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A Study on Consumer Satisfaction towards Quality Service of Mahindra Motor in Navsari City

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Abstract: Service quality is an essential aspect for any service provider and in automobile industry there is no exception. Here customers are much concerned about after sales service. This paper aims at measurement of current service quality of president motor automobile dealership in Navsari, Gujarat. The study was carried out with a sample of people. The research has collected primary data through questionnaire. The result of the study shows that there is a significant positive analysis of each customer service quality aspect of consumption. The study was conducted using representative survey of respondents, owners of one of the popular brand vehicles. In this paper satisfaction and dissatisfaction of the customers has been measured using standard statistical tools. Current performance of the service is lacking at some point and for the same necessary suggestion have been made and recommended to the company to implement it for quality result.

I. INTRODUCTION

One service quality measurement model that has been extensively applied is the SERVQUAL model developed by Parasuraman et al. (1988, 1991, 1993, 1994 Zenithal et al., 1990). Service quality is defined by various researchers in various ways. The technical quality, functional quality and reputational quality are the components of service quality identified by Gronroos and used SERVQUAL as the most often approach for measuring service quality to compare customers' expectations before a service encounter and their perceptions of the actual service delivered. The SERVQUAL model has been the predominant method used to measure consumers perceptions of service quality. It has five dimensions or factors. Adele Berndt explains these five dimensions with respect to automobile service center as follows Reliability (Promised delivery): Dealerships are known to contact the customer promising that the vehicle will be ready for delivery at a specific time. It is the most important dimension of service quality. Assurance (Confidence and trust): At dealership, the main source of assurance is with the service adviser, their knowledge and manner of interaction with the customer inspires trust in the organization. Tangibles (Physical cues): Tangible cues that form part of this dimension include the signage, parking and layout of the dealership itself. Empathy (Importance): In the case of dealership, this can be seen in the interactions between the organization and the customer, and the nature of this interaction. Responsiveness (Willingness to serve): This refers the changes that have been observed in service hours from just being weekdays to include weekend and night services, due to the changes in the needs of customers. Study on satisfaction with hospital services included communication with patients, competence of staff, staff demeanor, quality of the facilities, and perceived costs. In case of automobile service centers, delay in delivery is an important factor dissatisfaction of customers. Service quality can be measured in terms of customer perception, customer expectation, customer satSASisfaction, and customer attitude. Service quality may be defined as customer perception how well a service meets or exceeds their expectations

II. RIVIEW OF LITERATURE

S.Keshavarz, S.M.Yazdi, K.Hashemian&A. Meimandipour (october2007) conducted a study to investigate Measuring Service Quality in the Car Service Agency. The study highlights the important dimension of service quality from customers perspective in car service agency. It aimed to identify the differences between expectation & perception of customers from service quality dimensions & compares differences across agencies.

The researchers used the questionnaire & cluster sampling technique including 400 customers. Additionally four car service agencies were chosen. It could be concluded that the car agencies have the gap between the expectation & perception from service quality & agencies have to close the gap.

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This study is attempted by Minwir Al-Shammari , Ahmad Samer Kanina(November2014) to investigate Perceived customer service quality in a Saudi Automotive Company. The main objective is to test the reliability of the service quality, understand the level of service quality dimensions. The study seeks to examine service quality in the context of automobile industry from customers point of view using SERVQUL model that has five main dimensions tangibles, responsiveness, reliability, assurance & empathy as local customers can increase companies income.

Based on questionnaire 120 customers selected randomly from 3 service location of a Saudi automotive company. Cluster sampling method was used. It was found that the respondents evaluated SAC positively in terms of service quality since most of the customer were getting their service close to the expectation.

This study was attempted by Dr.J.PanduRangarao (January 2013) to evaluate After Sales Service For Honda Motors. In this study the main objective was to analyze the after sales service on customer satisfaction. Other objectives include to study the after sales service provided by Honda automobile in Andhra Pradesh .To study customer attitude towards Honda automobiles. In this study primary data was taken based on questionnaire.

A list of 63 customer selected on a random bases. Simple table method & stoical techniques were used to analyze the data. The study concluded that most of the customers were satisfied with after sales service & company is providing considerable quality of the customers but some of the respondent expressed their dissatisfaction towards the service quality of Honda Company & for this the company can train their employee to provide full qualitative service to their customer.

Kavita Sasimith, DR.Mallikarjun N L(September 2016).The study was conducted to investigate Customer satisfaction & service quality in automobile service sector. The objective of this study is that the satisfaction of the customer is the basic essence for which the business & its profits exist. In this study the secondary data is taken from various literary works being conducted in the area of customer satisfaction in automobile service section.

Descriptive statical tools have been used other than that ANOVA, t-test &F-test have been used to test the significant difference & Chi-square test also been used. The research work review have proved that there exists a strong relationship between the quality of service rendered & its effect on satisfaction level of customer as customer satisfaction has receive an extensive attention.

R.A.J. van Es(2012) attempted a study on The relationship between Service quality & customer loyality, &its influence on business models design. This research is focusing on customer loyalty problem of a wholesaler in a car materials & accessories. Here the researcher has studied on company Koskamp B.V.

The main objective is to what extent does service quality influence a loyal customer relationship & how does the company have to change their business model in order to increase customer loyalty. It is an in depth research using empirical or nor empirical setting. The research population includes all the 439 garages within Netherlands with the help of questionnaire. Correlation co-efficient was done. The results show some interesting value & both empathy & assurance score significant on the t-test. The result show that service quality influence the most to loyal customer relationship & company needs to focus on providing a more professional , but personal , oriented customer approach.

III. METHODOLOGY

A. Objective

1) To study the current service quality of president motor

2) To identify major satisfaction and dissatisfaction criteria of the service provided by president motor

a) *The Area of Study:* Study was conducted refers to Navsari.

b) *Sources of Data:* The study used both primary and secondary data. Primary data were collected by constructing a detailed questionnaire.

c) *Sample Design:* For the purpose of the study, 100 questionnaire were collected from the respondents who purchased vehicles from Mahindra motors.

B. Tools of Analysis

1) One sample

2) Frequency distribution

3) Statistical method, percentage

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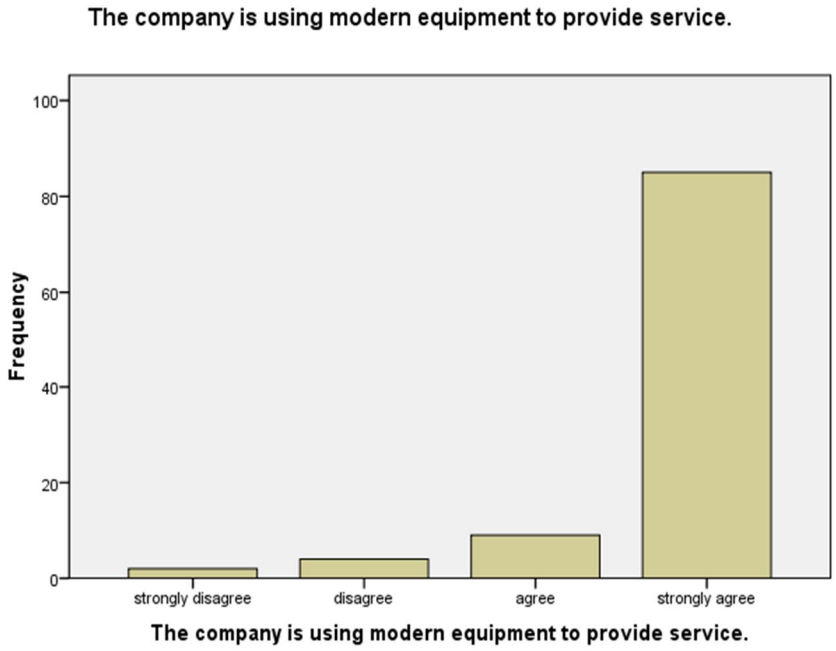
IV. DATA ANALYSIS

A. *The Company Is Using Modern Equipment To Provide Service*



1) *Interpretation:* From the given table and chart it can be said that,85% of the respondents are strongly agree to the statement that company is using modern equipment to provide service while 9% of the respondent are agree with the statement and 4% of the respondents disagree to the statement,2% of the respondents are strongly disagree to the statement.

One-Sample Test

	Test Value = 5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The company is using modern equipment to provide service.	-3.484	99	.001	-.290	-.46	-.12

2) *Interpretation*

a) *H0:* Use of modern equipments does affect the service quality.

b) *H1:* Use of modern equipments does not affect the service quality.

c) Here, Sig. value is 0.001 which is lower than 0.05. Therefore, null hypothesis is rejected.

d) Hence, Use of modern equipments does not affect the service quality.

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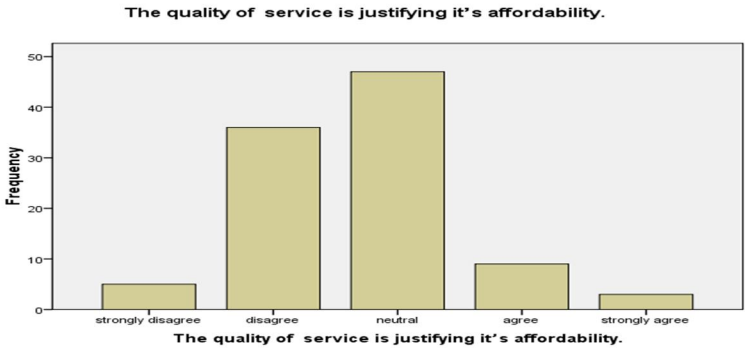
B. The quality of Service is Justifying it's Affordability



1) Interpretation: From the above table and chart says that,3% of the respondents are strongly agree to the statement that the quality of a service is justifying its affordability, 9% of the respondents are agree to the statement,47% of the respondents are neutral to the statement,36% of the respondents are disagree to the statement, 5% of the respondents are strongly disagree to the statement

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The quality of service is justifying it's affordability.	-3.757	99	.000	-.310	-.47	-.15

2) Interpretation

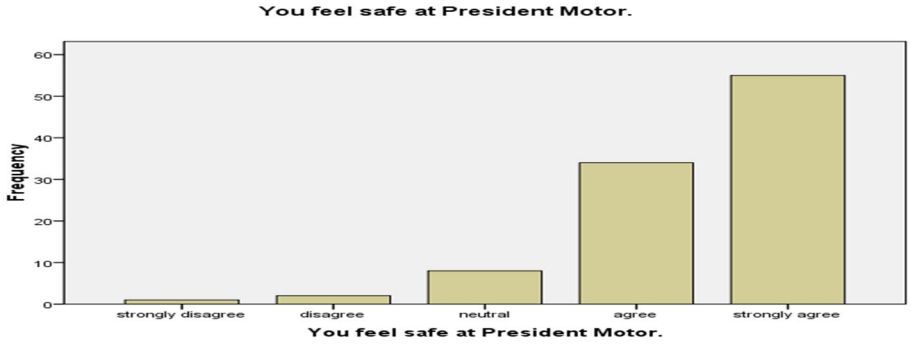
a) H0: Affordability of service does affect the service quality.

b) H1: Affordability of service does not affect the service quality.

c) Here, Sig. value is 0.00 which is lower than 0.05. Therefore, null hypothesis is rejected.

d) Hence, Affordability of service does not affect the service quality

C. You feel safe at President Motor



1) Interpretation: From the given table and chart says that,55% of the respondents are strongly agree to the statement that the customer feel safe at president motors,34% of the respondents are agree to the statement,8% of the respondents are neutral to the statement,2% of the respondents are disagree to the statement, 1% of the respondents are strongly disagree to the statement.

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One-Sample Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
You feel safe at President Motor.	4.975	99	.000	.400	.24	.56

2) Interpretation

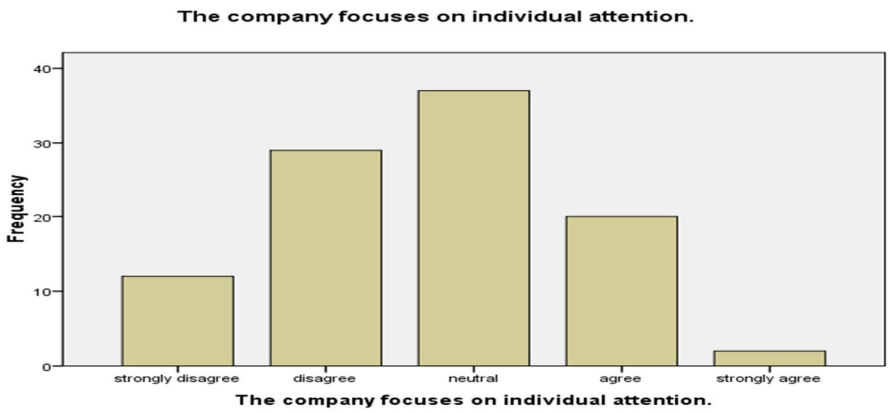
a) H0: Feels safe at president motors does affect the service quality.

b) H1: Feels safe at president motors does not affect the service quality.

c) Here, Sig. value is 0.00 which is lower than 0.05. Therefore, null hypothesis is rejected.

d) Hence, Feels safe at president motors does not affect the service quality.

D. The Company Focuses On Individual Attention



1) Interpretation: From the given table and chart says that,2% of the respondents are strongly agree to the statement that the company focuses on individual attention ,20% of the respondents are agree to the statement,37% of the respondents are neutral to the statement and 29% of the respondents are disagree,12% of the respondents are strongly disagree to the statement.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The company focuses on individual attention.	-2.936	99	.004	-.290	-.49	-.09

2) Interpretation

a) H0: Company focuses on individual attention does affect the service quality.

b) H1: Company focuses on individual attention does not affect the service quality.

c) Here, Sig. value is 0.004 which is lower than 0.05. Therefore, null hypothesis is rejected.

d) Hence, Company focuses on individual attention does not affects the service quality

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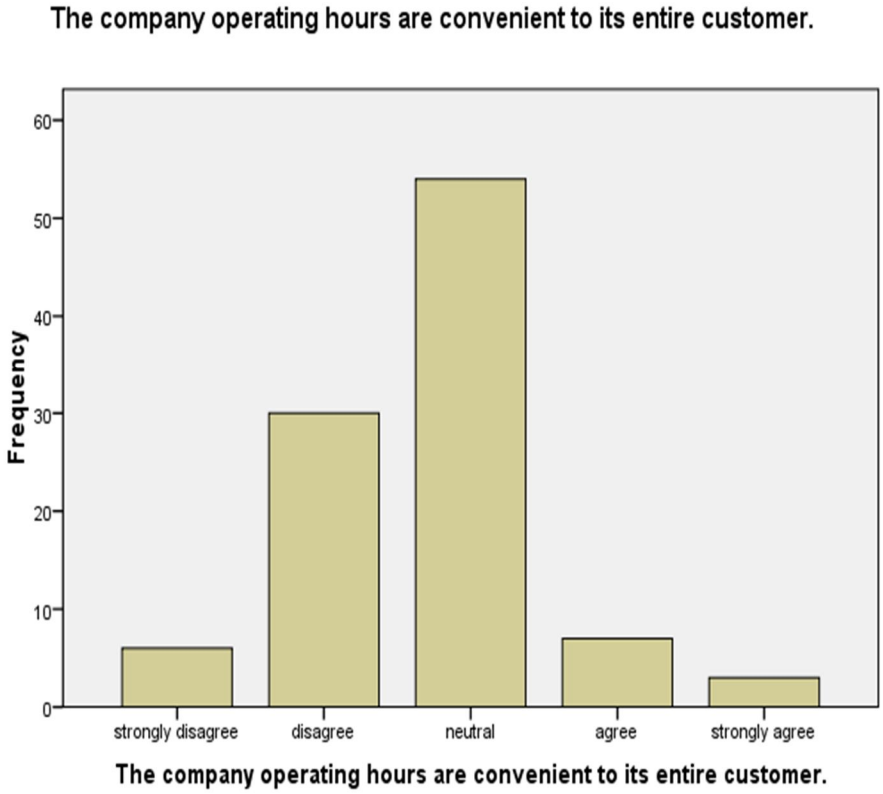
E. The Company Operating Hours Are Convenient To Its Entire Customer



1) Interpretation: From the given table and chart says that,3% of the respondents are strongly agree to the statement that the company operating hours are convenient to its entire customer,7% of the respondents are agree to the statement,53% of the respondents are neutral to the statement,30% of the respondents are disagree to the statement, 6% of the respondents are strongly disagree to the statement.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The company operating hours are convenient to its entire customer.	-3.590	99	.001	-.290	-.45	-.13

2) Interpretation

a) H0: The company operating hours are convenient to its customers does affect the service quality.

b) H1: The company operating hours are convenient to its customers does not affect the service quality.

c) Here, Sig. value is 0.001 which is lower than 0.05. Therefore, null hypothesis is rejected.

d) Hence, The company operating hours are convenient to its customers does not affects the service quality

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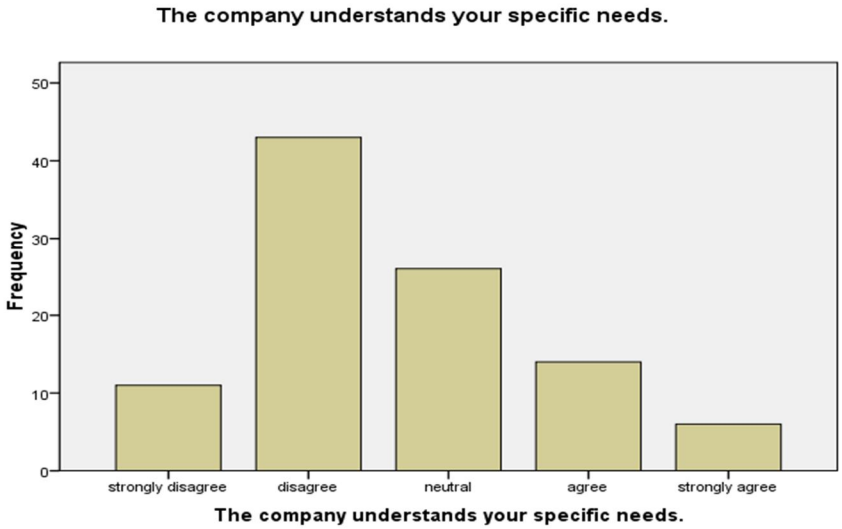
F. The Company Understands Your Specific Needs



1) Interpretation: From the given and chart says that,6% of the respondents are strongly agree to the statement that the company understand specific needs,14% of the respondents are agree to the statement,26% of the respondents are neutral to the statement and 43% of the respondents are disagree,11% of the respondent strongly disagree to the statement.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The company understands your specific needs.	-3.703	99	.000	-.390	-.60	-.18

2) Interpretation

a) H0: The company understands specific needs of customers does affect the service quality.

b) H1: The company understands specific needs of customers does not affect the service quality.

c) Here, Sig. value is 0.00 which is lower than 0.05. Therefore, null hypothesis is rejected.

d) Hence, The company understands specific needs of customers does not affects the service quality

G. Analyzed In Ascending Order Of The Result

1) Tangibles

Statement	Mean
The quality of service is justifying its affordability	2.69
Materials associated with service	4.48
The company using modern equipment to provide service	4.71
Physical facilities at president motors is visually appealing	4.79

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2) Reliability

Statement	Mean
The representative is able to answer question.	4.08
When you have a problem company solves.	4.42
The company gets things right at first time.	4.52
When company promises to do something it does so.	4.68

3) Assurance

Statement	Mean
Personnel in the company have knowledge to answer questions.	3.80
Company stays polite with customers.	3.94
Behavior of personnel instills confidence.	4.06
Feel safe at president motor.	4.40

4) Empathy

Statement	Mean
The company understands your specific needs.	2.61
Company focuses on individual attention.	2.71
Company operating hours are convenient to customers.	2.71
You are satisfies with the service provided.	3.48

5) Responsiveness

Statement	Mean
Personnel in the company provide immense support	2.23
You were informed when your car was ready.	3.91
Personnel in the company are always willing to help you.	4.30
Personnel in the company quickly acknowledge your arrival	4.42

V. CONCLUSION

Customer satisfaction is a result after sales service provided by President Motors. The aim of study was to analyze that, is the customers satisfied or not. As a whole, service attribute like company operating hours convenient to its entire customer, company gives you individual attention, company are never busy to respond your request, company understand your specific need, quality of service justifying it's affordability service attribute that need to be improved in order to provide better service quality to their users. It has been also found out that the dissatisfaction of customers mostly lies in Empathy and Assurance. In order to perform well, company focus on decreasing the shortfall criteria where they are lacking. The service attributes that shows satisfaction like feel safe, company using modern looking equipment under reliability dimension and tangibles dimension were found above expectation level of users at president motors.

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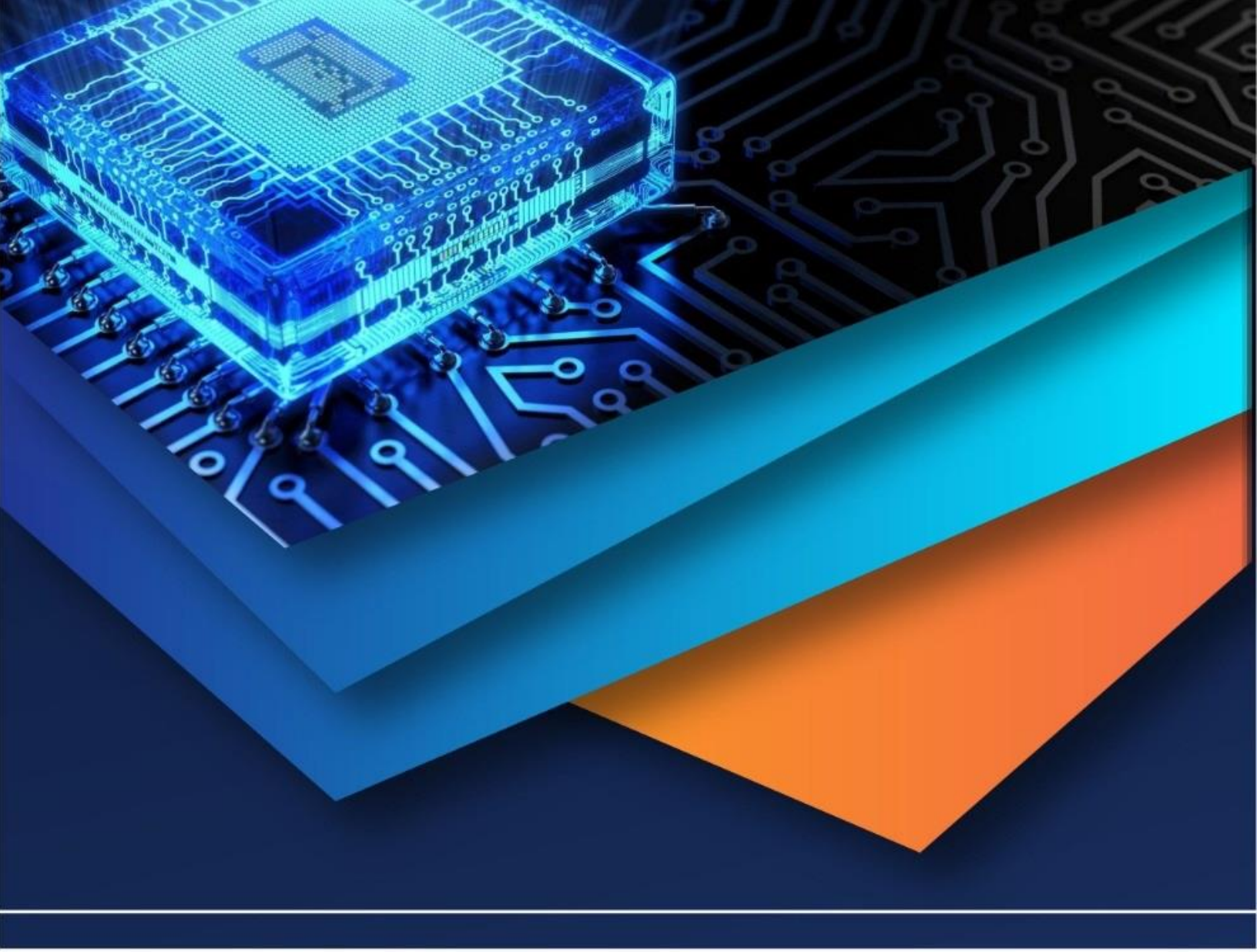

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