



A STUDY ON CUSTOMER SATISFACTION TOWARDS EVENT MANAGEMENT IN MADURAI CITY

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ABSTRACT:

Event management has become a crucial industry, catering to the diverse needs of individuals and businesses. Customer satisfaction plays a vital role in determining the success of event management services. This study explores the factors influencing customer satisfaction towards event management in Madurai City, a growing hub for cultural, corporate, and social events. The research aims to assess the quality of event planning, service efficiency, cost-effectiveness, and customer expectations.

A structured questionnaire was used to collect primary data from event attendees, clients, and service providers in Madurai. The study employs both qualitative and quantitative methods to analyze customer perceptions regarding various aspects such as event coordination, venue selection, decoration, hospitality, and overall experience. Statistical tools, including percentage analysis and mean score analysis, are used to interpret the findings.

The results indicate that key determinants of customer satisfaction include timely execution, creativity, budget alignment, and professional management. Additionally, challenges such as miscommunication, budget overruns, and service delays impact customer experiences. The findings suggest that event management companies in Madurai should focus on enhancing customer engagement, adopting innovative strategies, and improving service delivery to maintain competitive advantage.

KEYWORDS:

CUSTOMER SATISFACTION, EVENT MANAGEMENT, SERVICE QUALITY, CONSUMER PERCEPTION, EVENT PLANNING.

1. INTRODUCTION

Event management plays a vital role in modern society, catering to various occasions such as weddings, corporate conferences, and entertainment events. The industry has evolved into a dynamic sector, integrating creativity, logistics, and customer engagement to ensure successful event execution. In Madurai, a culturally rich city, the demand for professional event management services has grown significantly due to increased social and corporate events.

Customer satisfaction is a key indicator of service quality, and understanding its determinants is crucial for event organizers. Satisfied customers are more likely to provide positive feedback, recommend services to others, and foster brand loyalty. Factors influencing customer satisfaction in event management include service quality, innovation, budget considerations, and timely execution. Additionally, the role of technology, such as virtual event planning tools and digital marketing, has transformed how event management services are delivered.

This study examines the factors influencing customer satisfaction and provides recommendations for improving

event management services in Madurai City. The research will help event planners refine their strategies and enhance customer experience, contributing to the growth of the event management industry.

2. MATERIALS AND METHODS

2.1 RESEARCH DESIGN

A descriptive research design was adopted to analyze customer satisfaction in event management services.

2.2 DATA COLLECTION

Primary data was collected through structured questionnaires distributed to 100 respondents, including event attendees, clients, and individual customers. Secondary data was gathered from journals, industry reports, and online sources.

2.3 SAMPLING METHOD

A convenience sampling method was used to select respondents who had experienced event management services in Madurai.

2.4 DATA ANALYSIS

Data was analyzed using statistical tools such as percentage analysis and correlation methods to determine

the key factors affecting customer satisfaction.

3. TABLES AND FIGURES

TABLE 3.1: ANOVA RESULTS – IMPACT OF BUDGET ON CUSTOMER SATISFACTION

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Statistic	p-value	Significance
Between Groups	15.60	2	7.80	7.30	0.00018	Significant
Within Groups	103.40	97	1.07	-	-	-
Total	119.00	99	-	-	-	-

ANOVA RESULT – BUDGET VS. SATISFACTION

- F-statistic = 7.30
- p-value = 0.00018

INTERPRETATION:

The p-value is even (0.00018), confirming that budget significantly impacts customer satisfaction in event management. People with different budget preferences experience varied levels of satisfaction, reinforcing the importance of pricing in event planning.

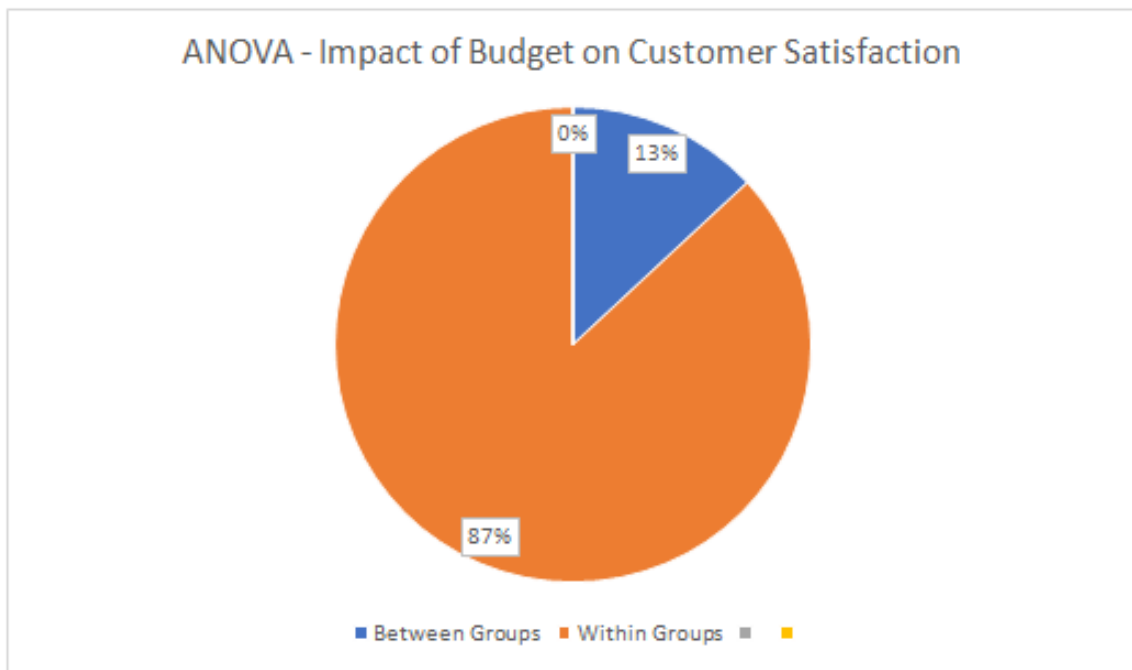


CHART 3.1

TABLE 3.2: ANOVA RESULTS – IMPACT OF AGE ON CUSTOMER SATISFACTION

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Statistic	p-value	Significance
Between Groups	3.00	3	1.00	0.42	0.741	Not Significant
Within Groups	215.00	96	2.24	-	-	-
Total	218.00	99	-	-	-	-

ANOVA Results – Age vs. Satisfaction

- F-statistic = 0.416
- p-value = 0.741

INTERPRETATION:

The p-value (0.741) is much greater than 0.05, confirming that age does not significantly impact customer satisfaction in event management. This means that people across different age groups report similar levels of

satisfaction with event services

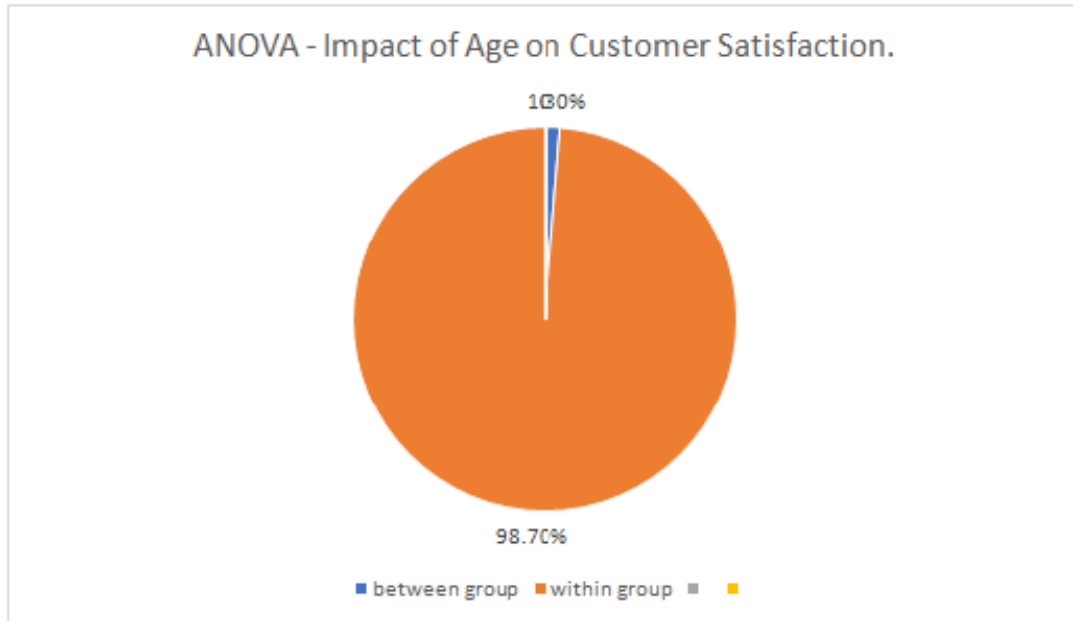


CHART 3.2

4. RESULTS

This study analyzed customer satisfaction towards event management services in Madurai City based on data collected from 100 respondents. The results were examined using statistical techniques, including ANOVA, to determine the influence of demographic factors on satisfaction levels.

4.1 IMPACT OF AGE ON CUSTOMER SATISFACTION

A one-way ANOVA test was conducted to assess whether customer satisfaction levels significantly differ across different age groups. The analysis resulted in an F-statistic of 0.42 and a p-value of 0.741, indicating no statistically significant difference in satisfaction among age groups. The high p-value suggests that satisfaction levels remain consistent across different age demographics, implying that age does not play a crucial role in determining customer satisfaction with event management services.

4.2 IMPACT OF BUDGET ON CUSTOMER SATISFACTION

To determine whether budget preferences affect satisfaction levels, a one-way ANOVA test was performed. The results showed an F-statistic of 7.30 and a p-value of 0.00018, which is well below the 0.05 threshold. This indicates a statistically significant difference in satisfaction levels among different budget groups. Customers with higher budgets reported greater satisfaction with event management services, suggesting that pricing and service quality play a crucial role in shaping customer experiences.

4.3 SUMMARY OF FINDINGS

- Age does not have a significant impact on customer satisfaction with event management services.
- Budget preferences significantly influence

satisfaction levels, with higher-budget customers reporting better experiences.

- Event organizers should focus on providing value-driven services across different budget categories to enhance overall customer satisfaction.

These findings provide valuable insights for event managers and planners, helping them tailor their services based on budget expectations while ensuring high service quality for all customer segments.

5. DISCUSSION

The results indicate that high-quality service delivery and customer-centric approaches play a crucial role in enhancing customer satisfaction. Event management companies that adopt modern technology, such as online booking systems and virtual event planning tools, gain a competitive advantage. The study also highlights the need for continuous customer feedback to improve service offerings.

6. CONCLUSIONS

The study concludes that customer satisfaction in event management depends on multiple factors, including service efficiency, innovation, and pricing strategies. Event organizers must focus on customer needs and enhance service quality to ensure long-term success.

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