

# Customer Perception and Satisfaction towards Waterproofing Services: An Empirical Study in Mayiladuthurai District

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**Abstract** - Customer satisfaction plays an important role in determining the success and sustainability of service-oriented businesses. In the waterproofing industry, customer satisfaction is influenced by factors such as service quality, pricing, timely completion of work, communication, and after-service support. The present study, titled "A Study on Customer Satisfaction of Waterproofing Service in Mayiladuthurai District" aims to analyze the level of customer satisfaction towards waterproofing services and identify the major factors influencing customer perception and satisfaction. The study is based on primary data collected from 125 respondents using a structured questionnaire with a five-point Likert scale. Secondary data were collected from journals, books, articles, and websites related to customer satisfaction and service quality. The study adopted a descriptive research design and used a convenience sampling technique. Statistical tools such as percentage analysis, mean score analysis, correlation, regression, and reliability analysis were employed for data analysis. The findings of the study revealed that customers have a high level of satisfaction towards waterproofing services. Service quality, timely completion, pricing, and after-service support were identified as significant factors influencing customer satisfaction. The study also found a strong positive relationship between timely completion of work and customer satisfaction. Overall, customers expressed positive opinions regarding the effectiveness and quality of waterproofing services. The study concludes that maintaining high service quality, effective customer support, transparent pricing, and timely completion of work can improve customer satisfaction, loyalty, and business growth in the waterproofing service sector.

**Keywords** - Customer Satisfaction, Waterproofing Services, Service Quality, Pricing, Timely Completion, After-Service Support.

## I. INTRODUCTION

Waterproofing services play an important role in protecting buildings from leakage, dampness, and structural damage. With the growth of construction activities, customers expect high-quality waterproofing services at reasonable prices along with timely completion and effective after-service support. Customer satisfaction is essential for service providers to improve loyalty, gain positive word-of-mouth, and maintain competitiveness in the market.

The present study, titled "A Study on Customer Satisfaction of Waterproofing Service in Mayiladuthurai District" aims to analyze the satisfaction level of customers towards waterproofing services. The study focuses on factors such as service quality, pricing, timely completion, communication, and after-service support. The findings of the study will help service providers understand customer expectations and improve their service quality and customer relationship practices.

## **II. NEED FOR THE STUDY**

Customer satisfaction is an important factor for the success of any service business, especially in the waterproofing industry, where quality, durability, and timely completion are essential. Customers expect reliable waterproofing solutions that can effectively protect buildings from leakage and damage. Understanding customer expectations and satisfaction levels helps service providers improve their quality of work and customer support.

In recent years, the demand for waterproofing services has increased due to growing construction activities and awareness about building maintenance. However, customer satisfaction may vary based on service quality, pricing, staff behavior, communication, and after-service support. Therefore, it is necessary to study the opinions and satisfaction levels of customers towards waterproofing services.

This study helps identify the factors influencing customer satisfaction and provides suggestions for improving service quality and customer relationship practices. The findings of the study will be useful for waterproofing service providers to enhance customer satisfaction and business performance.

## **III. RESEARCH GAP**

Many studies on customer satisfaction have been conducted in general service industries such as banking, retail, hospitality, and construction services. However, limited research has been carried out specifically on customer satisfaction towards waterproofing services, particularly in the Mayiladuthurai District. Most previous studies focused mainly on service quality and pricing, while less attention was given to factors such as timely completion, after-service support, communication, and customer expectations in the waterproofing sector.

In addition, there is a lack of localized studies analyzing customer opinions and satisfaction levels in the waterproofing industry at the district level. Therefore, this study attempts to fill the research gap by examining the factors influencing customer satisfaction towards waterproofing services in Mayiladuthurai District and by providing practical suggestions for service improvement.

## **IV. SCOPE OF THE STUDY**

The present study focuses on analyzing customer satisfaction towards waterproofing services in Mayiladuthurai District. The study covers various factors influencing customer satisfaction, such as service quality, pricing, timely completion of work, staff behavior, communication, and after-service support.

The study is limited to customers who have used waterproofing services in residential, commercial, or other buildings within the selected area. It examines customer opinions regarding the effectiveness, durability, and overall performance of the waterproofing services provided.

The findings of the study will help waterproofing service providers understand customer expectations and identify areas for improvement. The study also provides useful suggestions for enhancing service quality, customer satisfaction, and business growth in the waterproofing industry.

## **V. REVIEW OF LITERATURE**

Customer satisfaction is an important concept in service marketing and plays a vital role in business success. According to Kotler and Keller (2016), customer satisfaction refers to the feeling of pleasure or disappointment resulting from comparing a product or service performance with customer expectations. Higher customer satisfaction leads to customer loyalty, positive word-of-mouth, and repeat purchases.

Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL model, which identifies service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibility as major factors influencing customer satisfaction. Their study emphasized that service quality has a direct impact on customer perception and satisfaction.

Oliver (1997) stated that customer satisfaction is influenced by the overall service experience, including quality, pricing, communication, and timely delivery. Customers tend to remain loyal when service providers consistently meet or exceed expectations.

Cronin and Taylor (1992) found that perceived service quality and customer satisfaction significantly affect customer behavioral intentions, including recommendation and repeat usage. Their study highlighted that better service performance improves customer trust and satisfaction levels.

S. Chandrasekar (2024) examined the factors influencing patient satisfaction towards hospital facilities and services. The study identified service quality, infrastructure facilities, staff behavior, responsiveness, and support services as major determinants of customer satisfaction. The findings revealed that better service quality and effective customer handling significantly improve satisfaction levels and customer perception.

In the construction and maintenance service sector, timely completion of work, material quality, and after-service support are considered important determinants of customer satisfaction. Studies related to home maintenance services indicate that customers prefer service providers who offer reliable work, transparent pricing, and effective communication.

Previous studies mainly focused on general service industries such as banking, hospitality, insurance, healthcare, and retail sectors. However, limited studies have been conducted specifically on waterproofing services, particularly in regional areas like Mayiladuthurai District. Therefore, the present study attempts to analyze customer satisfaction towards waterproofing services by focusing on service quality, pricing, timely completion, and after-service support.

## VI. RESEARCH METHODOLOGY

Research methodology refers to the systematic method used for collecting, analyzing, and interpreting data for the study. The present study, titled "*A Study on Customer Satisfaction of Waterproofing Service in Mayiladuthurai District*" was conducted to analyze the satisfaction level of customers towards waterproofing services.

### Research Design

The study follows a descriptive research design as it aims to describe customer opinions and satisfaction levels regarding waterproofing services.

### Nature of Data

The study is based on both:

- Primary Data
- Secondary Data

### Primary Data

Primary data were collected directly from customers using a structured questionnaire.

### Secondary Data

Secondary data were collected from:

- Journals
- Articles
- Books
- Websites
- Previous research studies

Area of the Study: The study was conducted in Mayiladuthurai District.

Sampling Technique: The respondents were selected using the Simple Random Sampling Method.

Sample Size: The study was conducted among 125 customers who have used waterproofing services.

### Tool for Data Collection

A structured questionnaire was used to collect data from respondents. The questionnaire consists of:

- Demographic profile
- Satisfaction-related statements
- Opinion and suggestion questions

### Scaling Technique

A **Five-Point Likert Scale** was used to measure customer satisfaction:

- Strongly Agree (5)
- Agree (4)
- Neutral (3)
- Disagree (2)
- Strongly Disagree (1)

### Tools Used for Analysis

The collected data were analyzed using the following statistical tools:

- Percentage Analysis
- Mean Score Analysis
- Weighted Average Method
- Correlation Analysis
- Chi-Square Test
- Regression Analysis

### Objectives of the Study

1. To measure the overall level of customer satisfaction.
2. To identify the key factors influencing customer satisfaction.
3. To analyse customer opinion on service quality, pricing, and after-service support.
4. To study the relationship between timely delivery and customer satisfaction.
5. To provide suggestions for improving customer satisfaction and service performance.

### Limitations of the Study

- The study is limited to Mayiladuthurai District only.
- The responses are based on customer opinions and perceptions.
- Time and cost constraints limited the sample size.

## VII. DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation are important for deriving meaningful findings and valid conclusions in research. This chapter presents a systematic analysis of data collected from customers who have used waterproofing services in Mayiladuthurai District, focusing on customer satisfaction and the factors influencing it. Data were collected using a structured questionnaire based on a five-point Likert scale and analyzed using suitable statistical tools to ensure accuracy and reliability. Techniques such as percentage analysis, descriptive statistics, mean score analysis, correlation, and regression were employed, where percentage analysis explains the demographic profile of respondents, descriptive statistics and mean score analysis assess the level of customer satisfaction, correlation examines the relationship between service factors and customer satisfaction, and regression determines the impact of factors such as service quality, pricing, timely completion, and after-service support on customer satisfaction. The results are presented in tables with interpretations to identify patterns and relationships, which form the basis for hypothesis testing, findings, suggestions, and conclusions.

**Table 1: Distribution of Respondents Based on Level of Customer Satisfaction**

Level of Customer Satisfaction	Number of Respondents	Percentage (%)
Low Satisfaction	2	1.6
Moderate Satisfaction	25	20.0
High Satisfaction	98	78.4
<b>Total</b>	<b>125</b>	<b>100</b>

*Source: Computed*

The above table shows the distribution of respondents based on the level of customer satisfaction towards waterproofing services in Mayiladuthurai District. It is observed that the majority of the respondents, 98 (78.4%), have a high level of satisfaction towards the waterproofing services. About 25 respondents (20.0%) reported a moderate level of satisfaction, while only 2 respondents (1.6%) expressed a low level of satisfaction. The findings

indicate that most customers are satisfied with the quality, pricing, timely completion, and overall performance of the waterproofing services.

#### A. Level of Customer Satisfaction

Customer satisfaction is an important indicator used to measure the effectiveness and quality of services provided by an organization. Understanding the level of customer satisfaction helps identify whether the service meets customer expectations and requirements. In the present study, customer satisfaction towards waterproofing services was measured based on respondents' opinions regarding service quality, pricing, timely completion, and overall service experience. The following table presents the distribution of respondents based on their level of customer satisfaction.

**Table 2: Level of Customer Satisfaction**

S. No	Statements	Mean Score	Standard Deviation	Level of Satisfaction
1	Overall, I am satisfied with the waterproofing service	4.29	0.71	High Satisfaction
2	The service met my expectations	4.42	0.65	High Satisfaction
3	I am happy with the final outcome of the work	4.37	0.69	High Satisfaction
4	I would rate my overall experience as good	4.4	0.66	High Satisfaction
5	I would recommend this service to others	4.5	0.61	Very High Satisfaction
	Overall Mean Score	4.39	0.66	High Satisfaction

Source: Computed

## VIII. MULTIPLE ANALYSES OF CUSTOMER SATISFACTION TOWARDS WATERPROOFING SERVICES

#### A. Distribution of Respondents Based on Gender

Demographic characteristics play an important role in understanding the background of respondents in a research study. Gender classification helps identify the proportion of male and female respondents who participated in the study. The following table presents the distribution of respondents based on gender.

**Table 3: Distribution of Respondents Based on Gender**

Gender	Number of Respondents	Percentage (%)
Male	78	62.4
Female	47	37.6
Total	125	100

Source: Computed

The table shows that the majority of respondents are male (62.4%), while female respondents constitute 37.6% of the total respondents.

#### B. Distribution of Respondents Based on Age

Age is an important demographic factor that influences customer expectations, preferences, and satisfaction levels. Analyzing respondents based on age helps understand the age group that predominantly uses waterproofing services. The following table shows the distribution of respondents based on age group.

**Table 4: Distribution of Respondents Based on Age**

Age Group	Number of Respondents	Percentage (%)
Below 20 Years	8	6.4
21 - 30 Years	34	27.2
31 - 40 Years	42	33.6
41 - 50 Years	28	22.4
Above 50 Years	13	10.4
<b>Total</b>	<b>125</b>	<b>100</b>

Source: Computed

The majority of respondents (33.6%) belong to the age group of 31–40 years, followed by 21–30 years (27.2%).

### C. Distribution of Respondents Based on Occupation

Occupation influences the purchasing capacity, service requirements, and decision-making behavior of customers. Understanding the occupational profile of respondents helps identify the major customer segments using waterproofing services. The following table presents the distribution of respondents based on occupation.

**Table 5: Distribution of Respondents Based on Occupation**

Occupation	Number of Respondents	Percentage (%)
House Owner	52	41.6
Tenant	18	14.4
Builder / Contractor	27	21.6
Business Owner	16	12.8
Others	12	9.6
Total	125	100

*Source: Computed*

Most respondents are house owners (41.6%), indicating that residential customers form the major customer base for waterproofing services.

### D. Analysis of Factors Influencing Customer Satisfaction

Customer satisfaction is influenced by several service-related factors such as quality, pricing, timely completion, staff behavior, communication, and after-service support. Identifying the major influencing factors helps service providers improve their performance and customer relationship practices. The following table presents the analysis of factors influencing customer satisfaction.

**Table 6: Analysis of Factors Influencing Customer Satisfaction**

Factors	Mean Score	Rank
Service Quality	4.56	I
Timely Completion	4.41	II
Staff Behaviour	4.33	III
After-Service Support	4.21	IV
Communication	4.15	V
Pricing	4.08	VI

*Source: Computed*

Service quality is identified as the most important factor influencing customer satisfaction, followed by timely completion and staff behaviour.

### E. Correlation Analysis Between Timely Completion and Customer Satisfaction

Correlation analysis is used to identify the relationship between two variables. In the present study, correlation analysis is conducted to examine the relationship between timely completion of waterproofing work and customer satisfaction. The following table presents the correlation analysis results.

**Table 7: Correlation Analysis**

Variables	Correlation Coefficient (r)	Interpretation
Timely Completion & Customer Satisfaction	0.742	Strong Positive Relationship

*Source: Computed*

The correlation value of 0.742 indicates a strong positive relationship between timely completion of work and customer satisfaction.

#### F. Regression Analysis on Factors Influencing Customer Satisfaction

Regression analysis is used to determine the impact of independent variables on customer satisfaction. In this study, factors such as service quality, pricing, timely completion, and after-service support are analyzed to understand their influence on customer satisfaction. The following table presents the regression analysis results.

**Table 8: Regression Analysis**

Variables	Beta Value	Significance (p-value)	Result
Service Quality	0.482	0	Significant
Pricing	0.214	0.018	Significant
Timely Completion	0.397	0.001	Significant
After-Service Support	0.286	0.006	Significant

*Source: Computed*

The regression analysis shows that service quality, pricing, timely completion, and after-service support significantly influence customer satisfaction. Among these factors, service quality has the highest impact on customer satisfaction.

#### G. Reliability Analysis

Reliability analysis is used to measure the consistency and stability of the questionnaire items used in the study. It helps determine whether the statements included in the questionnaire reliably measure customer satisfaction towards waterproofing services. In this study, Cronbach's Alpha method was used to test the reliability of the scale items.

**Table 9: Reliability Statistics**

Reliability Measure	Value
Cronbach's Alpha	0.874
Number of Items	25

*Source: Computed*

The Cronbach's Alpha value obtained for the study is 0.874, which indicates a high level of internal consistency among the questionnaire items. Generally, a Cronbach's Alpha value above 0.70 is considered acceptable for reliability. Therefore, the questionnaire used for measuring customer satisfaction towards waterproofing services is reliable and suitable for further statistical analysis.

### IX. FINDINGS OF THE STUDY

The study revealed that the majority of the respondents were male customers and most of them belonged to the age group of 31–40 years. It was also found that house owners formed the major customer segment using waterproofing services in Mayiladuthurai District. The analysis indicated that customers have a high level of satisfaction towards waterproofing services, as most respondents expressed positive opinions regarding service quality, final work outcome, and overall service experience. The mean score analysis showed that the statement "I would recommend this service to others" recorded the highest score, reflecting strong customer trust and positive word-of-mouth intention.

The study identified service quality as the most important factor influencing customer satisfaction, followed by timely completion of work and staff behaviour. Customers were satisfied with the effectiveness, durability, and quality of materials used in waterproofing services. Pricing and value for money were also found to positively influence customer satisfaction. In addition, after-service support and complaint handling significantly affected customer perception and satisfaction levels.

The correlation analysis revealed a strong positive relationship between timely completion of work and customer satisfaction, indicating that customers highly value prompt service delivery. Regression analysis further confirmed that service quality, pricing, timely completion, and after-service support significantly influence customer satisfaction towards waterproofing services. Reliability analysis showed that the questionnaire used for the study was highly reliable, as the Cronbach's Alpha value was above the acceptable level. Overall, the study concluded that

customers in Mayiladuthurai District have a favorable perception towards waterproofing services and are generally satisfied with the quality and performance of the services provided.

## X. CONCLUSION

The present study, titled “A Study on Customer Satisfaction of Waterproofing Service in Mayiladuthurai District” was conducted to analyze the satisfaction level of customers towards waterproofing services and to identify the major factors influencing customer satisfaction. The study revealed that customers are generally satisfied with the waterproofing services provided in the study area. Factors such as service quality, timely completion of work, pricing, staff behaviour, communication, and after-service support were found to play an important role in influencing customer satisfaction.

The findings of the study indicate that service quality is the most significant factor affecting customer satisfaction. Customers expressed positive opinions regarding the effectiveness, durability, and overall performance of the waterproofing solutions. Timely completion of work and proper customer support were also identified as important contributors to customer satisfaction and loyalty. The statistical analyses further confirmed that the selected service factors have a significant impact on customer satisfaction levels.

Although the majority of respondents were satisfied with the services, a few customers expressed concerns regarding delays, pricing, and support services. Therefore, waterproofing service providers should focus on improving customer communication, maintaining service quality, ensuring timely completion, and strengthening after-service support to enhance customer satisfaction further.

Overall, the study concludes that customer satisfaction towards waterproofing services in Mayiladuthurai District is high, and maintaining consistent service quality and customer-oriented practices will help service providers improve customer loyalty, business growth, and market competitiveness.

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