



A Study on Service Quality at HERO Motocorp Service Centre at Shubham Motors, Kamrej

Shehnaz Sheikh¹, Dr. Manisha Surti²

¹Student, B. V. Patel institute of management, Uka Tarsadia university, Mahuva Bardoli, Gujarat, India

²Assistant professor, B. V. Patel institute of management, Uka Tarsadia University, Mahuva, Bardoli, Gujarat, India

Abstract

The service being intangible in nature is majorly based on consumer experience and what they have perceived throughout, in order to measure the quality of the service in order to stay relevant in context to the standards of the service industry the parameters and dimensions are required to be analysed to know how par is one's service quality is. This article is an attempt to analyse five dimensions of SERVQUAL model of service quality in district of Surat, Gujarat mainly in Kamrej, Kadodara and small rural areas nearby. The demographic characteristics has been represented to give insight about what are the different expectation levels and affect of these dimensions are on different demographic characteristics chosen here. Frequency statistics has been used to count the number of times that each variable occurs. This study emphasises on the impact of SERVQUAL dimensions on the consumer experience and service quality at Hero Motocorp.

Keywords: service quality, consumer satisfaction, perception, consumer experience

Introduction

There are a number of different "definitions" as to what is meant by services quality. In its simplest form service quality is a product of the effort that every member of the organization invests in satisfying customers. In its broadest sense service quality is defined as superiority or excellence as perceived by the customer. Service quality a critical component of customer perception will be the dominant element in customer evaluation. In cases where customer service or services are offered in combination with a physical product, service quality may also be very critical in determining customer satisfaction. Customers judge their quality of service on their perception of the technical outcome and how was the outcome delivered. For example, a legal service client will judge the quality of outcome, or how the court case was delivered, and also the quality of the process. Process quality also includes such things as lawyer's timeliness, the responsiveness in returning phone calls, his empathy for the client, his courtesy and interviewing skills. Similarly, a restaurant customer will judge the service on customer's perception of the meals (technical outcome quality) and on how the meal was served and on how the employees interacted with customers (process quality). Some researchers found that customers consider following five dimensions in their assessment of service quality: Tangibility, Reliability, Responsiveness, Assurance and Empathy. (mbakol.com)

A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive. Evidence from empirical studies suggests that improved service quality increases profitability and long-term economic competitiveness. Improvements to service quality may be achieved by improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance measure.

'A Study on Service Quality at Hero Motocorp' given the topic it can be said that customer is one of the key factors of any organization's success. No organization can succeed without providing a certain level of standard quality service to its customers. However, it is not easy for the organizations to be successful in making individual satisfied because people vary with their expectations for the service. The customer satisfaction is the orientation of the industry towards his work role, which is providing service in context to the standard set in the given service industry. The organization will only thrive and survive when its customers are satisfied.

In context to the above discussion, this study focuses on customer perception, expectation and behaviour of the customers regarding a particular service industry or service in general. Parameter regarding overall satisfaction has been measured in order to understand the correlation and relevancy of Service Quality on consumer satisfaction.

Objective of the study

The objective of the present study aims to study the service quality. Also, to measure the inter dependency amongst various dimensions. Research related to gap between expectation and perception mean will help to understand the service quality being provided.

Literature Review

Many studies have been conducted in the field of Service industry regarding various dimensions of service quality and expected v/s perceived service quality. Parasuraman *et al.* [3] defined service quality as the discrepancy between consumers' perceptions of services offered by a particular industry and their expectations about industries offering such services. If perception of service is below the expectation of service then customers judge's quality as low and if perception of service is equator above the expectation of service then customers judges quality as high. Service being intangible in nature is majorly based on customer's

experience and what they perceived out of it. Vijaykanth Urs *et al.* [9] defined service quality as the consumers’ overall impression of the relative inferiority/superiority of the organization and its services. Therefore, service quality is a key for survival to all service providing companies. With service, companies not only retain their existing customers but increase chances of getting and attracting new customers. Jhanshahi *et al.* [11] stated that customer satisfaction has been defined in various ways, but the conceptualization that has achieved the widest acceptance is that customer satisfaction is a post choice evaluative judgment of a specific transaction. They also identified three general components of customer satisfaction: customer satisfaction is a response; the response pertains to a particular focus and the response occurs at a particular time. Vijaykanth Urs *et al.* [9] defined customer satisfaction as an individuals’ reaction in the form of sequence of an information processing, valuation of the degree to fulfil the functions which a good service should possess. It also includes the feeling of happiness or joy of matching the expectation and having pleasure while consuming the service.

Research Methodology

For carrying the service the primary data was collected of 150 respondents through questionnaire. For the research, 150 respondents were chosen convenient sampling method with six demographic parameters called gender, age, service consumption year, occupation, geographical location and income status. Given that different perspective were came across during the research process about the different dimensions of service quality. In that the SERQUAL model was used to measure the different aspects and dimensions of service called Tangibility, Reliability, Responsiveness, Assurance and Empathy. Additional question regarding Overall Satisfaction were asked to study the effect of service quality on satisfaction level of the customers.

Description of the variable

In the previous study it has been found that customers

Result & analysis

Krushkal Wallis Test

consider following five dimensions in their assessment of service quality: Tangibility, Reliability, Responsiveness, Assurance and Empathy.

Adele Berndt (2009) explains these five dimensions with respect to automobile service centre 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 to 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.

Also the comparison between the expected and perceived score between the variables has been done. Service quality (SQ), in its contemporary conceptualisation, is a comparison of perceived expectations (E) of a service with perceived performance (P), giving rise to the equation $SQ=PE$. This conceptualisation of service quality has its origins in the expectancydisconfirmation paradigm. A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive. Evidence from empirical studies suggests that improved service quality increases profitability and long term economic competitiveness. Improvements to service quality may be achieved by improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance measure.

Table 1: Geographical Location with Tangible dimension variables:

	Location	N	Mean Rank	df	Associated Significance	Remark
Service area is clean	Rural	130	75.85	2	.896	Accepted
	Semi Urban	12	75.75			
	Urban	8	69.50			
	Total	150				
The equipments used are up-to-date.	Rural	130	73.92	2	.262	Accepted
	Semi Urban	12	79.50			
	Urban	8	95.13			
	Total	150				
Employees are neat in appearance.	Rural	130	80.42	2	.000	Rejected
	Semi Urban	12	43.50			
	Urban	8	43.50			
	Total	150				
Hero provides detail information of the service being provided.	Rural	130	80.42	2	.180	Accepted
	Semi Urban	12	43.50			

The Appearance of physical facilities are consistent with the type service industry.	Urban	8	43.50	2	.139	Accepted
	Total	150				
	Rural	130	77.23			
	Semi Urban	12	66.75			
	Urban	8	60.50			
Total	150					

Interpretation

From the above table it can be interpreted that there is significant relation between geographical Location and

Respondents’ view regarding Tangible Dimension variable of Service quality with the statement:” Employees are neat in appearance.”

Table 2: Geographical Location with Reliability dimension variables:

	Location	N	Mean Rank	Df	Associated Significance	Remark
Hero provides services at the promised time.	Rural	130	78.12	2	.035	Rejected
	Semi Urban	12	58.50			
	Urban	8	58.50			
	Total	150				
I can reach Hero whenever any problem occurs.	Rural	130	74.35	2	.280	Accepted
	Semi Urban	12	83			
	Urban	8	83			
	Total	150				
The firm meets their promised time-frames for response.	Rural	130	73.88	2	.155	Accepted
	Semi Urban	12	86			
	Urban	8	86			
	Total	150				
They keep accurate record of the data.	Rural	130	78.35	2	.023	Rejected
	Semi Urban	12	57			
	Urban	8	57			
	Total	150				
They never overcharge for the service provided.	Rural	130	75.15	2	.694	Accepted
	Semi Urban	12	75.29			
	Urban	8	81.50			
	Total	150				

Interpretation

From the above table it can be interpreted that there is significant relation between geographical Location and Respondents’ view regarding Reliability Dimension variable

of Service quality with the statement:” They keep accurate record of the data.” And “Hero provides services at the promised time.”

Table 3: Geographical Location with Responsiveness dimension variables:

	Location	N	Mean Rank	df	Associated Significance	Remark
Employees always willingly help their customers.	Rural	130	77.73	2	.167	Accepted
	Semi Urban	12	62.25			
	Urban	8	59.13			
	Total	150				
Employees of hero always gives prompt services.	Rural	130	78.62	2	.022	Rejected
	Semi Urban	12	82.75			
	Urban	8	73.38			
	Total	150				
Employees take Immediate action when I make a complaint.	Rural	130	77.10	2	.760	Accepted
	Semi Urban	12	63.83			
	Urban	8	66.94			
	Total	150				
Employees are never too busy to respond to my request.	Rural	130	79.77	2	.408	Accepted
	Semi Urban	12	50.21			
	Urban	8	44			
	Total	150				
They have always delivered the service on promised time.	Rural	130		2	.002	Rejected
	Semi Urban	12				
	Urban	8				
	Total	150				

Interpretation

From the above table it can be interpreted that there is significant relation between geographical Location and

Respondents’ view regarding Responsiveness Dimension variable of Service quality with the statement:” Employees of hero always gives prompt services.” And “They have

always delivered the service on promised time.”

Table 4: Geographical Location with Assurance dimension variables:

	Location	N	Mean Rank	df	Associated Significance	Remark
Employees of hero are knowledgeable about product & services	Rural	130	78.42	2	.038	Rejected
	Semi Urban	12	57.75			
	Urban	8	54.63			
	Total	150				
Employees are able to solve my problem with satisfaction.	Rural	130	76.19	2	.711	Accepted
	Semi Urban	12	67.25			
	Urban	8	76.63			
	Total	150				
Employees always greet me with a smile.	Rural	130	78.12	2	.035	Rejected
	Semi Urban	12	58.50			
	Urban	8	58.50			
	Total	150				
The behavior of hero employee instils confidence in me.	Rural	130	76.81	2	.094	Accepted
	Semi Urban	12	54.50			
	Urban	8	85.75			
	Total	150				

Interpretation

From the above table it can be interpreted that there is significant relation between geographical Location and Respondents’ view regarding Assurance Dimension variable

of Service quality with the statement:” Employees always greet me with a smile.” And “Employees of hero are knowledgeable about product & services”

Table 5: Geographical Location with Empathy dimension variables:

	Location	N	Mean Rank	df	Associated Significance	Remark
Employees listen carefully to my needs.	Rural	130	76.65	2	.285	Accepted
	Semi Urban	12	59.33			
	Urban	8	81.06			
	Total	150				
Employees gives me individual attention.	Rural	130	74.78	2	.705	Accepted
	Semi Urban	12	83.88			
	Urban	8	74.56			
	Total	150				
The operating hours are convenient.	Rural	130	74.55	2	.618	Accepted
	Semi Urban	12	85.38			
	Urban	8	76.06			
	Total	150				
Employees understand my specific needs	Rural	130	75.77	2	.911	Accepted
	Semi Urban	12	76.25			
	Urban	8	70			
	Total	150				

Interpretation

From the above table it can be interpreted that there is significant relation between geographical Location and

Respondents’ view regarding Empathy Dimension variable of Service quality.

Table 6: Geographical Location with Overall Satisfaction dimension variables:

	Location	N	Mean Rank	df	Associated Significance	Remark
Quality of services	Rural	130	77.42	2	.269	Accepted
	Semi Urban	12	64.25			
	Urban	8	61.13			
	Total	150				
Process of problem getting solved	Rural	130	75.88	2	.498	Accepted
	Semi Urban	12	65.50			
	Urban	8	84.25			
	Total	150				
Quality of consumer Service representative	Rural	130	72.85	2	.058	Accepted
	Semi Urban	12	99			
	Urban	8	83.38			
	Total	150				
Time taken by customer service representative to solve my problem.	Rural	130	73.77	2	.144	Accepted
	Semi Urban	12	79.25			

Knowledge of customer service representative	Urban	8	98	2	.432	Accepted
	Total	150				
	Rural	130	75.23			
	Semi Urban	12	86			
Wait time for my question to be answered.	Urban	8	64.13	2	.918	Accepted
	Total	150				
	Rural	130	76.81			
	Semi Urban	12	62			
Overall satisfaction	Urban	8	74.50	2	.426	Accepted
	Total	150				
	Rural	130	76.81			
	Semi Urban	12	62			

Interpretation

From the above table it can be interpreted that there is no significant relation between geographical Location and Respondents’ view regarding Overall Satisfaction Dimension variable of Service quality.

Servqual Score

The tables below show the gap between customer’s expectation and perception of service quality being offered

at Service centre of Hero Motocorp.
Conditions:

- Any service attribute value below 3.00 (hypothesized mean) indicates poor service quality.
- Any service attribute value above 3.00 (hypothesized mean) indicates good service quality.
- Any service attribute value equals to 3.00 (hypothesized mean) indicates neutral service quality.

Table 7

Dimensions	Expected Mean Score (E)	Perception Mean Score (P)	Gap Score (P-E)	Quality
Clean service area	3.00	4.5800	1.58	Good
Up to date equipments	3.00	4.6133	1.61	Good
Neat Appearance of employees	3.00	4.4267	1.43	Good
Detailed information of service	3.00	4.2000	1.2	Good

Table 8

Provides service at promised time	3.00	4.8533	1.85	Good
Always approachable when problem occurs	3.00	4.2267	1.23	Good
Meets their promised time frame for response	3.00	4.900	1.9	Good
Keeps accurate record of data	3.00	4.86	1.86	Good
Never overcharge for the service provided	3.00	4.2467	1.25	Good
Never overcharge for the service provided	3.00	4.9133	1.91	Good
Always willingly to help customers	3.00	4.5933	4.59	Good
Always gives prompt service	3.00	4.6200	1.62	Good
Takes immediate action whenever a customer complains	3.00	4.6533	1.65	Good
Never too busy to respond	3.00	4.4867	1.49	Good
Always deliver service on promised time	3.00	4.4200	1.42	Good
Employees are knowledgeable about the product and service	3.00	4.6533	1.65	Good
Always greets with a smile	3.00	4.3600	1.36	Good
	3.00	4.2267	1.23	Good
Employees listen carefully to the needs of customer	3.00	4.6133	1.61	Good
Behaviour of employees instils confidence in customer	3.00	4.5533	1.55	Good
Gives individual attention to customers	3.00	4.6333	1.63	Good
Operating hours are convenient	3.00	4.6133	1.61	Good
Employees understands specific needs of the customer	3.00	4.5733	1.57	Good
Quality of service	3.00	4.5667	1.57	Good
Process of problem solving	3.00	4.6333	1.63	Good
Quality of customer service representative	3.00	4.5200	1.52	Good
Time consumption by customer service	3.00	4.7000	1.7	Good
Knowledge of customer service representative	3.00	4.5267	1.53	Good
Waiting time for the question to be answered	3.00	4.5667	1.57	Good
Overall Satisfaction	3.00	3.5133	.5133	Good

As it can be interpreted from the above table that in all the dimensions of the service quality i.e. Tangibility, Reliability, Responsiveness, Assurance and Empathy has met the expected mean score of the consumers and excels each of them.

Also the overall satisfaction criteria on the basis of provided service it is evident that the customers are satisfied with the behaviour of staff, service quality and accessibility to the choice for their expected service.

Conclusion

The aim of research project was to study the service quality, both expected attributes and perceived attributes. The overall service quality of Hero Motocorp is Good and meets the two ends for most of the parts. The five dimensions of SERVQUAL: Tangibility, Reliability, Responsiveness, Assurance and Empathy along with the Overall Satisfaction criteria meet the customer expectations expect a few which demands more or less. Krushkal Wallis test is used for comparing two or more independent samples of equal or different sample sizes. And here while applying it on the demographic variable and dimensions of SERVQUAL model, it was evident that different variable had its on impact and significant relationship or vice versa depending upon the dimension given. For ex: The Age group had no significant relationship with Tangible dimension but there was significant relationship between Service Consumption Years with the Reliability dimension. On the other hand as shown in the research paper, geographical location holds different significance in regards to its correlation with SERQUAL dimension, objectives of the research were fulfilled and can be concluded as a whole that The Hero Motocorp precisely focuses on customer retention by providing them what they demands and need. The only probable limitation to this study can be the lack of diverse answer as the literacy rate is not that high in rural area, where majority of the respondents were from.

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