



## A Study on Consumer Review Regarding Quality Service Provided by Automobile Industry

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### ABSTRACT

Service quality is an essential aspect for any service provider and automobile service industry is no exception. Here customers are very much concerned about after sales service. One service quality measurement model that has been extensively applied is the SERVQUAL model developed by Parasuraman et al. Service quality is defined by various researchers in various ways. The technical quality, functional quality and reputational quality are the components of service quality identified by Gronroos and used SERVQUAL as the most often approach for measuring service quality to compare customers' expectations before a service encounter and their perceptions of the actual service delivered. Service quality is defined by various researchers in various ways.

This project report aims at measurement of current service quality level of Leela Motors in Valsad. 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 103 has been taken.

### Introduction

One service quality measurement model that has been extensively applied is the SERVQUAL model developed by Parasuraman et al. (1988, 1991, 1993, 1994 Zenithal et al., 1990). Service quality is defined by various researchers in various ways. The technical quality, functional quality and reputational quality are the components of service quality identified by Gronroos and used SERVQUAL as the most often approach for measuring service quality to compare customers' expectations before a service encounter and their perceptions of the actual service delivered. The SERVQUAL model has been the predominant method used to measure consumers perceptions of service quality. It has five dimensions or factors. Adele Berndt explains these five dimensions with respect to automobile service centre as follows. Quality measures are "tools that help us measure or quantify health care processes, outcomes, patient perceptions, and organizational structure and/or systems" They may also be called performance measures. Customer satisfaction is a quantitative definition of quality. A firm can measure and validate customer satisfaction through market research methods and tools. Service quality in the SERVQUAL model consists of five dimensions: reliability, responsiveness, assurance, empathy, and tangibles.

### Review of literature

1) S.Keshavarz, S.M.Yazdi, K.Hashemian & A.Meimandipour (October 2007) conducted a study to investigate Measuring Service Quality in the bikes Service Agency. The study highlights the important dimension of service quality from customers perspective in bike 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. It could be concluded that the bike agencies have the gap between the expectation & perception from service quality & agencies have to close the gap.

2) 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 statistical 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.

3) 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 bike 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 non 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.

4)The paper on Service Quality In Motor Vehicle Maintenance & Repair Industry was done by Emmanuel Baffour-Awuah (2018). The main aim of this paper is to collectively unitize studies in the area & the purpose is to make available one-stop document that will guide future researcher. A convenient sampling approach was adopted to select & review 6 journal papers. Chorne batch alha co-efficient is used & ANOVA test is also applied. The study appears to show that SERVEQUL continues to be the most popular assessing the quality of service & also revealed that service quality influences the parameters such as customer satisfaction loyalty.

6)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.

## Research Objective

**Primary objective :** To study the current service quality of Leela Motors.

**Secondary objective :** To identify major satisfaction and dissatisfaction criteria of the service provided by the Leela Motors.

## Research methodology

To study the gap between the Customer Expectation and What Service Customer Receive from Leela Motors, Valsad. In this research study, survey is primary sources of data collection. To measure and analysis the customer opinion and feedback related to the service quality of after sales services which is collected through Questionnaire.

### Hypothesis Development

H0: there is no significance relationship between occupation and acknowelegdement of your arrival.

H1: there is a significance relationship between occupation and acknowelegdement of your arrival.

### Findings of the study

#### Demographic profile

Variable	frequency	percentage
Gender:		
Male	50	48.5
Female	53	51.5
Age:		
15-20	17	16.5
21-30	42	40.8
31-40	13	12.6
41-50	26	25.2
Above 50	4	3.9
Occupation :		
Student	37	35.9
Business	11	10.7
Job	49	47.6
Other	6	5.8
Martial status :		
Married	42	40.8
Unmarried	61	59.2
Educational qualification :		
SSC	3	2.9
HSC	12	11.7
Graduate	53	51.5
Post graduate	32	31.1
Other	3	2.9

From the above chart we can intepret that from 103 respondents 51.5% are female and the rest 48.5% are male. respectively in age wise, 16.5% of respondent belongs to the age group of 15-20, 40.8% of respondent belongs to the age group of 21-30, 12.6% respondent

belongs to the age group of 31-40, 25.2% respondents belongs to the age group of 41-50, the rest 3.9% respondents belongs to the age group of 50 or above. respectively in occupation wise, 35.9% of respondents are student, 10.7% of respondent are into business, 47.6% respondent are doing jobs, and rest 5.8% respondents are others. respectively in Martial status wise, 59.2% of respondents are unmarried, and the rest 40.8% of respondent are married, and in educational qualification wise, 2.9% of respondents are SSC, 11.7% of respondent are HSC, 51.5% respondent are graduate, 31.1% respondents are post graduate and the rest 2.9% are others.

#### Test applied

#### Cross tabulation and Chi-square method

Age \* Please tick the answer based on your perception towards following statements. [When you have a problem, company shows sincere interest in solving it.] Crosstabulation

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.708 <sup>a</sup>	15	.001
Likelihood Ratio	22.769	15	.089
N of Valid Cases	103		

Here, Asymp. Sig value is 0.001 which is lower than 0.05. Therefore, null hypothesis is rejected.

Occupation \* Please tick the answer based on your perception towards following statements. [Personnel in the company quickly acknowledge your arrival. ] Crosstabulation

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.314 <sup>a</sup>	12	.588
Likelihood Ratio	10.714	12	.554
Linear-by-Linear Association	.014	1	.907
N of Valid Cases	103		

Here, Asymp. Sig value is 0.588 which is greater than 0.05. Therefore, null hypothesis is accepted.

## Conclusion

The research study was on the consumers review regarding quality services provided by automobile industry Valsad. Overall findings show that the customers are satisfied with all the products and also the after sales services that they are provided. With the help of the questionnaire the data was analysed. From the data analysed we can interpret that from 103 respondents females are more than males. From the data we can also say that age group of 21-30 are more active and purchase products and services from the automobile industry of Valsad. There is no impact of gender on quality services and its affordability. There is a significance relationship between the age and company's interest in solving problem. And it does affect the service quality. There is no significance relationship between occupation and acknowledgement of your arrival. There is no significance relationship between occupation and acknowledgement of your arrival. There is a significant relationship between age and company's willingness to help customers. There is no relationship between occupation and staff members making people comfortable.

## References

- 1) S.Keshavarz, S.M.Yazdi, K.Hashemian & A.Meimandipour (October 2007) was conducted a study to investigate Measuring Service Quality in the bikes Service Agency.
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- 6) Prof. Pallavi B. Sangode (2011) This research paper is based on the findings of comparative study of service quality of Maruti Suzuki and Hyundai.
- 7) 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.

- 8) **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.
- 9) This study is attempted by **Minwir Al-Shammari, Ahmad Samer Kanina** (November 2014)
- 10) **Sudharani Ravindran and Gayathridevi** (2010) The research is descriptive in nature.
- 11) This study was attempted by **Dr. J. Pandu Rangarao** (January 2013) to evaluate the after sales analysis
- 12) **M.S Prachi Jain, Dr. Vijita S. Agrawal**. This study was conducted to review on service
- 13) **Seyed Mohammad Sadeq Khaksar. et. al.** (2011) have studied the effect of technical and electronic after-sales services on entrepreneurial opportunities.
- 14) **Minwir Al-Shammari & Ahmad Samer Kanina** (2014) have done a study on Service quality & its relationship with customer satisfaction & loyalty in a Saudi Arabian Automobile Company.
- 15) This study is attempted by **Yasin Galip Gencer & Ulas Akkucuk** (December 2016)
- 16) **C. Joseph** (2011) has done research on investigating service qualities dimension in east Europe.
- 17) **Mohd. Talha Khan, R.S. Jadoun** (May 2015) have done study on Evaluation of Service Quality in Automobile Industries Using Servqual Model.
- 18) This study was conducted by **Rajnish Katarne, Jayant negi & Styendra Sharma** to investigate Measurement of service quality of an Automobile service centre.
- 19) This study is conducted by **Ghobadian, Abby; Speller, Simon; Jones, Matthew** on Service Quality Concepts & Models.
- 20) **Jhanshahi, A.A. et al.** (2011) stated that the automotive industry in India one of the largest in the world.
- 21) **Rajesh Amonkar** (October 2016). The paper on Customer satisfaction towards after sales service.
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