

“A STUDY ON CUSTOMER SATISFACTION AFTER SALES SERVICES”

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ABSTRACT

The study purpose is to determine the customer satisfaction after sale service in the company. The aim of this study is to examine the customer satisfied with the company after sales service. In this study the descriptive design is used as a research design. For the data collection primary method of collecting the data is used in which the respondents will fill the questionnaire. In this research the sample size of this project is 100 customers. The research concluded that the customers are satisfied with the company giving attention to the customers and solving their problems by giving them individual attention. The study also discovered that customers are ready to purchase products by giving them the warranty and providing a cheap rate of services.

Keyword: Customer satisfaction, Retention, services

INTRODUCTION

Customer satisfaction is a measure of how well a company's product and services meet or exceed the customer's expectation. Customer expectations are customer's needs, wants, and preconceived notions concerning a product or service. If the customer's expectations are met, the customer is happy. Customer satisfaction level can be measured using survey techniques and questionnaires. Achieving a high level of customer satisfaction is critical for a business because most satisfied customers are likely to be loyal and to place repeat orders as well as use a wide range of services offered by the company. Understanding what your customers want allows you to customise everything you do to satisfy them, such as supplying the products they want, in the special packaging they prefer, and in retail stores that are easy to access, convenient to use, and well placed.

There are numerous factors that contribute to high levels of customer satisfaction, including customer-focused products and services that provide excellent value for money. Following up on the initial purchase with after-sales support, such as updating and maintaining computer packages, for example. It is obvious that customer satisfaction is that customers are more likely to be grateful for the goods and services that they purchase if they are made to feel as if they were specially produced for them or people like them.

What exactly is a customer?

- Internal customers are individuals, departments, units, and groups within an organization who benefit from what we do.
- External customers are end users of the organization's products or services, such as depositors, borrowers, investors, and so on.

Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

The steps in a customer satisfaction process are as follows:

Step 1: Recognize the customer's expectation.

Step 2: Customer Promises.

Step 3: Put your plan into action.

Step 4: Continued communication with the customer.

Step 5: Customer satisfaction survey.

RESEARCH METHODOLOGY

The research design of this study is descriptive in nature. Both primary and secondary data used to investigate the study of factors affecting customer satisfaction after sales service. The major interest, however, is on the use of primary data via the questionnaire method. The data is gathered using a structured questionnaire, and the sample size is 100. The frequency, Percentage, Cross tabulation and chi-square test have been used for the research analysis.

LITERATURE REVIEW

Albert Caruana et al.(2000) examine the effect of service quality and the mediating role of customer satisfaction and service loyalty, with its final effect on repurchasing by customers, appears to have received relatively little attention. This study starts by first delineating the concept of service loyalty and proceeds to distinguish between service quality and customer satisfaction. A mediational model that links service quality to service loyalty via customer satisfaction is proposed. Appropriate measures are identified and a postal survey is undertaken among 1,000 retail banking customers. A response rate of 20.5 percent is obtained. Results indicate that customer satisfaction does play a mediating role in the effect of service quality on service loyalty. The effect of a number of demographic indicators on service loyalty are also reported. Implications are discussed, limitations of the study are noted and possible areas for further research are indicated.

Izogo et al.(2015) Studied on service quality, customer satisfaction and loyalty in the automobile repair service sector. They explore the dimensional structure of the SERVQUAL scale within non-Western service settings as well as the impact of service quality dimensions on customer satisfaction and loyalty. Design/methodology/approach. A qualitative approach was employed, using-32 item, 7-point Likert scaled questionnaire administered to 384 participants with 55.99 percent usable response rate. The finding of the outcome from the study was the reduction of the 32 items to 26 scales items with 0.929 total alpha score.

Rajesh Amonkar (2016) Studied on customer satisfaction towards after sale service. The main objective is to study the after sale service in the automobile industry in goa and also study on the customer satisfaction towards the after sale service. The study is based on primary and secondary data and the sample size 50. They used a field survey method. The study finds that the company focuses on improving their after sale service by interaction of customers with a workshop staff or employee. The study concluded that the customer satisfaction level is influenced not only by quality of actual product but also by sales after service.

Minwir AL- Shammari et al. (2014) have done a study on service quality and its relationship with customer satisfaction and loyalty in a saudi arabian automobile company. The present research attempts to address the issue of service quality in saudi service industry with focus from the customer viewpoint. Main objective of the study is to measure the gap between the expected and actual perceived service quality, to measure the level of customer satisfaction and loyalty and to examine the relationship between them. It is understood from the study that to retain an existing customer and let him purchase again in future, it is important that their expectations are not only to minimum standard but beyond required.

Dr. Duggani yuvaraja et al.(2014) Examine customer satisfaction towards Honda Two Wheelers in their study. They use a convenient sampling method for collecting data from 100 samples with the help of a questionnaire. The results of performance of the Honda bikes are fully satisfied with the customer's needs of pick up, quality, service.

DISCUSSION ON THE FINDING OF THE STUDY

The data is gathered using a structured questionnaire, with a sample size of 100. Frequency and percentage were used to analyse the data. Cross- tabulation and chi-square test were used for research analysis. The dependent variable was customer satisfaction and retention, while the independent variable was after- sale service.

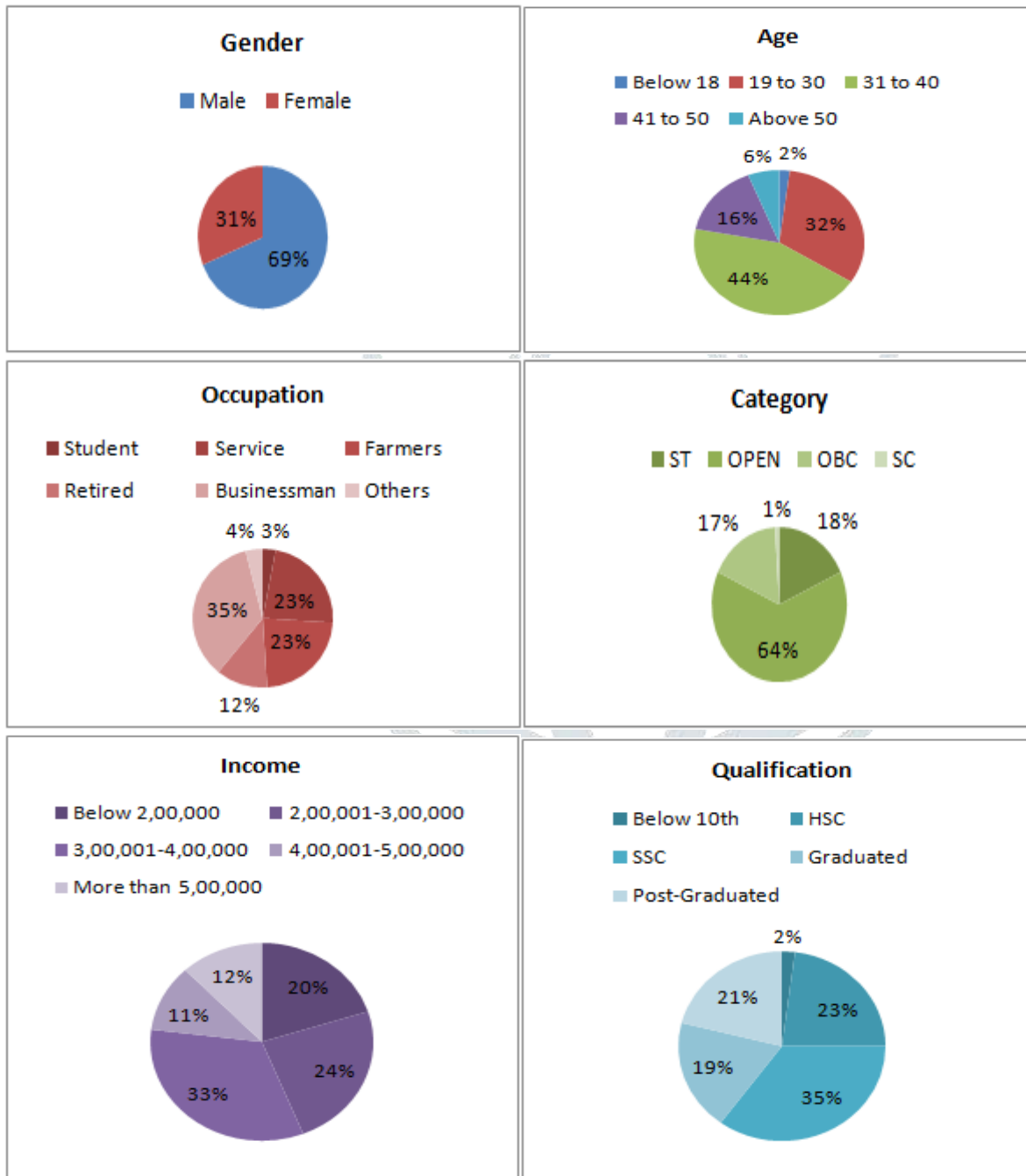
Table:1 Demographic profile of Respondents.

Demographic Variable		Frequency	Percentage
Gender	Male	70	68.6
	Female	32	31.4
Age	Below 18	2	2.0
	19-30	32	32.0
	31-40	44	44.0
	41-50	16	16.0
	Above 50	6	6.0
Occupation	Student	3	3.0
	Service	23	23.0
	Farmer	23	23.0
	Retired	12	12.0
	Businessman	35	35.0
	Other	4	4.0
Categories	ST	18	18.0
	OPEN	64	64.0
	OBC	17	17.0
	SC	1	1.0
Income	Below 2,00,000	20	20.0
	2,00,001-3,00,000	24	24.0

	3,00,001-4,00,000	33	33.0
	4,00,001-5,00,000	11	11.0
	More than 5,00,000	12	12.0

Source: Various questionnaires of Respondents

Graph



Source: Various questionnaires of Respondents

According to the above chart and table, out of 100 respondents, 88 percent are male and only 12 percent are female. While the 2% of respondents are under the age of 18, 32% are between the ages of 19 and 30, 44% are between the ages of 31 and 40, 16% are between the ages of 41 and 50, and 6% are between the ages of 51 and 60. As for occupation, 3% of respondents are students, 23% are in the military, 23% are farmers, 12% are retired, 35% are company owners, and 4% are from other groups. Furthermore In terms of caste categories, 18% of

respondents fall into the ST category, 64% into the OPEN category, 17% into the OBC category, and 1% into the SC category. As we can see In terms of income, 20 percent of the total 100 respondents earn less than \$200,000, 24 percent of those polled have between \$200,000 and \$300,000 in their bank accounts. The income ranges from \$3,000 to \$4,000 for 33% of the respondents. The wealth ranges from \$4,000,001 to \$500,000 for 11% of the respondents. And 12% of those polled have an annual income of more than \$500,000. The respondents are in grades below tenth, 23 percent have completed their HSC, 35 percent have completed their SSC, 19 percent have completed their Graduated, 21 percent have completed their Post-Graduated, and 0 percent are in other categories. In the Splendour plus is owned by 12% of respondents, HF Deluxe is owned by 18% of respondents, and HF Deluxe is owned by 1% of respondents, Passion is owned by 25% of respondents, and HF Deluxe is owned by 1% of respondents. 7 percent of respondents own fun, and 16 percent own maestro, according to Glamour.

Table: 1 MEASURING SCALE

Descriptive Statistics		
Statement.	X	Standard Deviation
The Company is using modern equipment to provide service.	4.00	1.073
Are you Satisfied with the price offered by Shubham Hero?	3.61	.840
The quality of services is justifying its price and price services are affordable.	3.82	1.009
When you have a problem, the company shows sincere interest in solving it.	4.02	.778
The representative is able to answer your question/problem.	4.16	.861
You are satisfied with the quality of spare parts at Shubham Hero.	3.95	.978
Shubham Motors will be consistently courteous with customers.	4.10	.772
The company gives you individual attention.	4.05	.833
The company's operating hours are convenient to its entire customers.	3.94	.983
The company has availability of bikes.	3.96	1.053
You are satisfied by the service provided by Shubham Hero.	3.93	.913
You were informed when your bike was ready.	4.00	.853
Personnel in the company are never too busy to respond to your request.	4.01	1.030
You are satisfied with the opening and closing time of Shubham Motor.	3.80	.921
Are you satisfied with the performance of your vehicle after servicing?	3.97	.893

Interpretation:

It is generally found that there are relatively high levels of practices for the area the company is using modern equipment to provide services (Mean=4.00, SD=1.073), the company shows sincere interest in solving it. (Mean=4.02, SD=.778), The representative is able to answer the question (Mean=4.16, SD=.861), the company will be consistently courteous with customer (Mean=4.10, SD=.772), the company gives individual attention (Mean=4.05, SD=.833), customer were informed when bike was ready (Mean=4.00, SD=.853) and personnel in the company are never too busy to respond of customer request (Mean=4.01, SD=1.030). Where a considerably lower mean level of practices exists. Customers are satisfied with the price offered by the company (Mean=3.61, SD=.840) and customers are satisfied with the opening and closing time of the company (Mean=3.80, SD=.921). The results of means and standard deviation are summarized in the above table.

Table: 1.1

Occupation* The company is using modern equipment to provide service. Cross tabulation							
Count							
	The Company is using modern equipment to provide service.						Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Occupation	Student	0	0	1	0	2	3
	Service	3	0	4	6	10	23
	Businessman	1	3	3	8	8	23
	Retired	0	2	5	4	1	12
	Farmers	0	0	5	14	16	35
	Others	0	0	0	1	3	4
	Total	4	5	18	33	40	100

Chi-Square Tests			
	Value	df	Asymp.sig. (2-sided)
Pearson Chi-Square	29.017 ^a	20	.087
Likelihood Ratio	32.249	20	.041
Linear-by-Linear Association	2.767	1	.096
Nof Valid Cases	100		

a. 23 cells (76.7%) have expected count of less than 5. The minimum expected count is 12.

Interpretation:

The percentage in total 40 respondents strongly agree with the company's using modern equipment to provide service where most of the respondents are farmers.

In these results, the p-value is .087 because the p-value is less than the significant level of 0.05, so the null hypothesis is rejected and there is no significant relationship between occupation and satisfaction level towards the use of modern equipment to provide services.

Table 1.2

Crosstab						
Count						
	Are you satisfied with the price offered by Shubham Hero?					Total
		Disagree	Netural	Agree	Strongly Agree	
Occupation	Student	0	2	1	0	3
	Service	1	11	6	5	23
	Businessman	3	7	7	6	23
	Retired	0	7	4	1	12
	Farmers	1	18	10	6	35
	Others	0	2	2	0	4
	Total	5	47	30	18	100

Chi-Square Tests			
	Value	df	Asymp.sig. (2-sided)
Pearson Chi-square	9.985	15	.821
Likelihood Ratio	11.425	15	.722
Linear-by-Linear Association	.055	1	.814
N of valid Cases	100		
a. 16 cells (66.7%) have an expected count less than 5. The minimum expected count is.15.			

Interpretation:

The percentage in total 47 respondents neutral with the customer are satisfied with the price offered by shubham where most of the respondents are farmers.

In these results, the p-value is .0821 because the p-value is less than the significant level of 0.05, so the null hypothesis is rejected and there is no significant relationship exists between occupation and customer satisfied with price offers by the company

Table: 1.3

Crosstab							
Count							
	The Quality of service is justifying its price and price of services are affordable.						Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Occupation	Student	0	0	0	2	1	3
	Service	0	3	4	5	11	23
	Businessman	0	0	9	8	6	23
	Retired	0	1	3	4	4	12
	Farmers	1	4	13	7	10	35
	Others	0	0	2	2	0	4
Total		1	8	31	28	32	100

Chi-Square Tests			
	Valid	df	Asymp.Sig. (2-Sided)
Pearson Chi-Square	16.714 ^a	20	.671
Likelihood	20.802	20	.409
Linear-by-Linear Association	3.760	1	.0522
N of Valid Cases	100		
a. 21 cells (70%) have an expected count less than 5. The minimum Expected count is .03.			

Interpretation:

The percentage in total 32 respondents strongly agree with the quality of service justifying its price and price of services are affordable where most of the respondents are from the services sector .

In these results, the p-value is .671 because the p-value is less than the significant level of 0.05, so the null hypothesis is rejected and there is no significant relationship exists between occupation and the quality of service is justifying its price and price of services are affordables

Table: 1.4

Crosstab					
Count					
	When you have a problem, the company shows sincere interest in solving it.				Total
		Neutral	Agree	Strongly Agree	
Occupation	Student	0	1	2	3
	Service	6	10	7	23
	Businessman	8	6	9	23
	Retired	6	4	2	12
	Farmers	8	17	10	35
	Others	1	2	1	4
Total		29	40	31	100

Chi-Square Tests			
	Valid	df	Asymp.Sig. (2-Sided)
Pearson Chi-Square	8.229 ^a	10	.606
Likelihood Ratio	8.733	10	.558
Linear-by-Linear Association	.363	1	.547
N of Valid Cases	100		

a. 9 cells (50%) have an expected count less than 5. The minimum expected count is .87.

Interpretation:

The percentage in total 40 respondents agree with when customers have a problem, the company shows sincere interest in solving it. where most of the respondents are farmers .

In these results, the p-value is .606 because the p-value is less than the significant level of 0.05, so the null hypothesis is rejected and there is no significant relationship exists between occupation and when customer have a problem, company shows sincere interest in solving it

Table: 1.5

Crosstab						
Count						
	The Representative is able to answer your question/problem.					Total
		Disagree	Neutral	Agree	Strongly Agree	
Occupation	Student	0	1	2	0	3
	Service	0	1	10	12	23
	Businessman	2	7	10	4	23
	Retired	1	2	4	5	12
	Farmers	1	3	13	18	35
	Other	1	1	0	22	4
Total		5	15	39	41	100

Chi-Square Tests			
	Valid	df	Asymp.Sig.(2-sided)
Pearson Chi-Square	21.615 ^a	15	.118
Likelihood ratio	24.451	15	.058
Linear-by-Linear Association	.158	1	.691
N of Valid Cases	100		

a. 17 cells(70.8%) have an expected count less than 5. The minimum expected count is .15.

Interpretation:

The percentage in total 41 respondents strongly agree that the representative is able to answer the customer's question or problem, where most of the respondents are farmers .

In these results, the p-value is .118 because the p-value is more than the significant level of 0.05, so the null hypothesis is accepted and there is significant relationship exists between occupation and the representative is able to answer the customer's question or problem.

Major Finding

- Respondents are extremely satisfied with representatives because they frequently answer questions from customers, which will be extremely beneficial to the company.
- Respondents are pleased with a company that uses cutting-edge technology to provide better services to customers.
- Respondents are extremely satisfied with the company's employees who are consistently courteous to their customers.
- Respondents are extremely satisfied with the company's genuine interest in resolving customer problems.

- Respondents are dissatisfied with the company's price and offers.
- Respondents are extremely pleased with the company's personal attention.

Suggestion

- The company's prices and offers to customers should be improved.
- The company must charge based on the quality of spare parts and the service of specific vehicles.
- Following the services, the company must inspect the vehicles.
- The company's products are so readily available that it cannot afford to lose customers.

Conclusion

The primary goal of this research is to look into how satisfied customers are with the company's after-sales services. And, according to the findings of this study, customers are pleased with the company's ability to pay attention to them and solve their problems by providing them with personalised attention. Researchers agreed that after-sales service plays a significant role in both satisfying customers and increasing the number of customers who purchased a product from Shubham Hero. The study discovered that after-sales service indices (product delivery, installation, and warranty) were significantly independent and joint predictors of customer satisfaction and retention, and it has been discovered that is lacking in proving proper offers and discounts that most customers are not ready to purchase without giving company focus on decreasing the shortfall criteria where is lax. The study also discovered that customers are willing to purchase a motorcycle if it comes with a warranty and low-cost after-sales service.

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