

A Study on order Processing, Packing and Customer Satisfaction

Assistant Professor Mr. A. Prasanth, Mr. VN Mohamed harris,
Department of Management Sciences, Hindustan College of Engineering and Technology,
Coimbatore, Tamil Nadu, India

Abstract- This study investigates the efficiency of logistics processes and the level of customer satisfaction at Shakthi Knitting Pvt. Ltd. A quantitative approach using structured questionnaires was employed to gather data from stakeholders. The findings reveal a positive correlation between efficient logistics management and customer satisfaction. However, specific areas such as delivery timelines, product quality consistency, and communication responsiveness were identified as needing improvement.

Keywords: Integrated Inventory Management, Effectiveness, Optimization, Vendor Relation.

I. INTRODUCTION

Order processing

Order processing is a critical function within any business that involves the receipt, handling, and fulfillment of customer orders. It encompasses several stages, from the initial acceptance of an order to its final delivery. Efficient order processing is essential for maintaining operational efficiency and ensuring that customers receive their products promptly and in good condition.

II. OBJECTIVES OF THE STUDY

To evaluate the efficiency and effectiveness of the current order processing system at Shakthi Knitting Pvt Ltd. To assess the effectiveness of the current packing processes and their impact on the integrity of the products during transit. To measure the level of customer satisfaction with the order fulfillment process (including order processing and packing) at Shakthi Knitting Pvt Ltd. To explore the perceptions and experiences of employees involved in order processing and packing. To understand customer perspectives on the order processing and packing

aspects of their interaction with Shakthi Knitting Pvt Ltd.

III. FINDINGS

High Overall Satisfaction:

A majority of respondents (over 60%) reported satisfaction with the company's services. Customers particularly appreciated the product quality and professionalism of staff, which were consistently rated high.

Logistics Efficiency Is a Core Strength:

The logistics process received favorable evaluations, particularly in inventory management and order accuracy. These operational strengths contributed to an effective supply chain and enhanced customer trust.

Gaps in Delivery Timeliness:

Despite general satisfaction, about 25% of respondents expressed concerns about inconsistent delivery timelines. These delays were attributed to poor coordination between departments and unanticipated transportation bottlenecks

Communication Needs Enhancement:

The study found that customer support and feedback responsiveness were weak spots. Many customers indicated delays in responses to queries and complaints, signaling a need for better communication infrastructure and CRM integration.

Importance of Logistics-Customer Satisfaction Link:

Statistical analysis supports a moderate to strong correlation between logistics efficiency and customer satisfaction. Efficient logistics not only improves product delivery but also positively influences customer perceptions and loyalty.

IV. CONCLUSION

This study provides critical insights into the interplay between logistics functions—specifically order processing and packing—and customer satisfaction at Shakthi Knitting Pvt Ltd. The research reveals that while customers generally express satisfaction with product quality and the professionalism of service, notable gaps persist in communication, order accuracy, and timely delivery. These deficiencies affect the overall customer experience and present risks to customer retention and brand perception.

Statistical analyses, including chi-square and correlation tests, demonstrate a significant relationship between delivery efficiency and packaging quality, as well as between ease of ordering and service perception. These relationships affirm that operational logistics are not isolated back-end functions but core drivers of customer satisfaction. Additionally, feedback suggests that technological enhancements in real-time tracking, packaging improvements, and streamlined communication can substantially elevate customer experiences.

The study concludes that for Shakthi Knitting to remain competitive in the dynamic textile and apparel sector, a strategic focus on refining logistics operations is essential. This includes adopting automation in order processing, implementing sustainable and durable packaging solutions, and enhancing customer interaction channels. These

improvements will not only strengthen operational efficiency but also foster deeper customer loyalty and long-term business growth.

REFERENCES

1. Akil, S., & Ugan, M. C. (2022). Identifying e-commerce logistics service quality factors affecting customer satisfaction and loyalty. *International Journal of Logistics Systems and Management*, [Details Redacted].
2. Alumbugu, P. O., Winston, S., & Saidu, I. (2021). Evaluation of customer satisfaction in construction materials delivery from manufacturers' warehouses in Nigeria. *Journal of Construction in Developing Countries*, [Details Redacted].
3. Adriyanti, A. L., & Sahroni, T. R. (2023). Customer satisfaction in the automotive battery industry through packaging innovation. *Journal of Packaging Technology*, [Details Redacted].
4. Amelia, C. A., Syafei, A., Purba, O. R., & Veronica, V. (2022). The impact of delivery speed and damaged packaging on customer satisfaction in Shopee Standard Express. *International Journal of E-Business Research*, [Details Redacted].
5. Andrejić, M., Živanović, T., & Kilibarda, M. (2021). Application of Value Stream Mapping in logistics process improvement. *Journal of Industrial Engineering and Management*, [Details Redacted].
6. Habib, M. A., Rizvan, R., & Ahmed, S. (2023). Lean manufacturing and quality improvement in labeling and packaging using VSM. *Journal of Cleaner Production*, [Details Redacted].
7. Kovačević, D., & Bota, J. (2021). Consumer perception of packaging materials and its effect on satisfaction using the Kano model. *Journal of Consumer Studies*, [Details Redacted].
8. Luhur Prianto, A., Wongsurawat, K., & Yama, A. (2020). Evaluating customer satisfaction in e-logistics in Thailand's food sector. *Journal of Business Logistics*, [Details Redacted].
9. Mikkelsen, J. S., Lydekaityte, J., & Tambo, T. (2021). Optimizing packaging processes using Process Activity Mapping. *Procedia CIRP*, [Details Redacted].

10. Mu, R., Zheng, Y., Zhang, K., & Zhang, Y. (2021). Using sentiment analysis to improve customer satisfaction in product reviews. *IEEE Transactions on Affective Computing*, [Details Redacted].
11. Nurprihatin, F. et al. (2022). Enhancing customer satisfaction using Six Sigma (DMAIC and NPS). *International Journal of Quality & Reliability Management*, [Details Redacted].
12. Tian, Z. et al. (2021). A blockchain-based model to evaluate customer satisfaction in urban logistics. *Computers & Industrial Engineering*, [Details Redacted].
13. Vicky, A., Kania, D. D., & Parhusip, V. (2021). The effect of product packaging quality and delivery time on customer satisfaction in e-commerce. *Indonesian Journal of Business and Entrepreneurship*, [Details Redacted].
14. Widjaja, S. T., Sofianti, T. D., & Paratama, A. T. (2023). Web-based order management system development for inventory control. *International Journal of Computer Applications*, [Details Redacted].
15. Wallenburg, C. M., Einmahl, L., Lee, K. B., & Rao, S. (2021). The role of packaging in influencing product returns in e-commerce. *Journal of Retailing*, [Details Redacted].
16. Yifan, L., Xi, Y., & Hanbing, Z. (2020). Customer perceptions of chip packaging and corporate social responsibility in Sweden. *European Journal of Consumer Studies*, [Details Redacted].
17. Zhang, Y., Yuan, C., & Wu, J. (2020). Customer time satisfaction-based routing optimization in instant distribution. *Transportation Research Part E: Logistics and Transportation Review*, [Details Redacted].