Customer Satisfaction Analysis In Four Wheeler Service Centre

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Abstract –.*The Indian automobile industry is faced with tough competition because of the entry of many automobile companies. Customer satisfaction being the key element for success in business has emerged as a major concern for any industry. The increment and decrement in the no. of customer is totally depend on customer satisfaction. In the present time there is a lot ofcompetition in the market so there is a need to beconscious about customer satisfaction. This paper deals with the review on customer satisfaction and itseffect on automobile industries. At the present timeeach and every industry try to provide better servicesand quality of product as well as some additional features in their product which give additional importance in the market. Here we are talking about the four wheeler automobile service industries in which there are some gaps in between perceived and expected service and this thing directly affect thecustomer satisfaction, its market and brand value. Customer satisfaction is very important term in each and every industry.. The expectation of the customer is that in a less time the service center provide the best service but due to some gaps this things is not possible.The data collection was through self-prepared questionnaire using convenience sampling method. The data was analysed using SPSS Software. The result with proper interpretation is presented.*

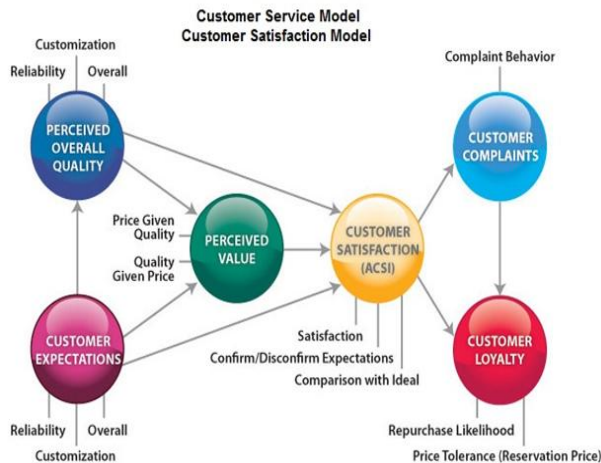***Keywords- Customer Satisfaction, Question Survey, Analysis of data***.

INTRODUCTION

In the present time the automotive industry become the huge industry all over the world because new models are arrived in the market day by day. These industries also try to change in the design, development, manufacturing and marketing of their product. For marketing of the product the term customer satisfaction is used.services it is the customer who defines the quality and human side of service is key to deliver quality. The measures of service quality obtained through consumer surveys have become a widely used business performance measurement tool. This is because service quality is related to costs, profitability, customer satisfaction and customer retention. Loyal customers and long lasting customer relationships are one of cornerstones of Indian Automotive strategy. They want to ensure long-term commitment and continuity and their vision is to be customer's number one choice. Therefore, high level of customer satisfaction is essential to their strategy and long term goals. Satisfaction can be defined as a subjective feeling of a person with fulfillment of his needs and wishes. They depend not just on the experience and expectations but also on personality and environment.Kotler gives a similar definition in which he says that degree of customer satisfaction can be found in a relationship between a realization of supply and his expectation. Customer is not satisfied if his expectations are not met. In comparison with a satisfied customer whose service or product meet or fulfil his expectations.

One of the most important factors, which is essential in successful business, is customer satisfaction. Nowadays the competition of the companies is increasing so it´s necessary to provide high-quality customer care, leading to his satisfaction. The mail goal is to keep his loyalty to the company he cooperated with. It´s important to pay the same amount of time not just to get new customers but also to put an effort in keeping the current ones.

The Indian automobile industry is faced with tough competition because of the entry of many automobile companies. Customer satisfaction being the key element

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LITERATURE REVIEW

DhananjoyDatta (2010) : The many factors which determine the buying behavior of the consumer are thevery same factors motivating them to purchase the two-wheeler including advertisement, word of mouth, references from family, friends, own experience, features, price, etc. The survey results showed that around 51% of the customers with two-wheelers are in the age group of 20-30 years with an income below Rs. 5000. Around 64% people were unmarried, using Bajaj two wheelers. In majority of the cases, the motivating factor arefriends (44%) and family (31%).People also look for installment plans and finance schemes prior to purchasing a two wheeler.

Saaravanan and Panchanatham (2009) :discussed the nessicitiesfor promotion of a product.The result showed that a customer considers all factors at the time of purchasing a two wheeler, although majority give prominence to the brand image. This study also brought forth the socioeconomic factors which play a key role in decision making for the two wheeler customers and that the employed and the students crave for showroom services.

Murphy John and Bellman Eric(2008) : It has been discussed that Bajaj Auto Ltd in 1948 came up with

import and sale of Vespa scooters. The scope of the scooters had decreased since the boom in the motorcycle market segment. The customers' preferences changed the automotive strategies adopted by the Hero Honda Motor Co. in India.

Subhadip Roy (2006) &Mohnot (2002) : In his study of two and three wheelers, the two-wheeler has become an expression of the owners'personality. The customerwhile making his choice evaluates the product interms of utility, fuel economy, reliability, maintenance, affordability, performance, good after-sales service at reasonable cost, availability of spare parts at economical prices, looks, safety and comfort, and ease of riding for driving. Total sales of two-wheeler in first eight months of 2001-02 had increased to 2.70 million units from 1.33 million units in the corresponding period of the preceding year.

Siddhartha and Mukherjee (2002): The Study reveals that, the two-wheelers in India are used for a variety of work such as visiting people, transporting goods, outdoor jobs like selling and buying. In rural areas it helps people to travel more frequently to nearby towns for their day to day needs. The two-wheeler has become a valuablesupport for increasing productivity and in turn the profit, besides helping as a personal mode of transportation

RESEARCH METHODOLOGY

Descriptive Research Design was used to describe customer satisfaction of 4wheeler service centre. The study was conducted in Nagpur (Maharashtra) by Visting to 4 different service centre named
1) Maruti Suzuki (seva)
2) Rushabh Honda
3) KetanHyudai
4) Tata Motors
with a self prepared feedback form. In which the
Sample size of Data collected was 80. Means from One service centre we have the Survey of about 20 customers.The data was analysed using Statistical Packages for Social Sciences (SPSS) Software in Which Factor Analysis was Done.

DATA ANALYSIS
1.Maruti Suzuki (seva)

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Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.104	56.706	56.706	5.104	56.706	56.706
2	1.054	11.709	68.415	1.054	11.709	68.415
3	1.004	11.155	79.570	1.004	11.155	79.570
4	.642	7.131	86.701			
5	.558	6.197	92.898			
6	.292	3.248	96.146			
7	.164	1.820	97.966			
8	.112	1.245	99.211			
9	.071	.789	100.000			

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.104	56.706	56.706	5.104	56.706	56.706
2	1.054	11.709	68.415	1.054	11.709	68.415
3	1.004	11.155	79.570	1.004	11.155	79.570
4	.642	7.131	86.701			
5	.558	6.197	92.898			
6	.292	3.248	96.146			
7	.164	1.820	97.966			
8	.112	1.245	99.211			
9	.071	.789	100.000			

Extraction Method: Principal Component Analysis.

2. Ketan Hyundai

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.572	61.915	61.915	5.572	61.915	61.915
2	1.213	13.482	75.397	1.213	13.482	75.397
3	.682	7.583	82.979			
4	.554	6.156	89.135			
5	.389	4.326	93.461			
6	.229	2.541	96.002			
7	.163	1.814	97.816			
8	.131	1.461	99.277			
9	.065	.723	100.000			

Extraction Method: Principal Component Analysis.

3. RushabhHonda

4. Tata Motors

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.010	33.442	33.442	3.010	33.442	33.442
2	1.970	21.891	55.333	1.970	21.891	55.333
3	1.385	15.393	70.726	1.385	15.393	70.726
4	.854	9.487	80.213			
5	.573	6.369	86.582			
6	.497	5.519	92.101			
7	.428	4.750	96.851			
8	.183	2.029	98.880			
9	.101	1.120	100.000			

Extraction Method: Principal Component Analysis.

RESULT & INTERPRETATION

For the present study, all the factors have Eigen value of more than one, so all the three factors are considered. The factors extracted in the study are three in number and together contribute 79.570, 75.397, 70.726, 79.570 of total variance for all 4 service centres. There is a fair percentage of variance to be explained for the suitability of the factor analysis. Thus extracting three factors from total9 variables for measuring the satisfaction level is good by all means. Interpretation is done by identifying the variables that have very high loadings on the same factor. These factors can then be interpreted in terms of the highly loaded variables.

Variable	Maruti Suzuki (seva)	Ketan Hyundai	Rushabh Honda	Tata Motors
1.Promptness	56.706%	61.91%	56.706%	33.42%
2. Pick-up & drop Facility	68.415%	75.39%	68.415%	55.33%
3. Problem understanding	79.5%	_	79.62%	70.26%

CONCLUSIONS

- From the Above chart we Conclude that 3 Factors where Considered for measuring Customer satisfaction level.
- These 3 Factors where namely Promptness in attending you when you arrive at your service center , Pickup& drop facility , Problem understanding of your vehicle.
- The Factors Score Shows us that Maruti Suzuki (seva) and Rushabh Honda have to give more focus to expand their Customer Base .

- While Ketan Hyundai & Tata Motors have Negligible Customer Satisfaction level .
- Maximum Number of respondents have given preference to Problem understanding & Pick up & drop Facility

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