

To Study Customer Review Regarding Quality Service Offered By President Motors

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Abstract:

Background Any service provider, including the vehicle servicing industry, must prioritise service quality. Customers are particularly concerned about after-sales service in this country. The SERVQUAL model, established by Parasuraman et al., is one of the most widely used service quality measuring models. Various academics define service quality in a variety of ways. Gronroos classified the components of service quality as technical quality, functional quality, and reputational quality, and utilised SERVQUAL as the most common technique for assessing service quality to compare consumers' expectations before a service encounter and their impressions of the actual service delivered. Various academics define service quality in a variety of ways.

Materials and Methods: This project report aims at measurement of current service quality level of President motor in Navsari. The study was conducted using SERVEQUAL to understand the service quality. In this project report satisfaction/dissatisfaction of the customer has been measure using standard statistical tool. The data collection method is personal interview with the help of structured questionnaire. sample size 100 should be taken for study from the owners' of personal vehicle of Mahindra in NAVSARI city.

Results Current performance of the service centre not found up to the mark. Necessary suggestions have been made and service for the improvement in current service quality level.

Key Word: Quality, Service, Customer Review, Servequal

I. Introduction

The SERVQUAL model, established by Parasuraman et al., is one of the most widely used service quality measuring models (1988, 1991, 1993, 1994 Zenithal et al., 1990). Various academics define service quality in a variety of ways. Gronroos classified the components of service quality as technical quality, functional quality, and reputational quality, and utilised SERVQUAL as the most common technique for assessing service quality to compare consumers' expectations before a service encounter and their impressions of the actual service delivered.

The SERVQUAL model has long been the go-to way for gauging customer satisfaction with service. There are five aspects or elements to it. According to Adele Berndt, these five dimensions in relation to vehicle service centres are 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 satisfaction, and customer attitude. Service quality may be defined as customer perception how well a service meets or exceeds their expectations.

II. Literature Review

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.

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 loyalty, &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.

Prof. Pallawi B. Sangode (2011) This research paper is based on the findings of comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur. Service quality is a fundamental aspect of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles. The study was conducted using a convenience sample of forty respondents who were owners of Maruti and Hyundai cars. The questionnaire was a self-completion questionnaire consisting of 26 questions

Adele Berndt (2009) The service function in motor industry plays a critical role in the economy of South Africa, with respect to both GDP and employment. Service quality is a fundamental aspect of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles. The study was conducted using a convenience sample of seven hundred and sixty one respondents who were the owners of various brands of motor vehicles. The questionnaire was a self-completion questionnaire which consisted of three sections. The implication of this study is that the customer perceives the way in which the service is delivered as critical in evaluating service quality.

Asghar Afshar Jahanshahi (2011) In this research, the study on Customer satisfaction and loyalty as they are the most important factors that affect the automotive industry. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages, for example, at the beginning of the purchase, and one or two years after the purchase. The population of the study comprised all of the Tata Indica car owners in Pune. The hypotheses of the study were analysed using regression and ANOVA. The results of the study showed that there was a high positive correlation between the constructs of customer service and product quality with customer satisfaction and loyalty.

III. Methods and Materials

This prospective comparative study was carried out at Haardik Nayak Wealth Management Company in Navsari, Gujarat.

Study Design: The research is on descriptive study.

Study Location: President Motors, Navsari

Study Duration: February 2021 to March 2021

Primary Objective: To study the current service quality of President Motors

Secondary Objective: To identify major satisfaction and dissatisfaction criteria of the service provided by the President Motors.

Need of the study: To study the gap between the Customer Expectation and What Service Customer Receive from President Motors, Navasari.

Scope of the study: The study is conducted as today the expectation does not meets the actual reality that is received in service sector to customer. As service delivered differs from person to person because the one who delivers it will not be able to deliver the same to others. Therefore to analyse the gap that is threatening the customer from not receiving the expected service and what are the consequences that is faced by them and also how can it be improved to get the better result of quality service that has to be provided to the customer for sustaining company's profile and reputation in the market.

Population: Approx 3500 of people who prefer to use Mahindra cars in Navsari

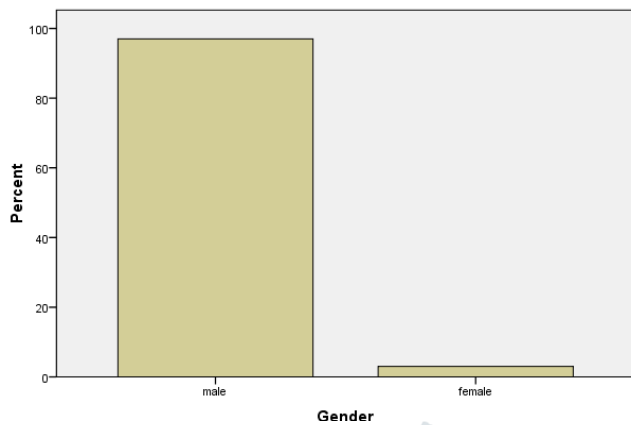
Sampling Frame: I have selected samples from Navsari City only.

Sample Size: To receive required result the sample size should be well planned that it should not be much confusing and should not be too less that the result gives inaccurate answers. So the sample size for my research will be 100

Sampling Technique: Non Probability Convenience Sampling

IV. Data Analyses

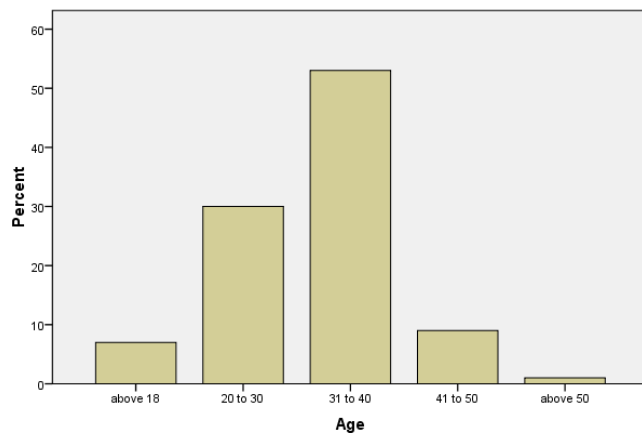
1. Gender of Respondant



Interpretation:

From the above chart and table respectively, out of 100 respondents, 97% of the respondents are male and 3% of the respondents are female.

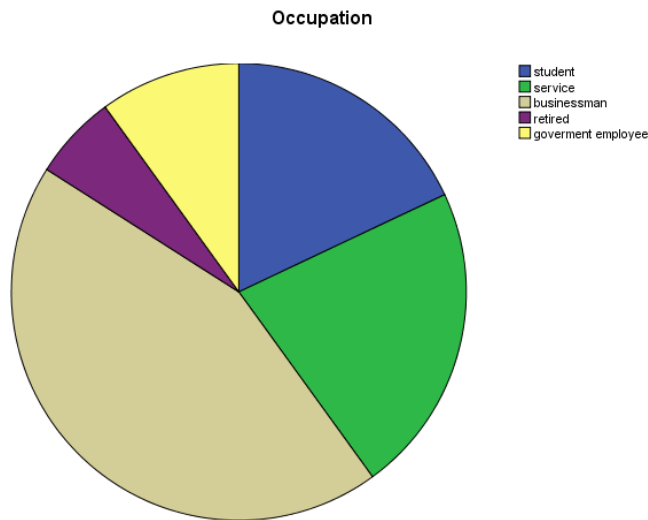
2. Age of Respondant



Interpretation:

From the above chart and table respectively in age wise, 7% of the respondent belongs to the age above 18 year, 30% of the respondent belongs to the age group of between 20 to 30 year, 53% of the respondent belongs to the age group of between 31 to 40 years, 9% of the respondent belongs to the age group of between 41 to 50 years, 1% respondent belongs to the age group of is more than 50 year age.

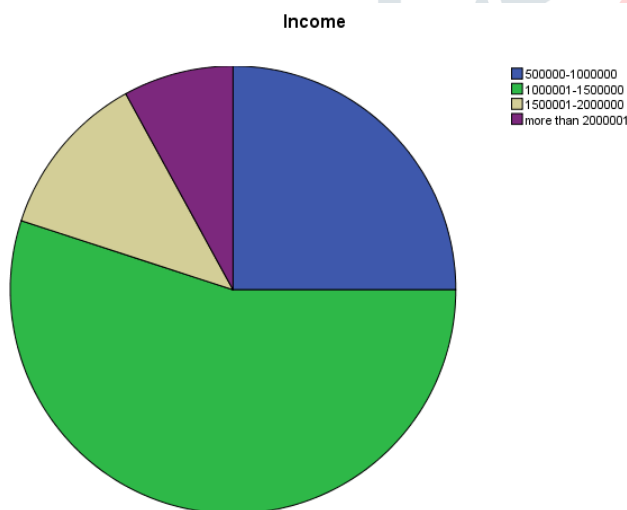
3. Occupation of Respondant



Interpretation:

From the above chart and table respectively in the Occupation wise, 18% of the respondents are student, 22% of the respondents are service, 44% of the respondents are businessman, 6% of the respondents are retired, and 10% of the respondents are government employee.

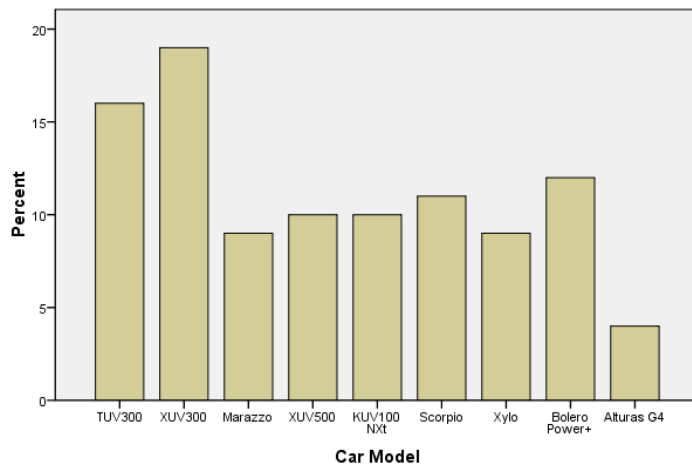
4. Income of Respondant



Interpretation:

From the above chart and table respectively in income wise, the total 100 respondents, 55% of the respondents are having the income is 5, 00,000-10, 00,000. 12% of the respondents are having the income is 10, 00,001-15, 00,000. and 8% of the respondents are having the income is 15, 00,001-20, 00,001.

5. Car Model of Respondent

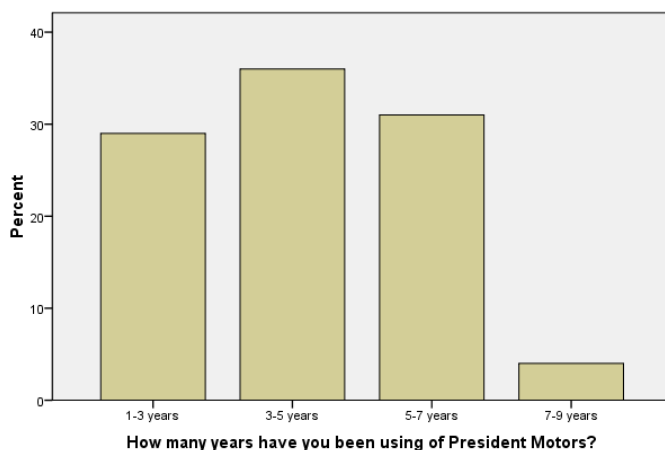


Interpretation:

From the above chart and table respectively, 16% of the respondents own TUV300, 19% of the respondents own XUV300 whereas 9% of the respondents own Marazzo, 10% of the respondents own XUV500, 10% of the respondents own KUV100 NXT, 11% of the respondents own Scorpio

9% of the respondents own Xylo, 12% of the respondents own Bolero Power+, 4% of the respondents own Alturas G4

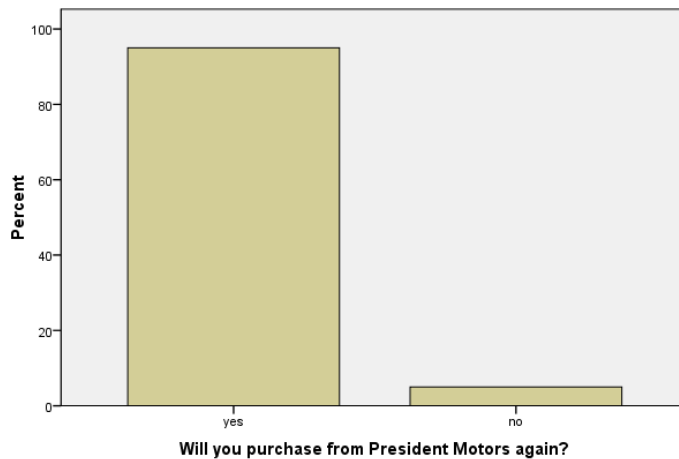
6. How many years have you been using cars of President Motors?



Interpretation:

From the above chart and table respectively, out of 100 respondents, 29% respondents have been using 1-3 years, 36% respondents have been using 3-5 years, 31% respondents have been using 5-7 years, 4% respondents have been using 7-9 years,

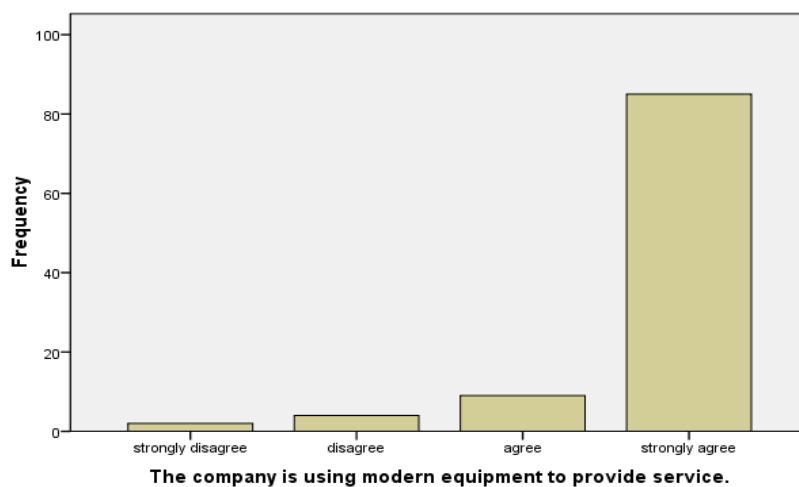
7. Will you purchase from President Motors again?



Interpretation:

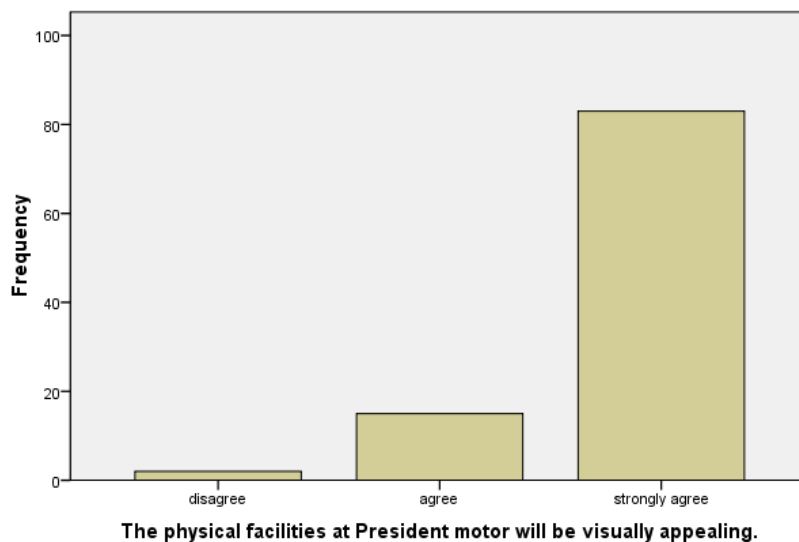
From the above chart and table respectively out of 100 respondents, 95% of the respondents will purchase again president motor whether 5% of the respondents purchase again president motor.

8. The company is using modern equipment to provide service.



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.

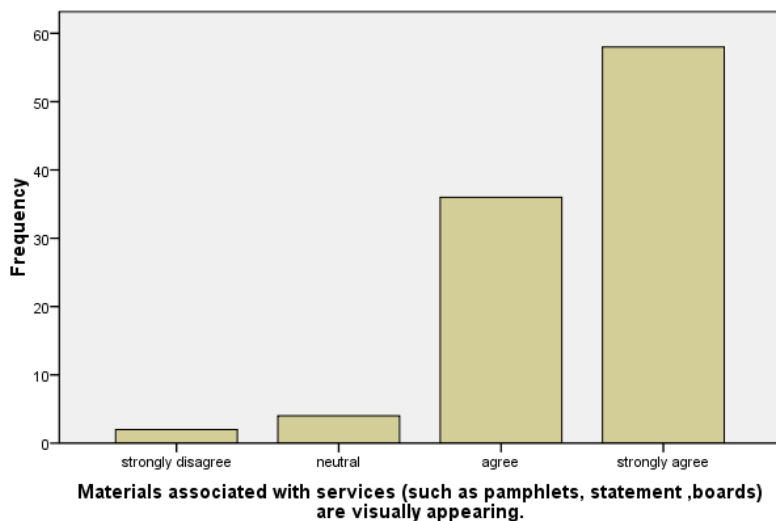
9. The physical facilities at President motor will be visually appealing



Interpretation:

From the given table and chart it can be said that, 83% of the respondents are strongly agree to the statement physical facilities at president motor will be visually appealing and 15% of the respondents are agree to the statement and 2% of the respondents are disagree to the statement.

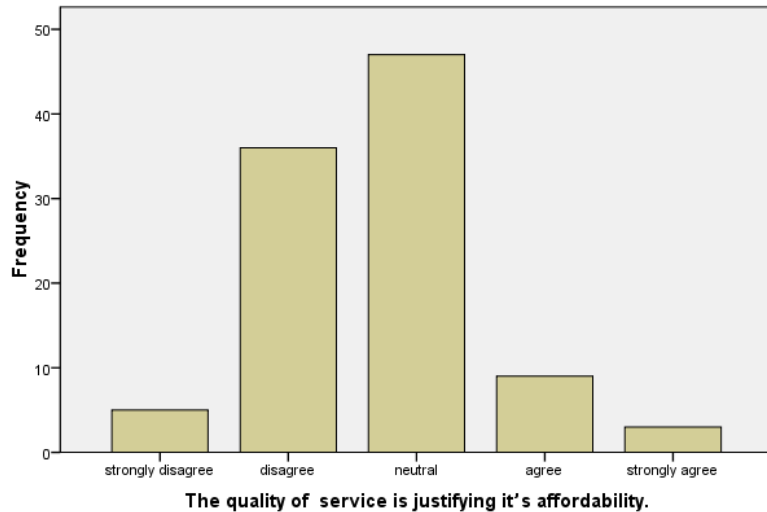
10. Materials associated with services (such as pamphlets, statement ,boards) are visually appearing.



Interpretation:

From the given table and chart it can be said that, 58% of the respondents are strongly agree to the statement material associate with services are visually appearing while 36% of respondents are agree with the statement, 4% of the respondents are neutral to the statement and 2% are disagree to the statement.

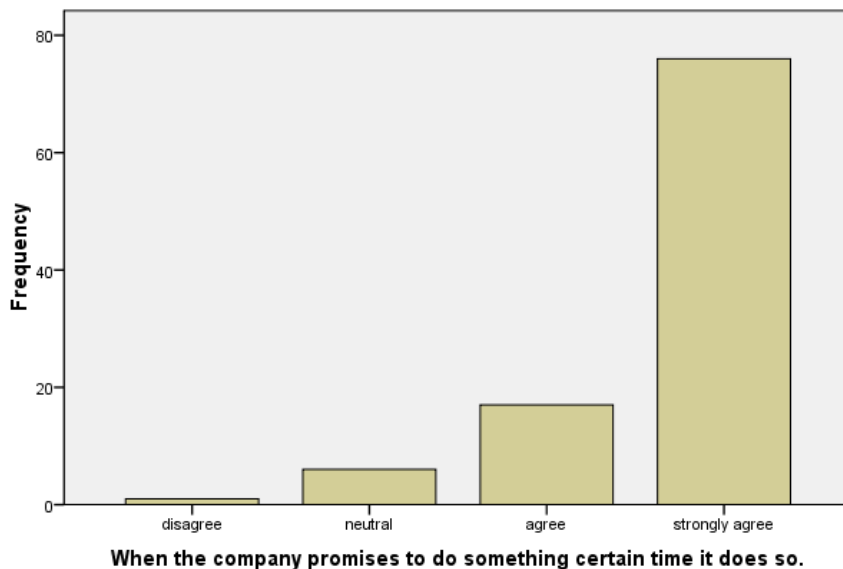
11. The quality of service is justifying it's affordability.



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

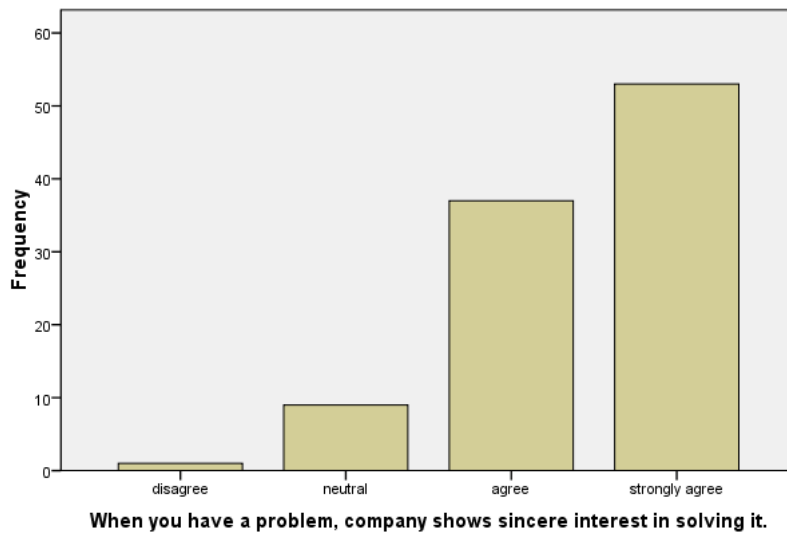
12. When the company promises to do something certain time it does so.



Interpretation:

From the above table and chart says that,76% of the respondents are strongly agree to the statement that company promise to do something by a certain time it does so,17% of the respondents are agree to the statement,6% of the respondents are neutral to the statement and 1% of the respondents are disagree to the statement

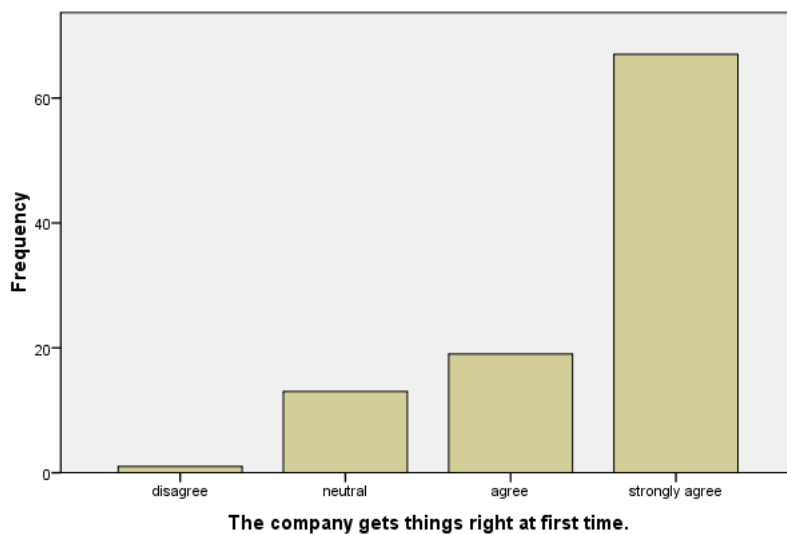
13. When you have a problem, company shows sincere interest in solving it.



Interpretation:

From the given table and chart says that, 53% of the respondents are strongly agree to the statement that the company shows a sincere interest to solving the customer problem, 37% of the respondents are agree to the statement, 9% of the respondents are neutral to the statement and 1% of the respondents are disagree to the statement.

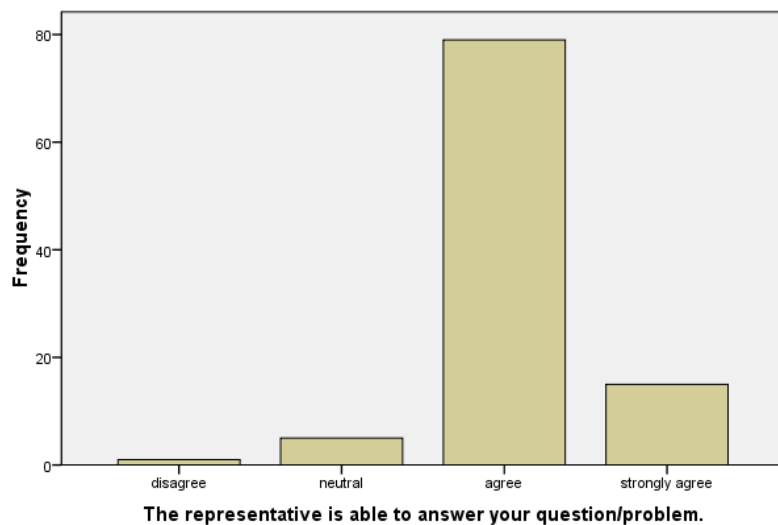
14. The company gets things right at first time.



Interpretation:

From the given table and chart says that, 67% of the respondents are strongly agree to the statement that the company gets things right the first time, 19% of the respondents are agree to the statement, 13% of the respondents are neutral to the statement and 1% of the respondents are disagree to the statement.

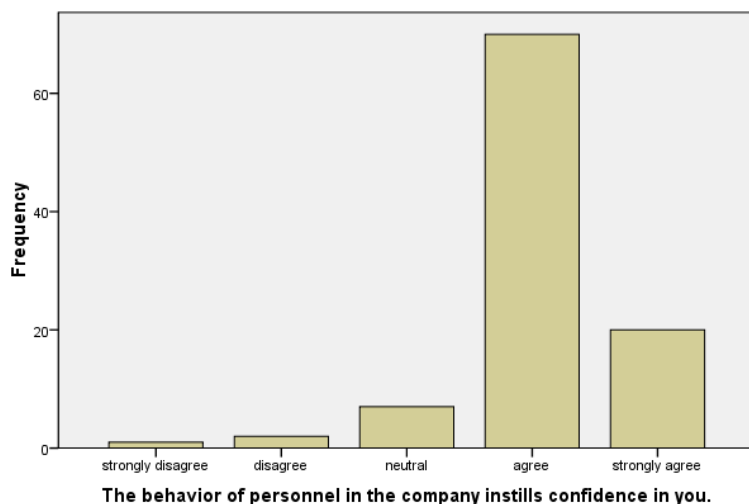
15. The representative is able to answer your question/problem.



Interpretation:

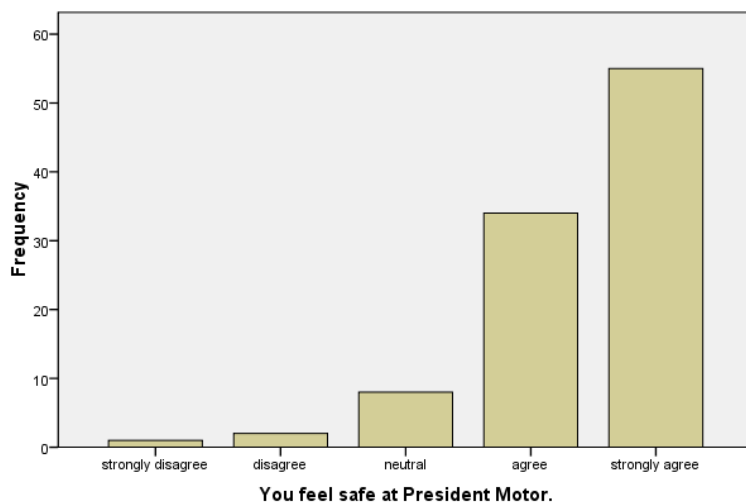
From the given table and chart says that,15% of the respondents are strongly agree to the statement that the representative is able to answer the question,79% of the respondents are agree to the statement,5% of the respondents are neutral to the statement and 1% of the respondents are disagree to the statement.

16. The behavior of personnel in the company instills confidence in you.

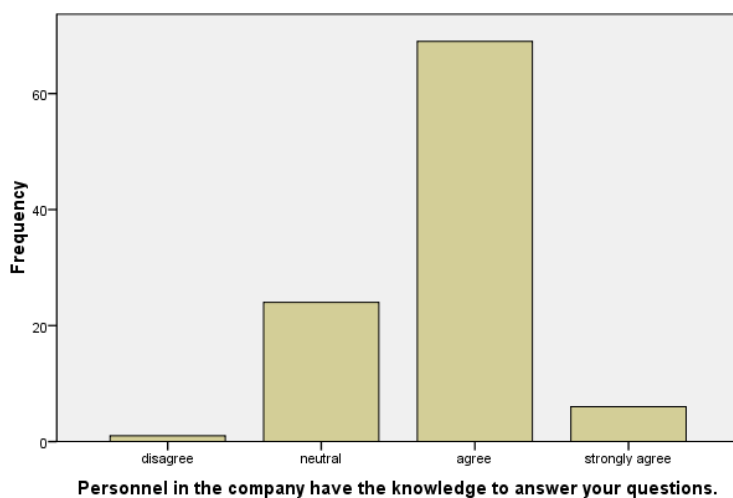


Interpretation:

From the given table says that,20% of the respondents are strongly agree to the statement that the behavior of the personnel in company instills confidence in customers,70% of the respondents are agree to the statement,7% 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.

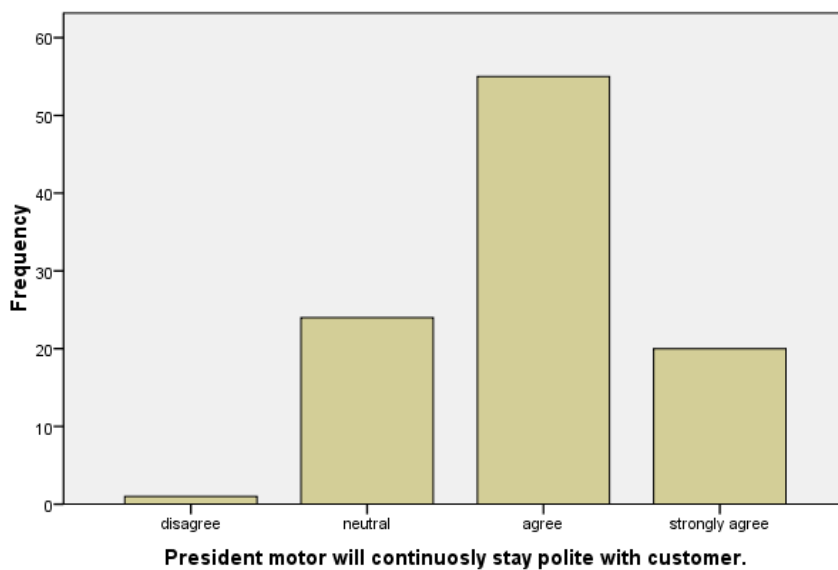
10. You feel safe at President Motor.**Interpretation:**

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.

17. Personnel in the company have the knowledge to answer your questions.**Interpretation:**

From the given table chart says that, 6% of the respondents are strongly agree to the statement that the personnel in the company have knowledge to answer the question, 69% of the respondents are agree to the statement, 24% of the respondents are neutral to the statement and 1% of the respondents are disagree to the statement

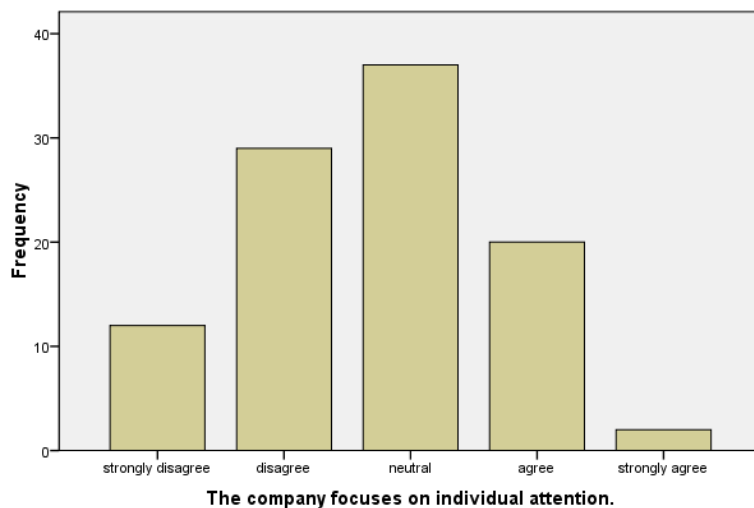
18. President motor will continuously stay polite with customer.



Interpretation:

From the given table and chart says that, 20% of the respondents are strongly agree to the statement that the president motor will continuously stay polite with customers, 55% of the respondents are agree to the statement, 24% of the respondents are neutral to the statement and 1% of the respondents are disagree to the statement.

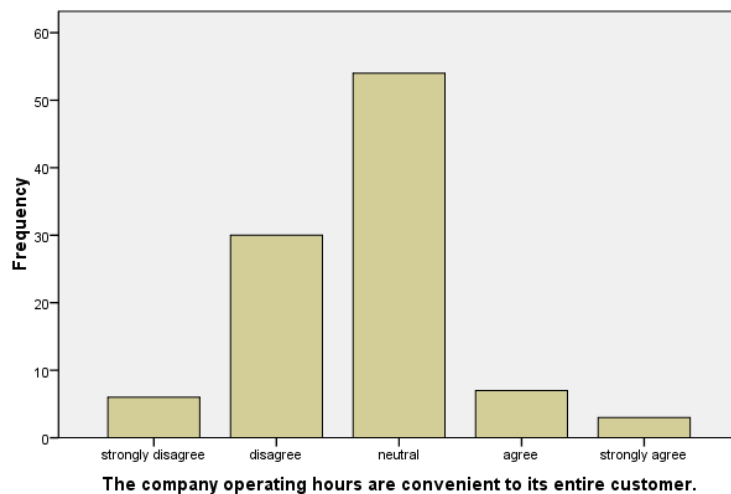
19. The company focuses on individual attention.



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.

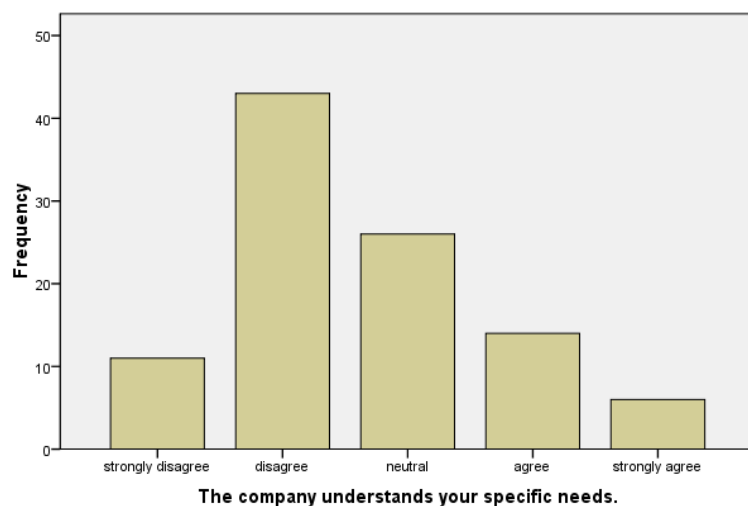
20. The company operating hours are convenient to its entire customer.



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.

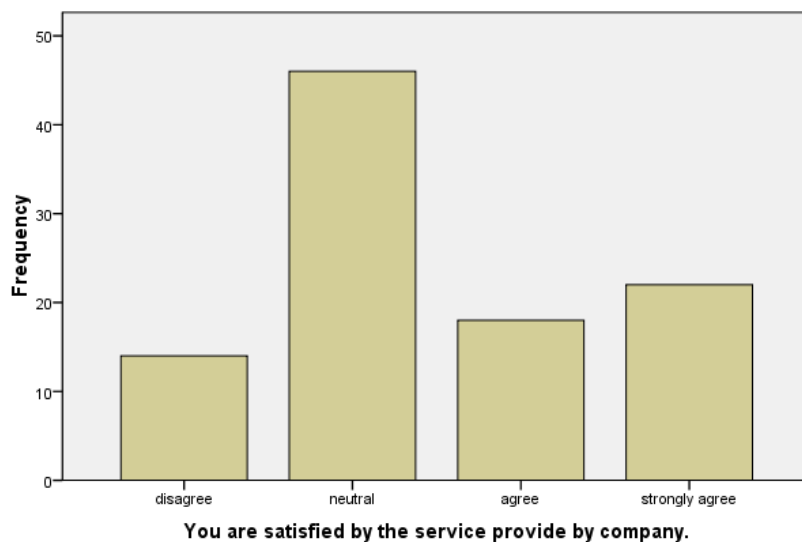
21. The company understands your specific needs.



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.

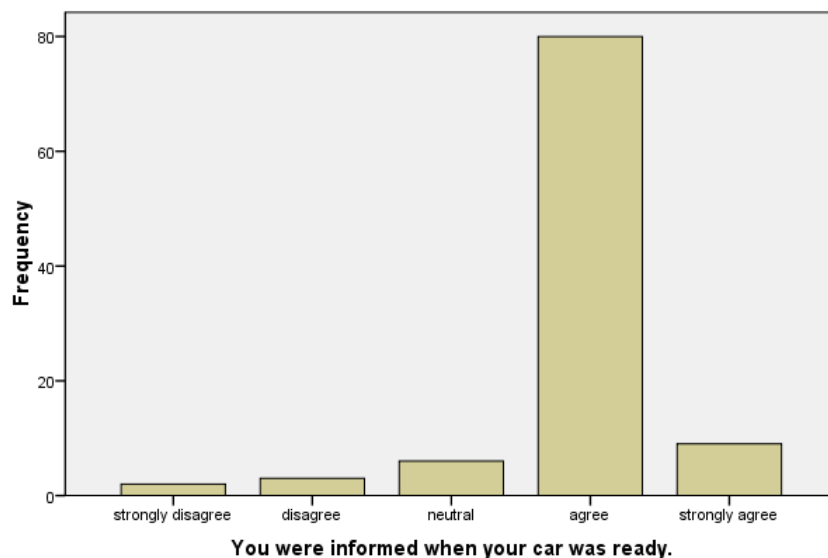
22. You are satisfied by the service provide by company.



Interpretation:

From the given table and chart says that,22% of the respondents are strongly agree to the statement that the customers are satisfied with the company service,18% of the respondents are agree to the statement,46% of the respondents are neutral to the statement and 14% of the respondents are disagree to the statement.

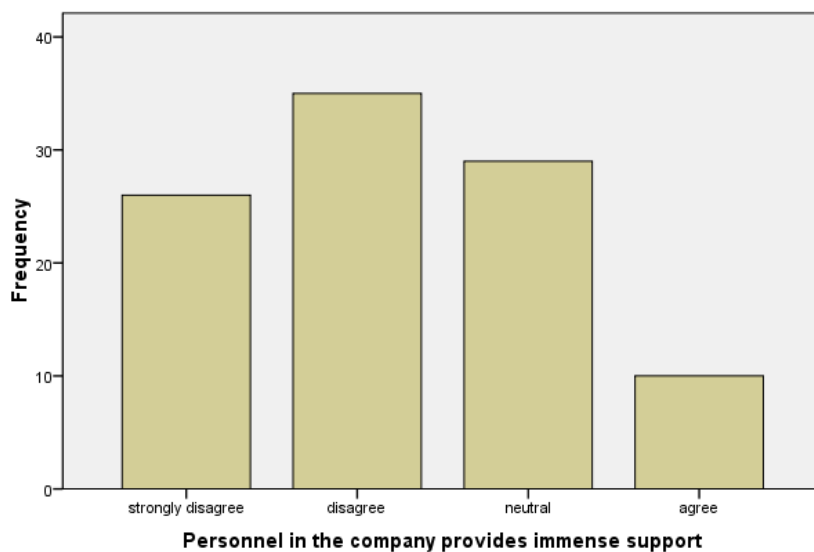
23. You were informed when your car was ready.



Interpretation:

From the given table and chart says that,9% of the respondents are strongly agree to the statement that the customers are informed when the car is ready,80% of the respondents are agree to the statement,6% of the respondents are neutral to the statement,3% of the respondents are disagree to the statement, 2% of the respondents are strongly disagree to the statement.

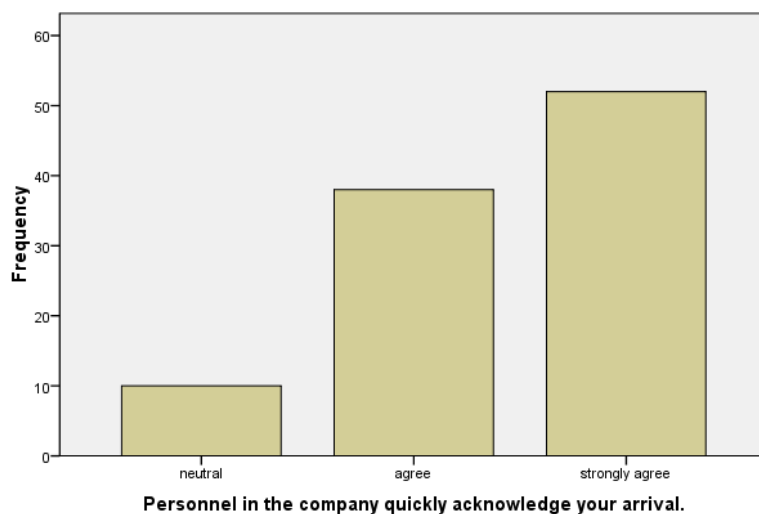
24. Personnel in the company provides immense support



Interpretation:

From the given table and chart it can be said that, 10% of the respondents are agree to the statement that the personnel in the company provide immense support and 29% of the respondents are neutral to the statement and 35% of the respondents are disagree, 26% of the respondents to the statement.

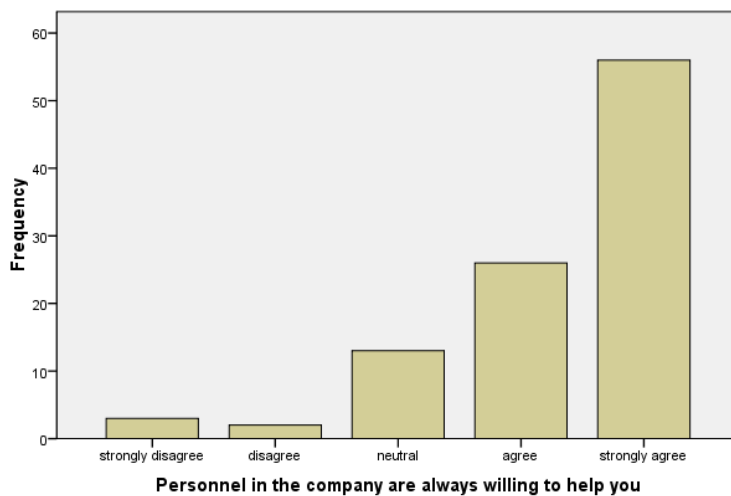
25. Personnel in the company quickly acknowledge your arrival.



Interpretation:

From the given table and chart it can be said that, 52% of the respondents are strongly agree to the statement that the personnel in the company quickly acknowledge their arrival and 38% of the respondents are agree to the statement and 10% of the respondents are neutral to the statement.

26. Personnel in the company are always willing to help you



Interpretation:

From the given table and chart says that 56% of the respondents are strongly agree to the statement that the personnel in the company are always willing to help customers, 26% of the respondents are agree to the statement, 13% of the respondents are neutral to the statement, 2% of the respondents are disagree to the statement, 3% of the respondents are strongly disagree to the statement.

V. Findings

Out of five SERVQUAL dimensions

- First important factor is Reliability with mean value of 4.33.
- Tangibles are the second important factor with the mean value 4.16.
- Responsiveness stands third which is having mean value of 4.10.
- Assurance is four important factor with the mean value of 3.71
- Empathy is the least important factor with the mean value 2.88.

The most satisfactory criteria for the services provided by President motor includes

- Physical facilities with services 4.79.
- The company using modern looking equipment to provide service 4.71.
- When the company promises to do something by certain time it does so 4.68.
- The company gets things right at first time 4.52.
- Materials associated with services 4.48.
- Personnel in the company quickly acknowledge your arrival 4.42.
- You feel safe 4.40.
- The company always willing to help you 4.30.

The most dissatisfactory criteria provided by President motor includes.

- The company operating hours convenient to its entire customer 2.71.
- The quality of service justifying it's affordability 2.69.
- The company focuses on individual attention 2.71

- The personnel in the company provide immense support 2.23.
- The company understands your specific needs 2.61.

VI. Conclusion

Customer satisfaction is a result after sales service provided by President Motors. The aim of study was to analyse 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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