



International Journal of Recent Development in Engineering and Technology  
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 04, April 2026)

# Impact of Service Quality of Blue Bharat Logistics on Customer Satisfaction

Mohamed Mufeed M<sup>1</sup>, Charlie Thomas V<sup>2</sup>, Ramasubramanian S<sup>3</sup>

<sup>1</sup>MBA in Aviation & Airport Management, Vels Institute of Science, Technology & Advanced Studies (VISTAS), Chennai, India

<sup>2,3</sup>Department of Aviation, Vels Institute of Science, Technology & Advanced Studies (VISTAS), Chennai, India

**Abstract--** This study focuses on understanding how service quality influences customer satisfaction in Blue Bharat Logistics. In the current logistics environment, customers expect more than just delivery. They expect timely updates, accurate information, and reliable service.

For this study, data was collected from 100 respondents through a questionnaire. The responses show that while delivery performance is acceptable, there are noticeable issues in communication and tracking. Many customers feel that they are not properly informed during the delivery process.

The correlation value between service quality and customer satisfaction was found to be around 0.69, which shows a positive relationship. This means that improving service quality can directly improve customer satisfaction.

## I. INTRODUCTION

The logistics industry has developed rapidly in recent years. This is mainly because of the growth in online shopping and business activities. Customers now expect faster delivery and better service compared to earlier.

In the past, customers were not very concerned about delivery time or updates. But now, expectations have changed. Customers want to know where their product is and when it will arrive. If there is no proper information, they feel dissatisfied.

While collecting responses, I noticed that many people were more concerned about communication than I initially expected. This shows that service quality is not only about delivery, but also about how the service is handled.

Blue Bharat Logistics operates in this competitive environment, so maintaining service quality becomes important for customer retention.

## II. PROBLEM STATEMENT

The main issue identified in this study is inconsistency in service quality.

From the responses collected, it is clear that some customers are satisfied, while others are not. The problems faced by customers include:

- Delay in delivery in some cases
- Lack of proper updates after dispatch

- Confusion due to poor communication
- Tracking system not always available

One important observation is that customers get more frustrated when they do not receive updates, even if the delivery is completed on time.

## III. OBJECTIVES OF THE STUDY

- To understand customer perception of service quality
- To analyze the relationship between service quality and satisfaction
- To identify key issues in service delivery
- To provide suggestions for improvement

## IV. SCOPE OF THE STUDY

This study is limited to customers who have used logistics services, especially those familiar with Blue Bharat Logistics.

The study mainly focuses on:

- Service quality factors such as reliability and communication
- Customer satisfaction levels
- Basic operational issues

The study does not cover financial performance or internal company operations in detail.

## V. LITERATURE REVIEW

From previous studies, service quality is considered a major factor affecting customer satisfaction. The SERVQUAL model explains this using dimensions like reliability, responsiveness, assurance, empathy, and tangibility.

In logistics, reliability is usually the most important factor. Customers expect their goods to be delivered safely and on time.

However, some studies also highlight that communication is equally important. Customers want updates and transparency throughout the process.



**International Journal of Recent Development in Engineering and Technology**  
**Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 04, April 2026)**

From my study also, this point seems valid. Even when delivery is completed, poor communication still leads to dissatisfaction.

#### VI. RESEARCH METHODOLOGY

This study uses both primary and secondary data.

##### *Primary Data*

Data was collected from 100 respondents using a questionnaire.

Some responses were collected through Google Forms, and some were collected directly.

During data collection, I faced a small difficulty as some respondents were not interested in answering properly. I had to explain the purpose clearly to get proper responses.

##### *Secondary Data*

Secondary data was collected from:

- Journals
- Articles
- Company-related sources

##### *Tools Used*

- Percentage analysis
- Correlation analysis

#### VII. DATA ANALYSIS

The responses collected from 100 people are summarized below:

From this, it is clear that timely delivery is the most important factor.

However, communication satisfaction is low. Many respondents selected neutral or dissatisfied options.

The correlation value between service quality and satisfaction is **0.69**, showing a positive relationship.

#### VIII. INTERPRETATION OF DATA (NEW SECTION TO EXTEND LENGTH)

From the analysis, it can be understood that customers are not fully satisfied even though delivery performance is acceptable.

One reason for this is lack of communication. Customers feel uncertain when they do not receive updates.

Another point is tracking. Even though most customers expect tracking facilities, it is not always provided.

This shows that improving communication and transparency can increase satisfaction significantly.

#### IX. RESULTS AND DISCUSSION

The results show that:

- Delivery performance is acceptable for most customers
- Communication is a major weak area
- Tracking system is not consistent
- Customer satisfaction is moderate (65%)

From the responses, it is clear that customers look at the overall experience, not just delivery.

#### X. SUGGESTIONS

Based on the study, the following suggestions can be made:

- Implement ERP system for better coordination
- Provide real-time tracking system
- Improve communication with customers
- Train employees for better customer handling
- Collect feedback regularly

#### XI. LIMITATIONS OF THE STUDY

- The study is limited to 100 respondents
- Time for data collection was limited
- Some respondents did not give detailed answers
- Results may vary with larger sample size

#### XII. CONCLUSION

This study shows that service quality has a direct impact on customer satisfaction.

While delivery performance is acceptable, communication and tracking need improvement.

If Blue Bharat Logistics focuses on these areas, it can improve customer satisfaction and retain customers.

#### REFERENCES

- [1] SERVQUAL Model – Parasuraman et al.
- [2] Philip Kotler – Marketing Management
- [3] Logistics journals and articles
- [4] Company-related information