



A Research on Customer Satisfaction with Maruti Suzuki Services at Service Center

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ABSTRACT:

This research helps to investigate the customers satisfaction with services provided by the Maruti Suzuki. To understand the level of service quality that clients anticipate. To understand whether satisfying the needs of the client and offering excellent service in a friendly way. To examine the purpose of keeping the services offered even better.

Keywords: Services, Customers satisfaction

Introduction:

In the current competitive environment, businesses constantly work to please their current clientele in order to attract new ones on all fronts. In order to fulfill the expectations of their clientele, businesses must consider every facet of their offerings, including the state of the market, or risk losing out to competitors. The automotive industry is highly competitive, with every company in the sector constantly striving to improve its goods and services. This research looks at the variables, like disposable income, amenities in cars, protection schemes, security standards, funding sources, and new models, that affect a consumer's decision to purchase a. It also considers how the Indian market might develop in the future.

The Customer Care Manager holds a pivotal position as the team leader and coordinator of customer care. He is responsible for the dealership's sales satisfaction index. Every customer is duly followed up with and their feedback is duly recorded, thanks to the efforts of the customer service manager. Also, the grievances from customers are documented and as quickly as possible brought to the desired level of satisfaction. The customer care manager is subordinate to the customer care executives.

Company Profile:

Maruti Suzuki manufactures automobiles. What it produces are experiences driven by creativity, innovation, and a dedication to bringing the finest to Indian roads. The firm has led a movement of change since the launch of the legendary Maruti 800 in 1983, transforming the necessity for driving across a nation into a passion for it.

Nonetheless, with every new generation of Indians, preferences and needs continue to change. Maruti Suzuki has seen this as an inspiration to push the boundaries of conventional automaking rather than a challenge. One such step it has made to ensure its cars seamlessly fulfill new era standards is the integration of design and technology.

Objectives of the study:

- To learn about service centers' client satisfaction rates.
- To enhance the offered services even more.
- To understand the level of service quality that clients anticipate.
- To investigate to fulfill a customer's unmet need.

Methodology:

Sample Design :

The sample design which is used in the study is convenience sampling.

Sample size:

Sample size taken for the study is 100 respondents.

Sources of data:

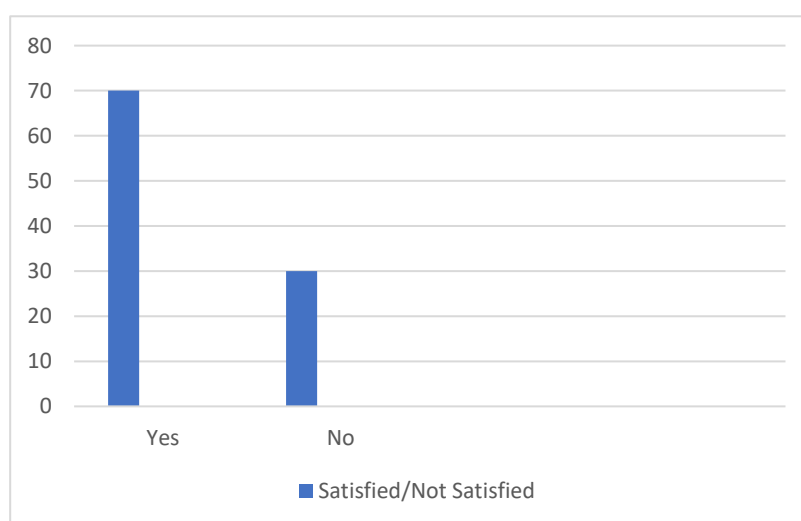
There are two methods used to gather the data:

Primary data: Because the primary data was recently gathered, it has an authentic quality. It was gathered using a questionnaire. When the respondents went to their various show rooms, they received the questionnaires.

Secondary data are those that have previously been gathered by another party. Journals, newspapers, magazines, the internet, etc. are its primary sources.

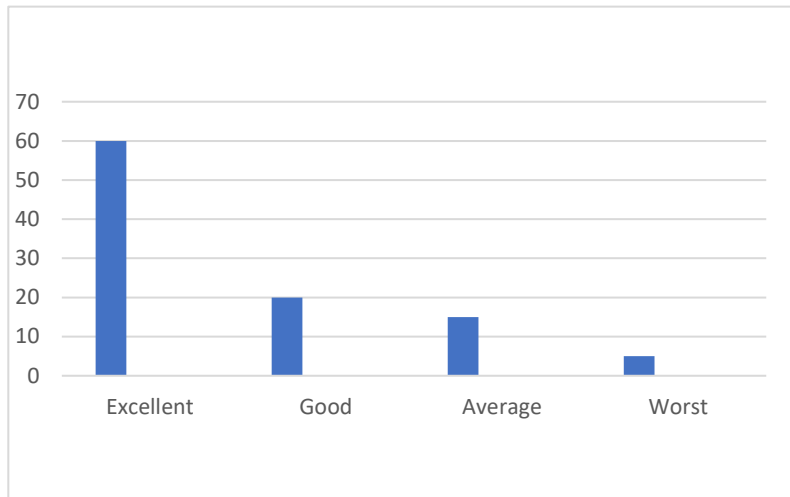
Data analysis & interpretation:

1. Are you satisfied with our services.



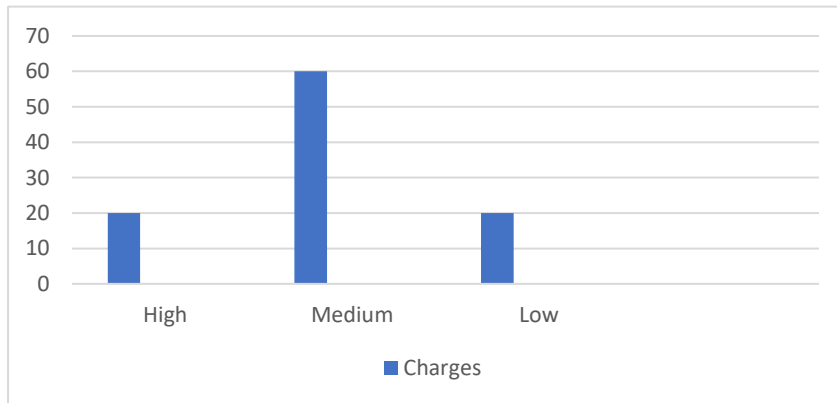
According to the Graph-1, 70% of the respondents are satisfied with the services provided at Maruti Suzuki service center. 30% of the respondents are not satisfied with the services.

2. Please rate the dealership using the below category.



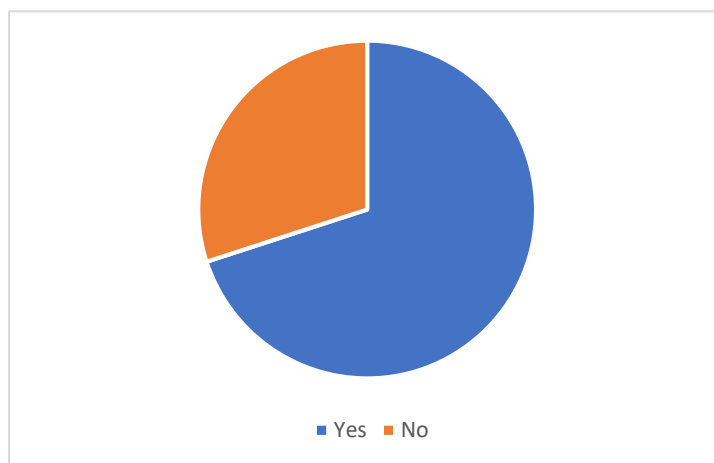
According to the Graph-2, 60% of the respondents rated that dealership provides excellent services,20% of the respondents rated that dealership provides good services,15% of the respondents rated that dealership provides average services.5% of the respondents rated that dealership provides worst services.

3. Please rate the service charges



According to the Graph-3, 60% of the respondents rated that the service charges are medium,20% of the respondents rated that service charges are high,20% of the respondents rated that the service charges are low.

4. Did you get the appointment as per your desired ?



According to the Pie-4, 70% of the respondents agreed that they got the appointment according to their desired,30% of the respondents did not agree that they got the appointment as per their desired.

Finding:

Majority of the respondents are satisfied with the services provided at Maruti Suzuki service center.

Majority of the respondents rated that dealership provides excellent services.

Majority of the respondents rated that the service charges are medium.

Majority of the respondents agreed that they got the appointment according to their desired.

Suggestion:

The client lounge's amenities should be upgraded by the business.

Reduce the amount of time that service centers spend attending to clients.

Reduce the service charges.

Maruti Suzuki needs to improve its punctuality in delivering cars to clients on schedule.

Conclusion:

This study helped to understand the whether the customers are satisfied with the services provided by Service centers. Given that the majority of customers deemed Maruti Suzuki's services satisfactory, the company's service quality is excellent. The majority of clients are pleased with Maruti Suzuki's utilization of contemporary technology and tools in customer service delivery.

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