchase. (Hongxiu Li, 2009) That is why; usability become one of the most important issue for delivering e-service.

4. Research methodology

4.1 Methods of Research used

4.1.1 Type of Research

As consumer satisfaction is a psychological issue in today's marketing, it is a qualitative research. This research contains detail description of the consumer of Pricekoto.com. That is why; this is a qualitative descriptive research. This type of research is useful in both the initial and the final stage of investigation into a given area.

4.1.2 Research Method

Survey research technique and secondary data collection methods are followed for completing this research. Information of variables is collected through different journal papers and the consumer samples are asked for giving their choice about the statement. Thus, these two techniques are followed for this research.

4.2 Respondent and sampling procedure

Pricekoto.com has around 3000 customers in Bangladesh. For measuring service quality index, 300 responses are collected as a global practice. As this company is new in the market with a few customers, we collect 60 responses from its actual and potential customers. In this case, we are following convenience sampling for the budget and time constraints.

4.3 Research instruments

For this research, we are following Likert scale for measuring their satisfaction. Respondents are provided a few statements and they can choose any option from strongly agree to strongly disagree. Thus, we are following 5 point likert scale.

4.4 Collection of data

For this research no primary data are collected. Secondary data are collected from different types of journal related with consumer behavior and service quality. Employees of this company run survey process and collect information from the respondents.

4.5   Statistical treatment of data

For this descriptive research, SPSS software and Microsoft Excel are used. Descriptive research are given below

		Pricekoto.com is reliable to me.	Pricekoto.com provides me enough information	This platform is easy to use for me	Pricekoto.com secure my personal information
N	Valid	30	30	30	30
	Missing	0	0	0	0
Mean		4.30	4.70	4.23	4.13
Maximum		5	5	5	5
Minimum		3	2	3	2

		Pricekoto.com has enough capabilities for running their web infrastructure	Pricekoto.com is an responsive organization	This platform is easy to use for me	Pricekoto.com assure their safe service
N	Valid	30	30	30	30
	Missing	0	0	0	0
Mean		4.47	4.03	4.27	4.30
Maximum		5	5	5	5
Minimum		3	2	2	2

		I think, Pricekoto.com will be reliable to me	I think, Pricekoto.com will provide me enough information.	I think, This platform will be easy to use for me	I think, Pricekoto.com will secure my personal information
N	Valid	30	30	30	30
	Missing	0	0	0	0
Mean		3.5	3.4	3.47	3.37
Maximum		5	5	5	5
Minimum		2	2	2	2

		I think, Pricekoto.com will capable for web infrastructure	I think, Pricekoto.com will an responsive organization	I think, Pricekoto.com will assure their safe service	I think, Pricekoto.com will understand their customer's problem.
N	Valid	30	30	30	30
	Missing	0	0	0	0
Mean		3.93	3.57	3.30	3.6
Maximum		5	5	5	5
Minimum		2	2	2	2

5. Analysis

Consumer Expectation
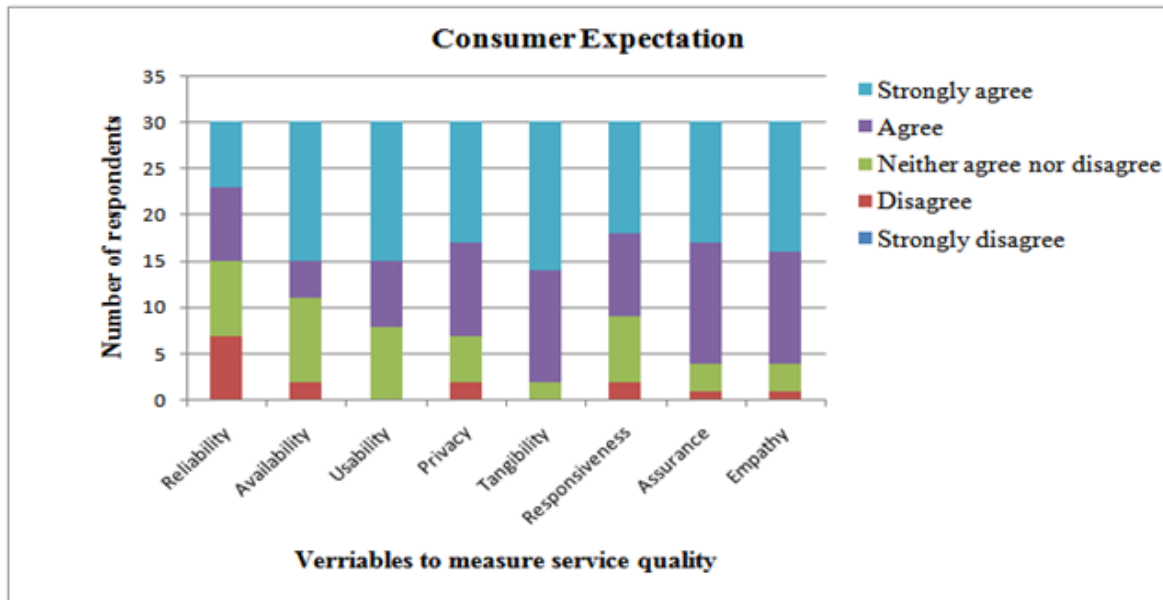
5.1 Reliability

According to survey, there are 30 valid samples with no missing value. Expectation mean value is 4.30 means that, respondent expecting reliable service. Minimum 3 maximum 5 means that, their response vary from neither agree nor disagree to strongly agree. 13.3% of the respondents choose neither agree nor disagree means that service reliability is not so much important to them. However, 40% of the respondents agreed that they will satisfy when their service is reliable. 46.7% of the respondents strongly agreed with service reliability that means the majority of the respondents expect reliable service to be a satisfied customer.

On the other hand, perception mean value is 3.5 that means, respondents are neither agree nor disagree about service reliability of Pricekoto.com. Minimum 2 maximum 5 means, their response vary from disagree to strongly agree. 23.3% of the respondents think that, service of Pricekoto.com is not reliable. 26.7% of the respondents are neutral about the service of Pricekoto.com. Another 26.7% of the respondent believe that, Pricekoto.com provide them a reliable service. 23.3% of the respondents are satisfied with service reliability of Pricekoto.com.

Service gap in service reliability is 0.83 that means respondents are expecting more than they get. That is why, service reliability should be developed for satisfying customers.

5.2 Availability

According to survey, there are 30 valid samples with no missing value. Expectation mean value is 4.07 means; respondents are expecting available service from Pricekoto.com. Minimum 2, maximum 5 means that, their response vary from disagree to strongly agree about this topic. 6.7% of the respondent disagreed with service availability. 30% of the respondents are neutral about this topic. 13.3% of the respondents are expecting service availability. 50% of the respondents strongly expecting service availability from Pricekoto.com.

On the other hand, perception mean 3.40 means majority of the respondents are neither agree nor disagree about service availability of service availability. Minimum 2 maximum 5 means that their responses vary from disagree to strongly agree. 23.3% of the respondents are dissatisfied because of low service availability. 33.3% of the respondents are neutral about this issue. 23.3% of the respondents are enjoying good service availability. 20% of the respondents are highly satisfied because of service availability.

Service gap in service availability is 0.67 means that, consumers are expecting more available service for them from this organization. That is why; service availability should be developed for satisfying customers.

5.3 Usability

According to survey, there are 30 valid samples with no missing value. Expectation mean value is 4.23 means; respondents want to experience an easy useful website made by Pricekoto.com. Minimum 3, maximum 5 means that, their response vary from neutral to strongly agree about this topic. 26.7% of the respondents are neutral about this topic. 23.3% of the respondents are expecting easy usable website. 50% of the respondents strongly expect usable website from Pricekoto.com.

On the other hand, perception mean 3.47 means majority of the respondents are neither agree nor disagree about web usability. Minimum 2 maximum 5 means that their responses vary from disagree to strongly agree. 20% of the respondents are dissatisfied because of low web usability. 33.3% of the respondents are neutral about this issue. 26.7% of the respondents are enjoying good service availability. 20% of the respondents are highly satisfied because of their user experience.

Service gap in service availability is 0.77 means that, consumers are expecting more usable website for them from this organization. That is why; user experience should be developed for satisfying customers.
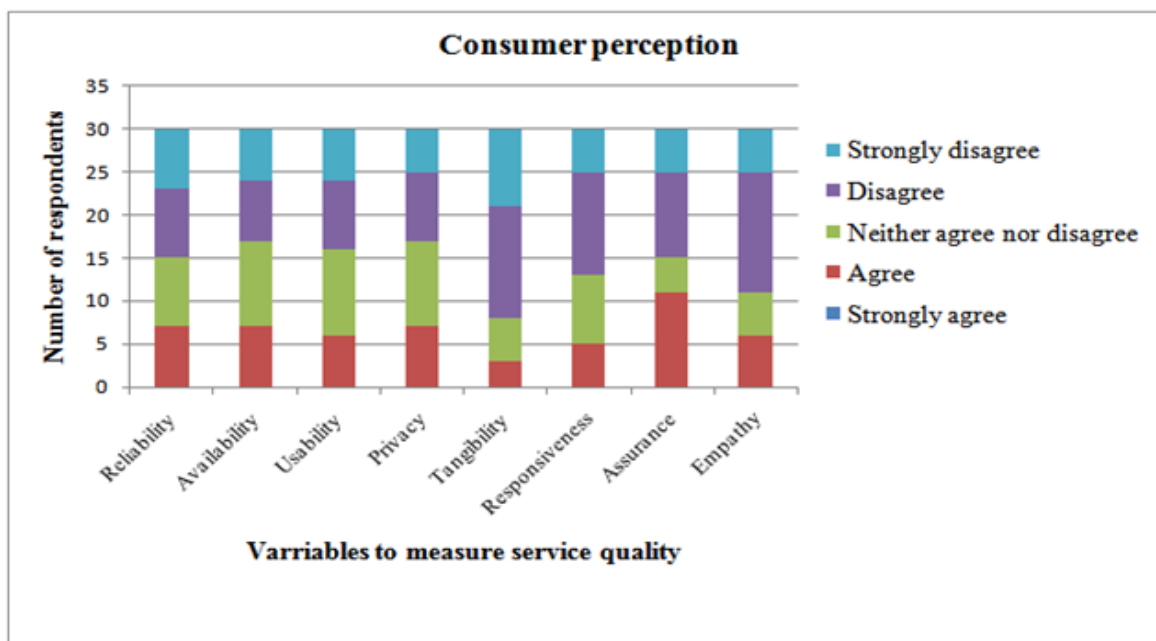
5.4 Privacy

According to survey, there are 30 valid samples with no missing value. Expectation mean value is 4.13 means that, majority of the respondents are expecting a good privacy policy for their customers. Minimum 2, maximum 5 means that, their response vary from disagree to strongly agree about this topic. 6.7% of the respondents are not interested about the privacy policy. 16.7% of the respondents are neutral about this topic. 23.3% of the respondents are expecting a good privacy policy from this organization. 43.3% of the respondents will be highly satisfied if the found a good privacy policy.

On the other hand, perception mean 3.37 means majority of the respondents are neither agree nor disagree about privacy policy. Minimum 2 maximum 5 means that their responses vary from disagree to strongly agree. 23.3% of the respondents are dissatisfied because of privacy policy. 33.3% of the respondents are neutral about this issue. 26.7% of the respondents are enjoying good privacy policy. 16.7% of the respondents are highly satisfied because of securing confidential issue.

Service gap in service availability is 0.77 means that, consumers are expecting more private service for them from this organization. That is why; privacy policy should be developed for satisfying customers.

5.5   Tangibility

According to survey, there are 30 valid samples with no missing value. Expectation mean value is 4.47 means that, majority of the respondents are expecting a perfect tangibility for their customers. Minimum 3, maximum 5 means that, their response vary from neutral to strongly agree about this topic. 6.7% of the respondents are neutral about this topic. 40% of the respondents are expecting good service tangibility from this organization. 53.3% of the respondents will be highly satisfied if they found service tangibility.

On the other hand, perception mean 3.93 means majority of the respondents are neither agree nor disagree about service tangibility. Minimum 2 maximum 5 means that their responses vary from disagree to strongly agree. 10% of the respondents are dissatisfied because of tangibility. 16.7% of the respondents are neutral about this issue. 43.3% of the respondents are enjoying good service tangibility. 30% of the respondents are highly satisfied because of this issue.

Service gap in service availability is 0.53 means that, consumers are expecting more service tangibility for them from this organization. That is why; tangibility policy should be developed for satisfying customers.

5.6   Responsiveness

According to survey, there are 30 valid samples with no missing value. Expectation mean value is 4.03 means that, majority of the respondents are expecting a perfect responsiveness for their customers. Minimum 2, maximum 5 means that, their response vary from disagree to strongly agree about this topic. 6.7% of the respondents do not expecting any responsiveness from this organization..16.7% of the respondents are neutral about this topic. 40% of the respondents are expecting good service responsiveness from this organization. 53.3% of the respondents will be highly satisfied if they found any responsive service.

On the other hand, perception mean 3.57 means majority of the respondents are neither agree nor disagree about service responsiveness. Minimum 2 maximum 5 means that their responses vary from disagree to strongly agree. 16.7% of the respondents are dissatisfied because of their service responsiveness. 26.7% of the respondents are neutral about this issue.

40% of the respondents are enjoying good service responsiveness. 16.7% of the respondents are highly satisfied because of this issue.

Service gap in service availability is 0.47 means that, consumers are expecting more responsive service for them from this organization. That is why; service responsiveness should be developed for satisfying customers.

5.7 Assurance

According to survey, there are 30 valid samples with no missing value. Expectation mean value is 4.27 means that, majority of the respondents are expecting a perfect service assurance from this organization. Minimum 2, maximum 5 means that, their response vary from disagree to strongly agree about this topic. 3.3% of the respondents do not expecting any service assurance from this organization.10% of the respondents are neutral about this topic. 43.3% of the respondents are expecting good service assurance from this organization. 43.3% of the respondents will be highly satisfied if they found any assured service.

On the other hand, perception mean 3.30 means majority of the respondents are neither agree nor disagree about service assurance. Minimum 2 maximum 5 means that their responses vary from disagree to strongly agree. 36.7% of the respondents are dissatisfied because of service assurance. 13.3% of the respondents are neutral about this issue. 33.3% of the respondents are enjoying good service assurance. 16.7% of the respondents are highly satisfied because of this issue.

Service gap in service availability is 0.97 means that, consumers are expecting more service assurance for them from this organization. That is why; service assurance policy should be developed for satisfying customers.

5.8   Empathy

According to survey, there are 30 valid samples with no missing value. Expectation mean value is 4.30 means that, majority of the respondents are expecting a empathetic service for their customers. Minimum 2, maximum 5 means that, their response vary from disagree to strongly agree about this topic. 3.3% of the respondents do not expecting any empathetic service from this organization..10% of the respondents are neutral about this topic. 43.3% of the respondents are expecting empathetic service from this organization. 43.3% of the respondents will be highly satisfied if they found any empathetic service.

On the other hand, perception mean 3.60 means majority of the respondents are neither agree nor disagree about service empathy. Minimum 2 maximum 5 means that their responses vary from disagree to strongly agree. 20% of the respondents are dissatisfied because of disdain service. 16.7% of the respondents are neutral about this issue. 46.7% of the respondents are enjoying empathetic service. 16.7% of the respondents are highly satisfied because of this issue.

Service gap in service availability is 0.70 means that, consumers are expecting more compassion service for them from this organization. That is why; service empathy policy should be developed for satisfying customers.

6. Findings

Measuring service quality index

Variable	Description	Satisfaction rate
Reliability	Pricekoto.com kept their promises	70%
Availability	Pricekoto.com serve me with available information.	68%
Usability	Pricekoto.com serve me with an usable website.	69.33%
Privacy	Pricekoto.com secure my privacy	67.33%
Tangibility	Tangibility policy of Pricekoto.com is satisfactory.	78.67%
Responsiveness	Pricekoto.com could serve me on time	71.33%
Assurance	Pricekoto.com provide me assured service	66%
Empathy	Pricekoto.com is an empathetic organization	72%
	E-Service Quality Index (ESQI)	70.33%

7. Recommendation

- Pricekoto.com should think about their service reliability. According to Life Cycle Engineering, high reliable service helps the organization to minimize waste and cost as well as maximizing output. (Life Cycle Engineering) As this organization is very new in their industry, they should give focus on service reliability so that, they can reduce cost and continues improvement.

- Pricekoto.com should provide responsive service to their customer. According to (Lin, 2005), e-service responsiveness has highlighted the importance of perceived service quality and customer satisfaction. That's why; they should develop service responsiveness.

- Pricekoto.com should think about their web usability. They can measure their web usability through WEBQUAL. According to Lociacono et al, enough Informational, interaction, trustworthy, real time response, designing, intuitiveness, look and feel, innovativeness, communicative flow, operation and substitutability are the dimensions to measure WEBQUAL (Valarie A. Zeithaml, 2002). This organization should give more focus to develop their web usability.

- Pricekoto.com should think about their e-service availability. For measuring e-service availability Aichholzer et al proposed four-stage framework. They are availability of online information about services, interaction, processing the interaction and transaction. (Ancarani, 2005) By collecting this information, this organization can ensure their e-service availability.

- Pricekoto.com should be more concern about their customer's privacy. According to Roland T. Rust and P.K. Kannan, E-service firms should think about web designing and system processing that minimize the feeling of discomfort with technology in general and degree of insecurity regarding electronic transformation (Kannan, 2003).

- Pricekoto.com should think about e-service tangibility for enhancing their customer satisfaction. According to (Hongxiu Li, 2009), web designer should think about appealing and well organized website, consistent and standardized navigation, well organized user interface, quick downloading and Easy use of the online transaction. By giving focus on these issues, Pricekoto.com can develop their e-service tangibility system.

- Pricekoto.com should be more trustworthy to their customers. Jayson DeMers stated 11 simple techniques for gaining customers' trust online. They are design website

more professionally, interesting brand humanization element, contract information, privacy policy, fixing broken links, certified seal, active in social media, testimonials, money back guarantee and secure checkout (DeMers). They should give focus on these issues to develop their assurance.

8. Conclusion

Pricekoto.com thinks about their consumer expectation and consumer perception to develop a consumer friendly service. To make their service they should give focus on both online and offline services. Correct navigation, familiarity, consistency, error prevention, feedback, visual clarity, flexibility and efficiency ensure web usability (Usability First -- Why Usability Design Matters to UI/UX Designers, 2017) On the other hand, professionalism, handle consumer problem, customer care, managing irate consumers, promise and skill level of representative ensure a good service (Improved Customer Satisfaction Scores are Just a Call Away, 2014) When Pricekoto.com give focus both the service and website usability, they can ensure consumer satisfaction. These satisfied consumers will be treated as brand loyal consumer which is an asset of this organization.

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10.   Appendix

10.1 Questionnaire for measuring consumer expectation

Questions	Option A	Option B	Option C	Option D	Option E
I think, Pricekoto.com will be **reliable** to me	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
I think, Pricekoto.com will provide me enough **information**.	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
I think, This platform will be **easy to use** for me	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
I think, Pricekoto.com will **secure** my personal information	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
I think, Pricekoto.com will capable for web **infrastructure**	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
I think, Pricekoto.com will an **responsive** organization	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
I think, Pricekoto.com will **assure** their safe service	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
I think, Pricekoto.com will understand their customers **emotion**	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree

10.2 Questionnaire for measuring consumer perception

Questions	Option A	Option B	Option C	Option D	Option E
Pricekoto.com is **reliable** to me.	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
Pricekoto.com provides me enough **information**.	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
This platform is **easy to use** for me	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
Pricekoto.com **secure** my personal information	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
Pricekoto.com has enough capabilities for running their **web infrastructure**	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
Pricekoto.com is an **responsive** organization	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
Pricekoto.com **assure** their safe service	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree
Pricekoto.com can understand their customers **emotion**	Strongly agree	Agree	Neither Agree nor disagree	Disagree	Strongly disagree