



To study the impact on Customer Satisfaction = Customer Perception of Service Received – Customer Expectation of Customer Service

Prinsa Maheshbhai Patel¹, Milan Parshottambhai Patel²

¹ Teaching Assistant, BV Patel Institute of BMC & IT Uka Tarsadia University, Maliba Campus, Bardoli, Gujrat, India

² Student of BBA, BV Patel Institute of BMC & IT Uka Tarsadia University, Maliba Campus, Bardoli, Gujrat, India

Abstract

Introduction: Customer satisfaction can be understood to be the difference between customers' expectation before consumption and realization after consumption of product or service. Customers will be satisfied if the product or service is above their demand or expectation. Customer is one of the driving forces behind every company or business. Being able to make your customers satisfied is an essential tool for the success of your business. It is for this reason that, managements of organizations are so focused on how to keep their customers satisfied stipulated that, the term customer satisfaction is complicated to define. Customers' expectations are ever increasing making it difficult for companies to give a clear defined path to satisfy these customers. Companies that can get this right path are most likely to be successful. Customer satisfaction is complicated because certain products or services can leave one customer satisfied while another customer is left unsatisfied. To better maximize the satisfaction level of customers, it is important to pay more attention on the factors that influence customer satisfaction. Comprehensive understanding of customer satisfaction is a vital step towards maintaining customer satisfaction to services of the company.

Method: for collecting these data hear used primary data. It is questionnaire based study which is circulate among 25 respondents.

Result: Research resulted that, 30% respondents got aware about the company through references, 20% respondents got aware through trade fairs and magazine, 15% respondents got aware through newspapers, 10% respondents got aware through advertising and rest 5% through sales person.

Conclusion: From the research it can be concluded that the customers are satisfied with the products offered by Acey Engineering Pvt. Ltd with respect to the quality, material, product life, packaging or price. Even the service provided by the company has satisfied most of its customers. Looking to the overall performance of the company, majority of respondents are satisfied. In auto ancillary industry, AEPL has positive response from its customers.

Keywords: customer satisfaction

Introduction

Customer satisfaction can be understood to be the difference between customers' expectation before consumption and realization after consumption of product or service. Customers will be satisfied if the product or service is above their demand or expectation. Customer is one of the driving forces behind every company or business. Being able to make your customers satisfied is an essential tool for the success of your business. It is for this reason that, managements of organizations are so focused on how to keep their customers satisfied stipulated that, the term customer satisfaction is complicated to define. Customers' expectations are ever increasing making it difficult for companies to give a clear defined path to satisfy these customers. Companies that can get this right path are most likely to be successful. Customer satisfaction is complicated because certain products or services can leave one customer satisfied while another customer is left unsatisfied. To better maximize the satisfaction level of customers, it is important to pay more attention on the factors that influence customer satisfaction. Comprehensive understanding of customer satisfaction is a vital step towards maintaining customer satisfaction to services of the company.

1. V. S. Sharma (2018): The relationship between customer satisfaction and customer loyalty in commercial vehicle

industry in India. The objective is to study the customer service aspects to gain insight into the expectations of customers. The sampling method used here is random sampling with N=450. Questionnaire method was used for data collection was used in the research conducted. Findings were that: In dynamic, competitive scenario of commercial vehicle business, customer satisfaction is a necessity for firms' sustainable growth. Dissatisfaction has been the cause of customers to switch.

2. Kamran Khan, Syed Karamatullah Hussainy, Habibullah Kha (2016): Factors affecting Customer Satisfaction on B2B Portals; A study on Chinese Businesses using online portals. The objective for this study was to find out the role of B2B portals in customer satisfaction. The sampling method was random sampling. Questionnaire method was used to collect primary data. Questionnaire method was used to collect the data for research work. The findings were it was noted down that most of Chinese sales personnel's because they do not have expertise to deal with buyers properly. The main barrier was Lang

3. Ernest Emeka Izogo (2015): Service Quality, Customer Satisfaction and Customer Loyalty in Automobile repair services sector. The purpose of this study to explore the dimensional structure of SERVQUAL scale within non-western service setting as well as the impact of service

quality dimensions on customer satisfaction and loyalty. The sampling method used here is random sampling with N=384. The findings were the outcome of indicated that service quality dimensions are significant predictors of satisfaction of customers. The factors like empathy, tangibility, reliability, responsiveness and commitment has significant impact on customer satisfaction.

4. M.C. Vijayakanth, A N Santosh Kumar, a N Hari Rao (November 13 to October 14): Customer Satisfaction Index in Multi Brand Car service centre across Karnataka. The sampling method used here was random sampling with sample size 1000. Questionnaire was used as data collection instrument. The findings were Study found that percentage of satisfiers was more than compared to dissatisfiers. Efforts should be made to concentrate on sustaining satisfiers.

5. Muzammil Hanif, Sehrish Hafez, Adnan Riaz (2010): Factors Affecting Customer Satisfaction. The objective here is to study the factors which affect customer satisfaction. 250 questionnaires were floated among subjects using non probability convenience sampling method. The findings were if brand is fulfilling its promises it would enhance customer satisfaction and create a feeling in customer that he has chosen one of the best brands.

Data Analysis

How you came to know about Acey Engineering Pvt. Ltd.?

Table 1: Product Awareness

		Responses		Percent of Cases
		N	Percent	
\$Awarenes ^s	NP	3	15.0%	20.0%
	TF	4	20.0%	26.7%
	Magazine	4	20.0%	26.7%
	Reference	6	30.0%	40.0%
	Advertising	2	10.0%	13.3%
	SP	1	5.0%	6.7%
Total		20	100.0%	133.3%

From the above table we can interpret that out of all the respondents 3 respondents (15%) got aware of the company through newspaper while 4 respondent (20%) got aware by trade fairs and the rest got aware through different sources (65%).

Comparison: Compared to all other options, the percentage of reference is highest i.e.40%.

The least awareness was created by sales person.

Thus we can interpret that highest awareness was created by References.

From how long you all in business with AEPL?

Table 2: Business with AEPL

Business with AEPL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	3	20.0	20.0	20.0
	1 to 3 years	5	33.3	33.3	53.3
	4 to 6 years	4	26.7	26.7	80.0
	7 to 10 years	3	20.0	20.0	100.0
	Total	15	100.0	100.0	

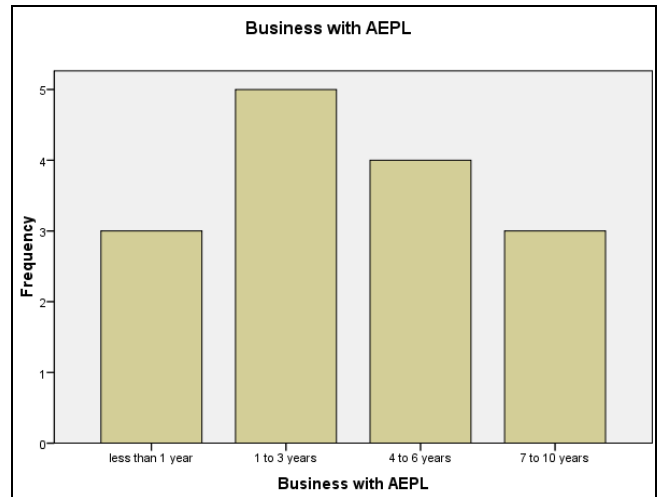


Chart 1: Business with AEPL

With reference to above table we can interpret that majority of respondents i.e. 33% are between 1 to 3 years, and least respondents' i.e.20% is less than 1 year and between 7 to 10 years. Thus we conclude that out of 15 respondents, majority i.e. 5 respondents are in business with the AEPL.

Findings

Research resulted that, 30% respondents got aware about the company through references, 20% respondents got aware through trade fairs and magazine, 15% respondents got aware through newspapers, 10% respondents got aware through advertising and rest 5% through sales person.

According to the study, it can be interpreted that 33.3% respondents are associated with the company since 1 to 3 years, 26.7% respondents are associated since 4 to 6 years, and rest 20% respondents are associated since less than 1 year and 7 to 10 years.

Study interprets that 27.8% respondents purchase clutch cables from AEPL, 22.2% respondents purchase engine stop cables, 16.7% respondents purchase parking cables, and rest 11.1% respondents purchase accelerator cables, push pull cables and speedo meter each from AEPL.

Accelerator Cables

Quality: From the study it can be interpreted out of all the respondents who are purchasing accelerator cables, 6.7% respondents are satisfied and rest 6.75 respondents are dissatisfied.

Material: From the study it can be interpreted that 6.7% respondents have neutral response towards material used in accelerator cables while rest 6.7% are highly satisfied with the material.

Product life cycle: From the study it can be interpreted that all respondents i.e. 2% respondents are satisfied with the product life of accelerator cables.

Packaging: From study it can be interpreted that 6.7% respondents are dissatisfied with the packaging of product while rest 6.7% respondents have neutral response towards product's packaging.

Price: From study it can be interpreted that 6.7% respondents are satisfied with the price of the product while rest 6.7% respondents are highly satisfied with the price of the product.

Parking brake cables

Quality: From the study it can be interpreted that 13.3% respondents are dissatisfied with the quality of product, 6.7% respondents are satisfied with the quality.

Material: From the study it can be interpreted that 13.3% respondents have neutral response towards the material of product, 6.7% respondents are satisfied with the material.

Product life cycle: From the study it can be interpreted that 13.3% respondents are highly dissatisfied with the product life of product, 6.7% respondents have neutral towards the product life of parking break cables.

Packaging: From the study it can be interpreted that 20% respondents are satisfied with the packaging of the product.

Price: From the study it can be interpreted that 13.3% respondents are highly satisfied with the price of the product and 6.7% respondents have neutral response towards price of the product.

Clutch Cables

Quality: From the study it can be interpreted that 6.7% respondents have neutral response and 26.7% respondents are satisfied with the quality of the product.

Material: From the study it can be interpreted that 6.7% respondents are highly satisfied, satisfied, and highly satisfied with the material used in the product.

Product life cycle: From the study it can be interpreted that 13.3% respondents have neutral response and 13.3% respondents are highly satisfied with the product life and 6.7% respondents are satisfied with the product life of clutch cables.

Packaging: From the study it can be interpreted that 6.7% respondents are highly satisfied, 6.7% are dissatisfied and even 6.7% respondents are satisfied with the packaging of the product, 13.3% respondents have neutral response towards the packaging of product.

Price: From the study it can be interpreted that 13.3% respondents are satisfied, 13.3% respondents have neutral response towards the price of the product while rest 6.7% respondents are dissatisfied with the price of the product.

Engine stop cables

Quality: From the study it can be interpreted that 6.7% respondents are dissatisfied, 6.7% respondents have neutral response, 13.3% are satisfied with the quality of the product.

Material: From study it can be interpreted that 13.3% respondents have neutral response towards the material of the product while rest 13.3% respondents are satisfied with the material.

Product life cycle: From the study it can be interpreted that 6.7% respondents are highly dissatisfied with the product life, 6.7% respondents are dissatisfied with the product life of engine stop cables, 6.7% respondents are satisfied while rest 6.7% are highly satisfied.

Packaging: From the study it can be interpreted that 6.7% respondents are highly dissatisfied with the packaging, 6.7% respondents have neutral response towards the product and 13.3% respondents are satisfied with the packaging with the product.

Price: From the study it can be interpreted that 6.7% respondents are highly dissatisfied with the price of the product, 6.7% respondents are highly satisfied with the price of the product and 13.3% respondents are satisfied with the price of the product.

Push Pull Cables

Quality: From the study it can be interpreted that 6.7% respondents are highly satisfied with the quality of the product and rest 6.7% respondents have neutral response towards the quality of the product.

Material: From the study it can be interpreted that 13.3% respondents are satisfied with the material of the product.

Product life cycle: From the study it can be interpreted that 6.7% respondents are highly satisfied with the product life while rest 6.7% respondents have neutral response towards the product life of the product.

Packaging: From the study it can be interpreted that 13.3% respondents are satisfied with the packaging of the product.

Price: From the study it can be interpreted that 13.3% respondents are highly satisfied with the price of the product.

Speedo Meter

Quality: From the study it can be interpreted that 6.7% respondents are highly dissatisfied with the quality of the product while rest 6.7% respondents have neutral response towards the quality.

Material: From the study it can be interpreted that 13.3% respondents have neutral response towards the material of the product.

Product life cycle: From the study it can be interpreted that 13.3% respondents are satisfied with the product life of speedo meter.

Packaging: From the study it can be interpreted that 13.3% respondents are dissatisfied with the packaging of the product.

Price: From the study it can be interpreted that 6.7% respondents are highly satisfied with the price of product, 6.7% respondents are highly dissatisfied with the price of speedo meter.

Service

Delivery period: From the study it can be interpreted that 6.7% respondents are highly dissatisfied with the delivery period, 13.3% respondents are dissatisfied, and 53.3% respondents have neutral response, 20% are satisfied, while 6.7% respondents are highly satisfied with the delivery period offered by AEPL.

Information about new product: From the study it can be interpreted that 13.3% respondents are dissatisfied with the information provided by AEPL about the new product mode, 60% have neutral response, and 6.7% respondents are satisfied while rest 20% are highly satisfied with the information provided by AEPL about new product mode.

Credit Period: From the study it can be interpreted that 13.3% respondents are dissatisfied with the credit period given by AEPL, 46.7% have neutral response, and 33.3% respondents are satisfied while 6.7% respondents are highly satisfied.

Product Placement: From the study it can be interpreted that 6.7% respondents are highly dissatisfied with the

product placement, 13.3% respondents are dissatisfied, 26.7% respondents have neutral response, 46.7% respondents are satisfied while 6.7% respondents are highly satisfied with the product placement.

Engineering assistance: From the study it can be interpreted that 46.7% respondents have neutral response towards the engineering assistance, 13.3% respondents are dissatisfied, 26.7% respondents are satisfied, 13.3% respondents are highly satisfied with the engineering assistance provided by AEPL.

Relation with Customers: From the study it can be interpreted that 6.7% respondents have dissatisfied relation with AEPL, 26.7% respondents have neutral response to the relation the company, 40% respondents have satisfied relationship with the company while 26.7% respondents have highly satisfied relation with the company.

Response to meet requirements: From the study it can be interpreted that 6.7% respondents are dissatisfied, 33.3% respondents have neutral response, 46.7% respondents are satisfied, 13.3% respondents are highly satisfied with the response given by the company to meet the respondent's requirements.

Solving Complaints: From the study it can be interpreted that 6.7% respondents are highly dissatisfied, 6.7% respondents are dissatisfied, 33.3% respondents have neutral response, 33.3% respondents are satisfied with the complaints being solved while rest 20% respondents are highly satisfied with their complaints being solved by the company.

Assistance for product usage: From the study it can be interpreted that 6.7% respondents are dissatisfied, 33.3% respondents have neutral response towards the assistance provided by the company for product usage, 20% respondents are satisfied with the assistance provided to them, 40% respondents are highly satisfied with the assistance provided by company for product usage.

Research interprets that 13.3% respondents doesn't purchase products except AEPL, 46.7% respondents purchase from Suprajit while rest 40% purchase from Remsons.

Research interprets that 13.3% respondents have neutral response to overall satisfaction level with AEPL, 46.7% respondents are satisfied with the company, while rest 20% respondents are highly satisfied with the company.

According to the research, significance value 0.120 is greater than 0.05. Thus, Null hypothesis is failed to reject. Thus outcome is there is no relationship between satisfaction level and number of years company working with AEPL.

According to the research, significance value is 0.520 is greater than 0.05. Thus, Null hypothesis is failed to reject. Thus, outcome is there is no relationship between satisfaction level and annual turnover of the company.

According to the research, significance value is 0.558 is greater than 0.05. Thus, Null hypothesis is failed to reject. Thus outcome is there is no relationship between satisfaction level and number of workers working in a company.

Conclusions

From the research it can be concluded that the customers are satisfied with the products offered by Acey Engineering Pvt. Ltd with respect to the quality, material, product life, packaging or price. Even the service provided by the company has satisfied most of its customers. Looking to the overall performance of the company, majority of respondents are satisfied. In auto ancillary industry, AEPL has positive response from its customers.

Reference

1. Asghar Afshar Jhanshahi MA. Study the effects of Customer Service and Product Quality on customer satisfaction and loyalty. *International Journal of Humanities and Social Science*, 2011, 253-260.
2. Reddy S DB. Customer satisfaction: A comparative study on maruti and tata motors. *International Journal of Interdisciplinary Studies*, 2017 1-24.
3. Dua K. Customer satisfaction with reference to Tata Motor Passenger vehicle. *International Journal of Advanced Research in Management and Social Science*, 2013, 68-83.
4. Izogo EE. Service quality, Customer satisfaction and customer loyalty in Automobile repair service sector. *International Journal of Quality & Reliability Management*, 2015, 250-268.
5. Kamran Khan SK. Factors affecting Customer satisfaction on B2B portals; A study on Chinese Businesses using online portals. *International Journal of Scientific and Research Publications*, 2016, 61-67.
6. Kanina MAS. Service quality and its relationship with customer satisfaction and loyalty in Saudi Arabian Automobile Company. *Global Journal of Management and Business Research*, 2014, 13-21.
7. Kumar R. A study on factor influencing customer preference for purchasing a car with respect to maruti Suzuki in Bhilai- Drug. *Research Journal of Management Science*, 2017, 5-8.
8. Vijayakanth MCAN. Customer Satisfaction Index in Multi Brand car Service centre across karnataka. *Journal of Information, Knowledge and Research in Mechanical Engineering*, 563-569.
9. Ms. M Shanthini Devi, M. S. (2014). Study on customer satisfaction towards Tata Nano car with special reference to Coimbatore City. *Global Research Analysis*, 12-13.
10. Muzammil Hanif, S. H. (2010). Factors affecting customer satisfaction. *International Research Journal of Finance and Economics*, 44-52.
11. Sharma, V. S. (2018). The relationship between customer satisfaction, customer loyalty in commercial vehicle industry in India. *International Journal of Management and International Business*, 11-22.