

## **Research Proposal – Assignment 2**

Course: MGM 496 – PMG496

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## **1. Introduction**

This research proposal aims to examine customer satisfaction within ChampionX operations in Saudi Arabia. In highly competitive oil and gas service environments, customer satisfaction plays a critical role in sustaining long-term contracts, ensuring operational continuity, and maintaining strong client relationships. This study focuses on identifying key drivers that influence customer satisfaction and proposing a structured model to enhance service delivery outcomes.

## **2. Research Questions**

1. What are the main factors affecting customer satisfaction in ChampionX Saudi Arabia?
2. How does service quality influence customer loyalty in oil and gas services?
3. To what extent does response time impact customer satisfaction?

## **3. Research Objectives**

1. To analyze customer satisfaction drivers within ChampionX operations.
2. To assess the impact of service quality on customer loyalty.
3. To evaluate current service delivery gaps.
4. To develop a practical model to enhance customer satisfaction.

## **4. Research Hypotheses**

- H1: Service quality has a significant positive effect on customer satisfaction.  
H2: Faster response time leads to higher customer satisfaction.  
H3: Customer satisfaction positively influences customer loyalty.  
H4: Employee engagement improves service quality.

## **5. Research Model**

Independent Variables:

- Service Quality
- Response Time
- Employee Engagement

Mediating Variable:

- Customer Satisfaction

Dependent Variable:

- Customer Loyalty

## **6. Research Methodology**

The study will adopt a descriptive analytical approach. Data will be collected using structured questionnaires distributed to customers and employees. A sample size of 50–80 respondents will be targeted. Data analysis will be conducted using Excel and SPSS to identify relationships between variables.

## **7. Scope of Study**

The research will focus on ChampionX operations in Saudi Arabia, particularly within service delivery functions in the oil and gas sector. The study will evaluate customer satisfaction from both customer and internal employee perspectives.

## **8. Proposed Project Structure**

Chapter 1: Introduction

Chapter 2: Literature Review

Chapter 3: Research Methodology

Chapter 4: Data Analysis

Chapter 5: Conclusions and Recommendations

## **9. Table of Contents**

1. Introduction

2. Literature Review

3. Methodology

4. Analysis

5. Conclusion

## **10. References**

Kotler, P., & Keller, K. (2016). Marketing Management.

Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL Model.

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