

## A Study on Client Satisfaction and Service Quality in a Software Development Company with Reference to Femtosoft

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### ABSTRACT

The software development and IT services industry has become a major contributor to organizational growth, digital transformation, and customer engagement across industries. In a highly competitive environment, client satisfaction has emerged as a critical factor influencing organizational sustainability and long-term business success. This study examines the impact of service quality on client satisfaction with special reference to Femtosoft Technologies, Chennai. The research focuses on evaluating the relationship between service quality dimensions and customer satisfaction among clients who have utilized the company's software development services. A descriptive research design and quantitative research approach were adopted for the study. Primary data were collected through structured questionnaires from 106 respondents using convenience sampling. Statistical tools such as percentage analysis, reliability analysis, correlation analysis, regression analysis, and ANOVA were used for data interpretation. The findings reveal that service quality has a significant positive influence on client satisfaction. The correlation analysis indicates a moderate positive relationship between service quality and satisfaction ( $r = 0.466$ ), while regression analysis confirms that service quality explains 23.4% of the variation in customer satisfaction. The study concludes that timely service delivery, technical expertise, responsiveness, and effective communication are major determinants of customer satisfaction in software development firms. The research also highlights the importance of post-project support, client relationship management, and digital service reliability in improving customer retention and long-term business performance.

**Keywords:** Service Quality, Client Satisfaction, Software Development, IT Services, SERVQUAL, Customer Retention, Femtosoft Technologies.

### Introduction

The Software Development and IT Services industry plays a vital role in the modern digital economy. Organizations across sectors such as healthcare, banking, logistics, education, retail, and manufacturing rely heavily on software solutions and IT-enabled services for operational efficiency and business growth. The increasing adoption of cloud computing, artificial intelligence, cybersecurity, and data analytics has transformed the way organizations interact with customers and manage business operations.

In this rapidly changing environment, customer satisfaction has become one of the most important indicators of organizational success. Software companies are expected not only to deliver technically efficient solutions but also to provide reliable support, timely delivery, customized services, and strong communication throughout the project lifecycle. Organizations that consistently deliver high-quality services are more likely to retain clients, build trust, and achieve long-term sustainability.

Femtosoft Technologies, located in Chennai, is a software development company specializing in logistics ERP, courier ERP, transportation management systems, warehouse management solutions, and digital transformation services. With more than 19 years of experience and operations across multiple countries, the company has established itself as a prominent player in the logistics software sector.

This study evaluates the influence of service quality on customer satisfaction among the clients of Femtosoft Technologies. The research also examines how technical support, communication, reliability, responsiveness, and perceived value contribute to customer satisfaction in the software development industry.

### **Review of Literature**

Several researchers have emphasized the significance of service quality in improving customer satisfaction and organizational performance.

Banawa and De Jesus (2025) highlighted the importance of Natural Language Processing and Decision Support Systems in measuring customer satisfaction more effectively. Their study concluded that technology-driven feedback systems improve organizational decision-making and service quality.

Nigam and Tiwari (2024) examined the relationship between service quality and customer retention in IT projects. The study revealed that reliability and responsiveness are the most important determinants of customer satisfaction and loyalty.

Effendi et al. (2024) analyzed digital service quality and found that system reliability, responsiveness, and security significantly influence consumer trust and satisfaction in digital services.

Ahmad et al. (2024) concluded that service quality dimensions such as communication, timely delivery, and responsiveness positively affect customer satisfaction. The study also emphasized the need for continuous improvement and data-driven service evaluation.

Vipul Jain and O. P. Wali (2018) reviewed IT service quality measurement models and explained that both technical quality and functional quality are essential for customer satisfaction in technology-based services.

Parasuraman (2002) stated that service quality and productivity are interconnected. Organizations that maintain high service quality standards are more likely to improve operational efficiency and customer satisfaction.

The reviewed studies collectively confirm that service quality is a major contributor to customer satisfaction, loyalty, and long-term business performance in software development and IT services.

### **Research Gap**

Although extensive research has been conducted on service quality and customer satisfaction, several gaps remain:

- Most studies focus on large multinational IT companies, while limited research exists on medium-sized software firms such as Femtosoft Technologies.
- Existing studies primarily concentrate on software delivery and technical execution, whereas post-project support and maintenance services receive less attention.
- Limited studies analyze the gap between expected service quality and perceived service quality in software development organizations.
- Few studies examine customer perceptions regarding agile practices, communication effectiveness, and responsiveness in software project management.

This study attempts to bridge these gaps by providing company-specific insights into customer satisfaction and service quality at Femtosoft Technologies.

**objectives of the Study**

**Primary Objective**

- To measure the overall satisfaction level of clients toward the service quality provided by Femtosoft Technologies.

**Secondary Objectives**

- To assess client perceptions regarding technical service quality.
- To evaluate the effectiveness of communication and customer relationship management.
- To examine the impact of perceived value on customer satisfaction.
- To identify the influence of responsiveness and reliability on customer satisfaction.

**Research Methodology**

**Table 1: Research Methodology Table**

Particulars	Description
Research Design	Descriptive Research
Research Approach	Quantitative Research
Data Collection	Primary and Secondary Data
Primary Data Source	Structured Questionnaire
Secondary Data Source	Journals, Company Records, Websites
Sampling Technique	Convenience Sampling
Sample Size	106 Respondents
Statistical Tools	Percentage Analysis, Correlation, Regression, ANOVA

**Data Analysis and Interpretation**

**Reliability Analysis**

**Table 1: Reliability Statistics**

Variable	Cronbach's Alpha	Number of Items
Research Variables	0.698	17

**Interpretation**

The Cronbach's Alpha value of 0.698 indicates acceptable reliability and internal consistency among the research variables.

**Correlation Analysis**

**Table 2: Correlation between Service Quality and Customer Satisfaction**

Variables	Correlation Coefficient (r)	Significance
Service Quality & Satisfaction	0.466	0.000

**Interpretation**

The correlation analysis reveals a moderate positive relationship between service quality and customer satisfaction. The significance value confirms that the relationship is statistically significant.

**Regression Analysis**

**Table 3: Regression Analysis**

Model	R	R Square	Adjusted R Square	Sig.
Service Quality → Satisfaction	0.483	0.234	0.226	0.000

**Interpretation**

The regression analysis confirms that service quality has a significant positive impact on customer satisfaction. The R Square value of 0.234 indicates that 23.4% of customer satisfaction is explained by service quality.

## Anova Analysis

**Table 4: ANOVA Results**

Source	Sum of Squares	df	Mean Square	F Value	Sig.
Regression	8.859	1	8.859	31.685	0.000
Residual	29.079	104	0.280		
Total	37.939	105			

### Interpretation

The ANOVA results confirm that the regression model is statistically significant. The findings support the hypothesis that service quality positively influences customer satisfaction.

### Findings and Suggestions

#### Major Findings

- Service quality has a significant positive relationship with client satisfaction.
- Reliability, responsiveness, communication, and technical expertise are major contributors to customer satisfaction.
- Younger professionals form the majority of software service users.
- Customers expect timely delivery, transparent communication, and effective post-project support.
- Statistical analysis confirms that service quality significantly impacts customer satisfaction.

#### Recommendations

- Femtosoft Technologies should strengthen post-project support and maintenance services.
- Real-time client communication portals and issue-tracking systems can improve customer engagement.
- Employee training programs on emerging technologies such as AI, cloud computing, and cybersecurity should be enhanced.
- Customer feedback mechanisms should be continuously monitored to improve service quality.
- The organization should focus on personalized service delivery to improve long-term customer retention.

### Conclusion

The study confirms that service quality plays a critical role in determining customer satisfaction in software development companies. Femtosoft Technologies demonstrates strong technical capabilities and industry expertise; however, continuous improvement in communication, responsiveness, and customer relationship management is essential for maintaining competitive advantage.

The statistical findings clearly indicate that improvements in service quality positively influence customer satisfaction. As digital transformation accelerates and customer expectations continue to evolve, software companies must focus on delivering reliable, secure, and customer-centric services.

By strengthening post-project support, adopting advanced technologies, and maintaining consistent service standards, Femtosoft Technologies can enhance client satisfaction, improve customer retention, and achieve sustainable long-term growth in the software development industry.

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