



Customer satisfaction towards after sales services of Maruti Suzuki in Bardoli region

Prinsa Maheshbhai Patel¹, Denisha Hasmukhbhai Patel²

¹ Teaching Assistant, B.V. Patel Institute of Management, Uka Tarsadia University, Maliba Campus, Bardoli, Gujarat, India

² Student of BBA, B.V. Patel Institute of Management, Uka Tarsadia University, Maliba Campus, Bardoli, Gujarat, India

Abstract

Customer satisfaction is a strategic goal of any organization: since a satisfied customer is the core concern of any organisation, they pay close attention to the factors that influence customers' satisfaction. The aim of the study is to know Customer Satisfaction towards After Sales Services of Maruti Suzuki in Bardoli Region. After sales service is one of the important factor that influence customer satisfaction in case of durable goods. After sales service is needed to prevent dissatisfaction, frustration and ill will among present customers against the product and its manufacturers. Research Methodology, Here according to research topic I have selected Descriptive research design. Because in this research it studies various factors that have affect to purchase of Maruti Suzuki Car at Kataria Automobiles This study entitled Customer Satisfaction towards After Sales Service is a micro level study attempting to focus on After Sales Service in automobile industry in Bardoli. This study basically focuses on after sales service offered by "Kataria Automobiles". This study has considered different aspects of after sales service that has impact on customer satisfaction. In this paper a field survey has been conducted to study customer satisfaction regarding different aspects of after sales service offered by "Kataria Automobiles" Service Centre, Bardoli. The data required for study is collected through a structural questionnaire. It includes opinion of customers on procedure of taking appointment, time consumption for servicing, opinion about service staff, cost of servicing etc.

Keywords: customer satisfaction, after sales service, maruti suzuki, automobiles

Introduction

Customer Satisfaction is a measure of how products and services supplied by company meet or surpass customer expectations. Customer satisfaction is basically a judgment levied by the client when the service has been procured and consumed. It is basically a customer's "fulfilment" response. This response may include over fulfilment or under fulfilment. Customer satisfaction refers to the emotional response that folks feel when creating a buying deal from an organization. The additional positive the extent of client satisfaction, the additional probably the empor is to return back and obtain once again and to advocate that company to others an agency are looking for what the seller has to offer. Satisfaction of buyer depends on the product or service performance in relation to buyers expectations. In general, satisfaction could be a person's feelings of enjoyment or disappointment, ensuing from examination merchandise perceived performance in relevancy to his or her expectations. If the performance falls in need of expectations, the client is disgruntled. If the performance matches the expectations, the client is happy. If the performance exceeds expectations, the customer is highly satisfied or delighted (Philip Kotler, 2003). Marketers have discovered that it is usually additional profitable to keep up existing customers than to switch them with new customers. Retaining current customers needed that they be happy with their purchase and use of the merchandise. Therefore, customers' satisfaction is could be a major concern of marketers. Almost all consumer durable goods need post sales servicing. After sales service is an important aspect of a marketing transaction. Such service covers repairs, spare parts and smooth maintenance at lower charges after the

product has been sold and being used. The need for such services arises to forestall discontentment, frustration and ill will among customers against the manufacturer's product (Memoria C. B, Suri R. k & Memoria Satish, 2006). Market Research emphasizes the importance of after sales service for marketing of costly and durable goods. If company provides prompt and effective after sales service than the buyer takes decision to purchase that product. After Sales Service is common for costly and durable goods such as electrical appliances, refrigerators, coolers, TV sets, computers, Washing machines, Automobiles and other costly domestic appliances. In today's competitive market, makers ought to take into account when sales service as a crucial variable of Product-Mix. Company which provides prompt and efficient after sales service will have upper hand over its competitors. Better service will create company's image and reputation. Prompt After sales service gives word of mouth publicity. SERVICE: Upholding the Maruti Suzuki tradition of providing the 'best in class' service support to customers. Our service departments boast of state of the art workshop infrastructure, Trained and experienced echnical. An efficient customer handling process thereby providing a speedy and efficient service to our customers. Q – Service: An assurance of Quick Service by Qualified manpower and inbuilt. Quality products for a joyful ownership experience. QUICK Vehicle Service: All you have to do is take an appointment and enjoy the experience. Features: Complete periodic maintenance service and select additional jobs within 60 minutes*. Observe work in progress. Specially trained professionals. Benefits: While you wait conveniences. Include body wash and vacuum cleaning.

Literature Review

1) Rajesh Amonkar (10 Oct 2016): Customer Satisfaction Towards After Sales Service. To study the Customer satisfaction towards after sales services of the selected unit. The research was based on primary data and secondary data sample are randomly selected. The analyzed data was presented using descriptive statistics from the study after sales services is an important aspect of marketing of durable products. Customer satisfaction level of influenced not only quality of actual product delivered but also by quality of after sales service offered by company dealer.

2) Ramesh Sardar (2012): Brand preference of Passenger Cars in Aurangabad District. On his article “Brand Preference of Passenger Cars in Aurangabad District” detailed that the analysis of marketing, a consumer behavior and brand preference of passenger car is carried out in Aurangabad district of Maharashtra state. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants in the growth and survival of firms. It reaches distinct conclusions. The article illustrates the analysis and interpretation of data. My understanding and finding is that of the study will be for general public as even the marketers and dealers can understand the scale reflective complete preference of passenger cars and impact of these factors on client satisfaction.

3) M.van Birgelen, K.de Ruyter, A.de Jong and M.wetzels (Dec 2001): Customer evaluation of after sales service contact modes: An empirical analysis of national culture’s consequences. These papers examine the interaction between perceived service performance and national cultural characteristics within the formation of client satisfaction for three forms of when sales service contact modes. The result recommend that, in contrast to the traditional face to face service encounter, the perceived quality satisfaction relationship is particularly moderated by national culture in case of after sales service contact mode mediated by technology.

4) Mohd R Shaharudin, Khaizir J yusof, Shamsul: The factors affecting customer satisfaction in after sales service. Studied about the discoveries on the factors affecting customer satisfaction in after sales service. It helps to increase the understanding on the factors that will exist and its influence towards customer satisfaction, an important element in retaining a profitable business relationship with the customer. After- sales service which is a part of customer relationship management helps to enhance a customer loyalty. To date, there are terribly very minimum studies that were conducted by taking into thought the after- sales service in business organizations particularly the electronic industry in Malaysia. Therefore from the info conferred during this study, it can be expected that the findings can benefit both industrial and academican by giving a new source of ideas and information. To investigate the effects of delivery on customer satisfaction, to investigate the effects of installation on customer satisfaction and to investigate the effects of warranty on customer satisfaction.

5) Dr Mrs. J Jelsy Joseph and T Hemalatha (2007): Customer Relationship Management in passenger car industry. Their study” Client Relationship Management in carriage business “argues that after- sales services not solely facilitate in corporation returning near to the client and build believability for his or her service and commitment towards the customer but also help improve mouth publicity and good will generated from such customer oriented efforts. It also reveals that the firms improve their market share and interact with consumer to maintain relationship. A customer acquisition and relations have become the most important terms in sales.

Research Methodology

Primary Objective: “To identify and evaluate the consumer satisfaction level towards after sales services provide by Kataria Automobiles Bardoli.”

Secondary Objective: To find out customer expectation regarding after sales services at Kataria Automobiles. To know whether existing buyers would advise their friends and relative to by Maruti Suzuki Car from Kataria.

Methodology, Here according to research topic I have selected Descriptive research design. Because in this research it studies various factors that have affect to purchase of Maruti Suzuki Car at Kataria Automobiles.

Questionnaire Method: Primary Data is collected by surveying the respondent personally, I have used both the Close & Open ended Question, where the researcher is free to answer in their own words too.

Research Instrument: Questionnaire was as instrument in survey for the primary data collection. I had to asked question or research topic survey; there are 19 questions in questionnaire.

Analysis

Rating of customer satisfaction towards Kataria automobiles?

Courtesy& Friendliness during delivery

Interpretation: 37% of the respondents are highly satisfied with the services that are provided by kataria automobiles, 36% of respondents are satisfied with the services provided by kataria automobiles, 17% of respondents are neutral with the services provided by kataria automobiles, 5% respondent are highly dissatisfied and 5% respondents are dissatisfied with the services provided by kataria automobiles.

Table 1: One-Sample Test

Test Value = 0						
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q1	18.739	99	.000	2.060	1.84	2.28

H0: Courtesy & friendliness during delivery is the rating which is not mostly liked by the customer satisfaction towards kataria automobile.

H1: Courtesy & friendliness during delivery is the rating which is mostly liked by the customer satisfaction towards kataria automobile.

Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Courtesy & friendliness during delivery is the rating which is mostly liked by the customer satisfaction towards kataria automobiles.

Facility provided to you by kataria automobiles

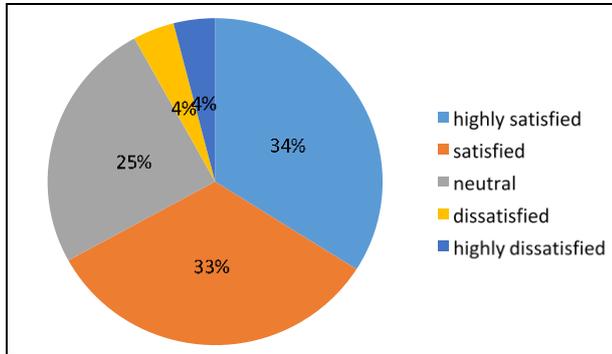


Fig 1

Interpretation: 34% respondents are highly satisfied, 33% respondents are satisfied, 25% respondents are neutral with the facility provided by kataria, 4% of respondent are highly dissatisfied with the facility provided by kataria and 4% respondents are dissatisfied.

Table 2: One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q2	19.832	99	.000	2.100	1.89	2.31

H0: Facility provided to you is the rating which is not mostly liked by the customer satisfaction towards kataria automobile.

H1: Facility provided to you is the rating which is mostly liked by the customer satisfaction towards kataria automobile.

Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Facility Provided To You is the rating which is mostly liked by the customer satisfaction towards kataria automobile.

Paying attention towards your suggestions and complaints

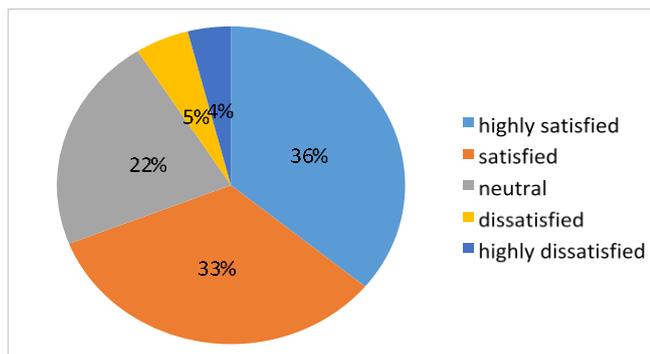


Fig 2

Interpretation: It was found that 36% respondents are highly satisfied, 33% respondents are satisfied, 22% respondents are neutral, 5% respondent is highly dissatisfied and 4% respondents are dissatisfied.

Table 3: One- sample Test

	Test Value=0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q3	19.154	99	.000	2.100	1.88	2.32

H0: Paying attention towards your suggestion and complaint is the rating which is not mostly liked by the customer satisfaction towards kataria automobile.

H1: Paying attention towards your suggestion and complaint is the rating which is mostly liked by the customer satisfaction towards kataria automobile.

Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Paying attention towards your suggestions and complaint is the rating which is mostly liked by the customer satisfaction towards kataria automobile.

Availability of spare parts

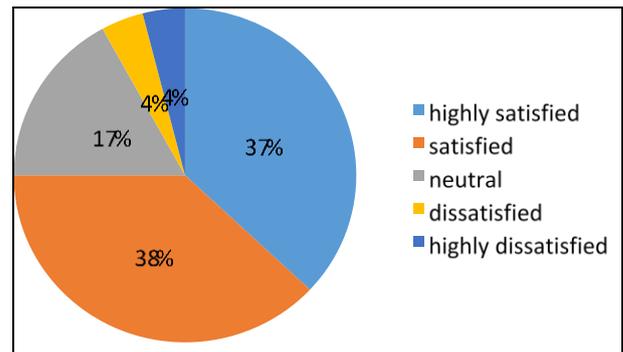


Fig 3

Interpretation: It was found that 37% respondents are highly satisfied, 35% respondents are satisfied, 17% respondents are neutral, 4% respondent is highly dissatisfied and 4% respondents are dissatisfied.

Table 4: One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q4	18.957	99	.000	1.950	1.75	2.15

H0: Availability of spare parts at particular time is the rating which is not mostly liked by the customer satisfaction towards kataria automobile.

H1: Availability of spare parts at particular time is the rating which is mostly liked by the customer satisfaction towards kataria automobile.

Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Availability of spare parts at particular time is the rating which is mostly liked by the customer satisfaction towards kataria automobiles.

24*7 breakdown assistance

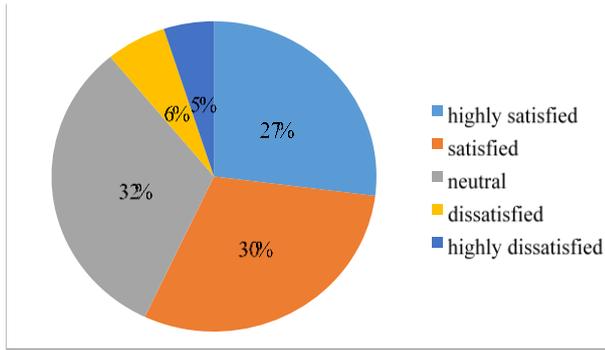


Fig 4

Interpretation: Found that 27% respondents are highly satisfied, 30% respondents are satisfied, 32% respondents are neutral, 6% respondents are highly dissatisfied and 5% respondents are dissatisfied.

Table 5: One-Sample Test

Test Value = 0						
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q5	21.279	99	.000	2.350	2.13	2.57

H0: 24x7 breakdown assistance is the rating which is not mostly liked by the customer satisfaction towards kataria automobile.

H1: 24x7 breakdown assistance is the rating which is mostly liked by the customer satisfaction towards kataria automobile.

Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means 24x7 breakdown assistance is the rating which is mostly liked by the customer satisfaction towards kataria automobile.

Conclusion

The study was conducted with an objective to find out the customer satisfaction after sales services at kataria automobiles. As the company have many employees to look after all the customer and take care of the entire thing regarding their services and they want that the customer should be satisfied so that they will come to them again. For Kataria customer is at center they think if the customers are not satisfied their business is nothing. Customers are satisfied and they recommend others to get service from the Kataria Automobiles.

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