

Role of Service Quality and Customer Satisfaction in Four Wheeler Automobile Service Industry: A Review

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Abstract The customer play a role of backbone for success of any Industry. The establishment and progress of any industry is completely depend on customer and its satisfaction. The increment and decrement in the no. of customer is totally depend on customer satisfaction. As we all know that a lot of competitors in the market who manufacture the same product but of varying cost. Not also varying cost they also provide some additional features in the quality of their product. For example if we consider two different cars of different brand in same segment then we see that there are some differences in many of the areas in terms of look, comfort, mileage, additional features and many more. Here the main thing is the customer and they decide their vehicle according to their requirements and they also expect that after sales and service is better. But there are some differences between expected service and the perceived service. This paper deals with the importance of customer satisfaction in Four wheeler automobile service industries and also presents a review on customer satisfaction, service quality and factors which affect customer satisfaction in Automobile service industries. This paper also gives an idea about latest techniques and methods used by the previous researchers in different years.

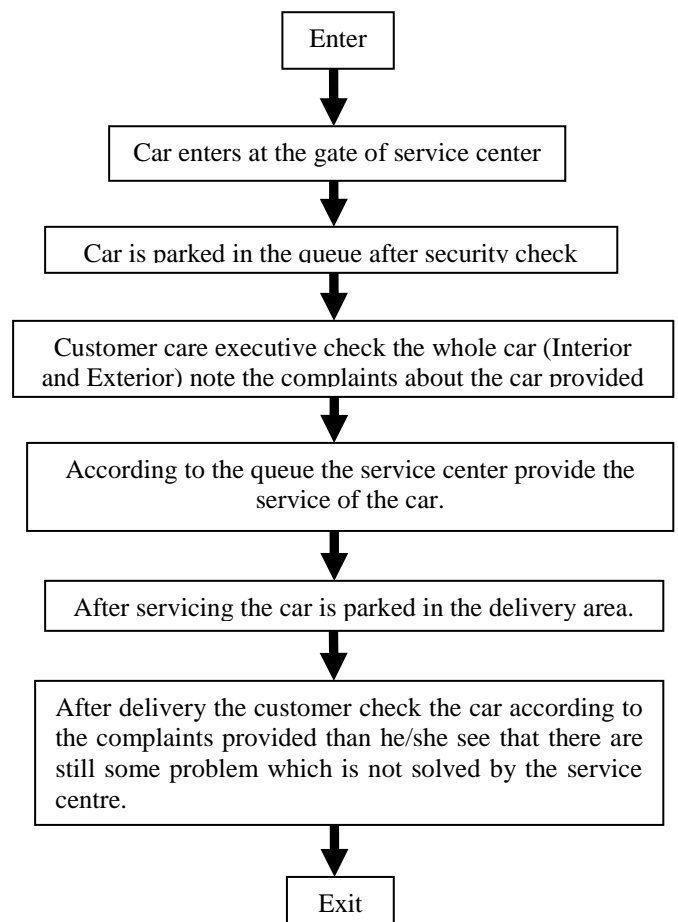
Keywords- Customer Satisfaction, Service Quality, Automobile service industries, Perceived Service

I.INTRODUCTION

In the present time automotive industry is one the largest competitive industry. In the automotive industry there are a lot of competitions in the market who manufacture the same product but it is different in terms of design, development, manufacturing methods, marketing strategies etc. Here we are talking about the four wheeler automotive service industry. Each and every service industry try to provide best in class service and they uses the best methods of servicing or it may vary from brand to brand. Similarly the steps followed by the particular brand also vary. In the present time most of the person uses vehicle either two wheeler or four wheeler and they also try to maintain their vehicle by proper servicing and for servicing they trust only on the authorized service centre but we see that there are some differences in between expected service and

perceived service quality of the service centre and this thing is directly affects the customer satisfaction.

General Steps followed by the Service centre



Sometimes when the customer is reach at the service centre to collect their car according to the promised time provided by the service centre, the workshop person tell him your car is not ready for delivery. And after that when the car is received, the customer see that there are still some complaints which is already mentioned in the job card at the time of entry of the car in service centre. So this thing really affects the customer satisfaction and when customer is not happy and satisfied then he will not purchase the product of the same brand and try to avoid that brand.

Definition of Customer Satisfaction:- To start and run successfully any business customer and its

satisfaction is most important. Customer is like a backbone of any Industry. In the competitive world if the company is not taken seriously the customer satisfaction, perception and service quality of the product then they may lose the no. of customers or the position of that industry will be decreases simultaneously.

A satisfied customer is one who completely satisfy with the product usage and its services after number of years and think that this is the best product in the segment. The customer always feel happy whenever use the product and always promote the product in terms of quality and performance etc.

II. BENEFITS OF CUSTOMER SATISFACTION

1. It is helpful to enhance the no. of new customers.
2. It provide a platform in the competitive marketplace.
3. It gives the idea about their weaknesses and problems associated with Our industry.
4. It is beneficial that there is no need to expand a lot of money on advertisement and promotion, whereas a satisfied customer always promote their brand by word to mouth communication.
5. It is the key parameter for success of any Industry.
6. It increases the brand loyalty and equity for the Industry.

Service Quality is the another term associated with the customer satisfaction. Service quality is defined as the quality of services provided by the industry. The service quality for any industry generally measured with the help of the SERVQUAL model. The SERVQUAL model is developed by Parasuraman, Zeithaml and Berry in (1985; 1988) and this model contains 22 points to assess customer expectation related to the service quality [1]. This model is depend on five service quality dimensions as shown in the fig 1.

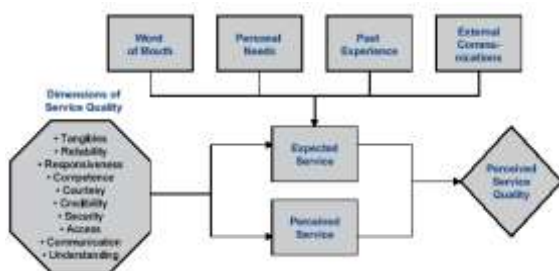


Fig 1. Service quality model by Parasuraman, Zeithaml and Berry in (1985-1988)

Tangibles – It contains physical facilities, equipment and personnel appearance.

Reliability – It is the ability to perform the promised service dependably and accurately.

Responsiveness - Willingness to help customers and provide prompt service.

Assurance - knowledge and courtesy of employees and their ability to gain trust and confidence.

Empathy - Providing individualized attention to the customers.

III. LITERATURE REVIEW

The view of different researchers and scholars on customer satisfaction and service quality are as follows-

Peng-Chan et al [2] Examines the four major variables of Perceived Quality (PQ), Service Quality (SQ), Customer Satisfaction (CS), and Customer loyalty (CL). For assessment of SQ, the five SERVQUAL dimensions of reliability, responsiveness, assurance, empathy, and tangibles are adopted as the evaluation criteria. In the assessment of CS in the automobile industry, after-sales service plays a crucial role, as an automobile is a tangible and durable product purchased for long-term use. The study adopted judgmental sampling and found its samples among consumers using a sedan as the principal travel tool. Upon the completion of the first-draft questionnaire, 20 sedan users were invited to participate in a trial test so as to reduce questions that might confuse or mislead respondents. Questions that took respondents a longer time to answer were properly modified. A total of 300 copies of the revised questionnaire were distributed, and 282 effective questionnaires were completed and collected. The five point Likert scale was used for measurement, and data analysis incorporated both basic and overall analyses. Basic analysis was conducted using SPSS 16.0 and included multivariate analysis of variance (MANOVA), reliability, validity, and related analyses. MANOVA was first performed to examine the influences of demographic characteristics on the four major variables of PQ, SQ, CS. Analysis show that users of sedans of different brands reported significant differences in all four variables.

Prof Archana et al [3] Studied the factors affecting customer satisfaction in Maruti Suzuki. The study is based on the primary and secondary data. Primary data is gathered using on field survey methods. Secondary data is collected from the different journals, internet and periodicals, car manufacturers' websites. A detailed questionnaire is designed and surveyed with 5 point likert scale. The independent and dependent variables are identified and there is one question for each of the variables. The questionnaire is pre-tested several times to arrive at appropriate wording, format, length and sequencing of the questions. Pre-test feedback is used to refine the questionnaire until it is ready for data collection. After fixing the questions for the independent and

dependent variables based on the type of questions different values are assigned to the Likert scale.

Kavita Dua et al [4] Studied the customer satisfaction for TATA motors passenger vehicle. They have evaluated the car owner's perception and pertaining to the purchase and the uses of cars and also find the customer loyalty and competitive positions of TATA motors with other brand. A sample size of 100 respondents is chosen who are using the TATA cars. Convenience sampling technique was applied. Respondents were approached must all the places e.g. on the road, colleges, markets, houses, offices, etc., by the way of questionnaires. The data so collected has been analysed with help of various tools and techniques. These include percentage table, frequency table, and mean keeping in context with the objective of the study. It was further suitably analysed by Multi Dimensional Scaling (MDS) method and the statistical techniques, SPSS (Statistical Package for Social Science) version 18 for windows has been used.

K. J. Vindoni et al [5] Studied the ideas and expectations of the customers for the improvement in dealer performance and find the most prominent area of dissatisfaction and also provide possible suggestions based on findings. This survey helps to identify the satisfactory level of customers after sales, service and overall satisfaction. A structured questionnaire of questions related to customer satisfaction is designed for the survey. A sample size of 50 respondents is taken for the research. After collection of data obtained from questionnaire is analysed with the help of some statistical tools such as Percentage analysis, Chi-square test, Weighted average, Ranking analysis.

Mahapatra et al [6] Studied the customer satisfaction and dissatisfaction for passenger cars of small size in India and their aim is to examine the post purchase behavior of a customer and some factors on which future purchase decision depends on. A sample size of 150 respondents was taken. Multiple regression analysis is used and after the analysis they have concluded the different performance attributes such as engine performance, exterior and interior looks, battery performance and economical also are the some factors which influence the the customer future purchase decision and these are the most important factors which is beneficial to enhance the sales of the particular brand.

Kurkoti et al [7] Studied the level of customer satisfaction of Tata Nano car users in Pune City. The factors are gap analysis and the impact of fire incidences on Tata nano car customers. A sample size of 125 respondents was taken and data is collected with the help of a detailed questionnaire. The collected data is then analyzes by ANOVA analysis and Turkey test. They have conclude that the nano car customers are not satisfied with the car performance and the time of delivery of the car. There was a long

waiting period of tata Nano cars in starting but they are satisfied with fire incidences and safety features of the car.

Sharma et al [8] Analyzed the customer satisfaction for Tata motors customer in in the area of Jaipur , Rajasthan. This study is based on customer satisfaction of Tata motor's customer , market position and performance of Tata motors. A sample size of 100 respondents is taken for the survey. They have concluded that 73% customer feel that safety are affordable whereas 12% do not agree, 74% customer believe that attractive discounts are offered but 26% customers are not satisfied with the discounting schemes. Also they have concluded that the overall opinion in the market about Tata motors is good and it stands in the market at good place.

Singh et al [9] Studied the review of customer of Tata motors commercial vehicle users and their satisfaction. They also evaluated the service quality and performance of Tata motors and try to know the perception behavior of the Tata customers. A sample size of 100 customers was taken. By the application of suitable technique they have concluded that the customer prefer the Tata commercial vehicle due to its brand value, better service quality, service stations availability, spare parts availability etc.

Ganesh et al [10] Studied the customer satisfaction level for Hyundai motors and for Hyundai they have selected the model of the car is i10. A sample size of 150 respondents is taken for the survey. A structured questionnaire is prepared and it is filled by the customer of Hyundai i10 car users. The collected data is then analyzed with the help of statistical tools such as percentage analysis, regression analysis and chi square test. In this study they also identify the post purchase behavior of a customer. It is concluded in this study that the customers of i10 users are completely satisfy with the car performance and service quality also and they feel that this is the luxury status of their lifestyle and it is the car which is most stylish car in the segment.

Lohana et al [11] Studied the customer satisfaction for Hyundai car users in Nanded city and identify the level of customer satisfaction, customer preferences and some factors about Hyundai cars. A sample size of 60 respondents was taken for the study. The result of this study shows that 50% customers are completely satisfied with the performance of their vehicle in terms of mileage, power, brand image, after sales and service quality and purchase economy etc.

Rao et al [12] Examined the customer satisfaction for tata motors passenger cars in Warangal district Andhra Pradesh. Their parameters of study are customer satisfaction after usage of vehicle, after sales and service quality, effects of pricing etc. A sample

size of 100 respondents was taken. After collection of data this data is analyzed with the help of percentage analysis. The result obtained from this study shows that most of the customer are satisfied with the safety features, sales and service, easily availability of spare parts etc.

Adele et al [13] Studied the service quality for motor vehicles and according it is very profitable for automobile service industry. A detailed self completion questionnaire is developed for the research and it is filled by the 761 respondents who were the owners of various brands of motor vehicle. After the collection of data they have concluded that the factors identified is differ from the service quality dimensions which is Proposed by Parasuraman et al. (1988).The identified dimensions were also differ from other studies which is conducted for service quality dimensions.

Natarajan et al [14] Studied the preference of customer in between global brands and local brands for Indian car Industry. For this study they have conducted a interview of 150 respondents who is the customer of the different brand in Pondicherry city. The findings shows that the global brand has different factors such as reputation of brand, global presence and quality of a foreign manufacturing and they tend to associate factors such as superior quality, technical advancements, modernization etc. Whereas a local brand customer evaluated the local brand in a favourable manner and associate the brand to India's strong automobile sector and believes that these are the best manufacture of cars in India and makes quality and technically efficient cars.

Thiripurasundari et al [15] Studied and analyse the different factors related to car industry such as brand preference, loyalty, brand application and knowledge in Pondicherry city. The data were collected by personal interview of 300 respondents who is the owner of the car. They concluded in this study that the brand application is the most important factor for car industry out of five service quality dimensions and this study also shows that it is the key papameter for improvements in car industry.

CONCLUSION

As it is seen above that a lot of researchers tells us about the importance of customer satisfaction and its role in the automobile service industry and it is concluded from the above discussion that the customer satisfaction is the key parameter for success of any industry. For being number one in the market the company regularly try to improve their quality of service according to the feedback obtained from the customer about their product and its quality. After doing this exercise when the company provide the best in class service in the segment to the customer

then it will become the no.1 in the market automatically. And after that the company need not to expand any extra money on promotions of their product while the satisfied customer is always promote the brand and service quality of the company by word top mouth communication. The word to mouth communication is the best and very reliable way of promotion of any product. So the success of any industry is completely depend on customer satisfaction and the customer perception behavior according to the services provided by the company or service providers.

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