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A Study on Customer Satisfaction on Service Quality of Yamaha Bikes with Reference to MRR Enterprises, Coimbatore.

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ABSTRACT:

This research explores customer satisfaction with the service quality of Yamaha bikes at MRR Enterprises, an authorized dealership in Coimbatore. As competition in the two-wheeler market intensifies, delivering high-quality after-sales service has become essential for sustaining customer loyalty. The research assesses service quality dimensions such as timeliness, reliability, responsiveness, assurance, and empathy. Data was collected through structured questionnaires from Yamaha customers, and statistical tools like chi-square tests and Pearson correlation were used to analyze the relationship between demographic variables and satisfaction levels. The findings reveal that most customers are satisfied with the service provided, though areas such as service timeliness and communication require improvement. No significant association was found between demographic factors and satisfaction levels. The research offers practical suggestions to enhance service performance and customer engagement at the dealership.

Keywords: Customer Satisfaction, Service Quality, Yamaha Bikes, MRR Enterprises, Coimbatore, After-sales Service, Two-Wheeler Industry, SERVQUAL, Consumer Behavior.

INTRODUCTION

Customer satisfaction is a key driver of success in the competitive two-wheeler market, where service quality significantly influences brand loyalty. Yamaha, known for its performance and reliability, relies heavily on the effectiveness of its after-sales service at the dealership level. This research focuses on MRR Enterprises, a Yamaha-authorized dealership in Coimbatore, and aims to evaluate customer satisfaction across factors like timeliness, reliability, and staff responsiveness. It also examines whether demographic factors such as age, gender, and education impact satisfaction levels. The findings will help identify service gaps and suggest improvements to enhance customer experience and brand loyalty.

CUSTOMER SATISFICATION

Customer satisfaction refers to the degree to which a product or service meets or exceeds the expectations of customers. It is a key performance indicator for businesses, especially in service-oriented industries like automotive after-sales. High levels of customer satisfaction lead to customer loyalty, positive word-of-mouth, and repeat business, while dissatisfaction can result in complaints, brand switching, and revenue loss. In the context of two-wheeler servicing, customer satisfaction depends on factors such as service quality, staff behavior, timely delivery, transparency, and problem resolution. Measuring and understanding customer satisfaction enables businesses to improve service standards and strengthen their competitive position in the market.

ABOUT YAMAHA

Yamaha Motor Company is a globally renowned Japanese manufacturer known for its innovative and high-performance motorcycles, scooters, and other motorized products. Established in 1955, Yamaha has built a strong brand image through cutting-edge technology, stylish designs, and a commitment to quality. In India, Yamaha has gained significant popularity, especially among youth, for its sporty two-wheelers that combine performance with fuel efficiency. The company operates through a wide network of dealers and service centers, aiming to deliver both superior products and reliable after-sales service. Yamaha's continued focus on customer satisfaction, safety, and technological advancement has made it one of the most trusted two-wheeler brands in the Indian market.

STATEMENT OF THE PROBLEM

Despite Yamaha's strong brand presence and product performance, customer satisfaction with after-sales service varies across dealerships. At MRR Enterprises in Coimbatore, increasing competition and rising customer expectations have made service quality a critical factor in influencing customer loyalty and retention. However, there is limited research available to assess how effectively this dealership meets customer expectations in terms of service timeliness, staff behavior, communication, and overall satisfaction. Without a proper understanding of customer perceptions and service gaps, it becomes difficult to improve operational efficiency and maintain long-term customer relationships. Hence, this research aims to evaluate the level of customer satisfaction with the service quality at MRR Enterprises and identify key areas for improvement.

OBJECTIVE OF THE STUDY

1. To assess customer satisfaction levels regarding Yamaha bikes.
2. To evaluate the quality, pricing, and performance of Yamaha bikes.
3. To analyze the availability and satisfaction with spare parts.
4. To understand the overall perception of the Yamaha brand among customers.
5. To suggest improvements to enhance customer satisfaction and loyalty.

LIMITATION OF THE STUDY

1. The sample size of respondents was small.
2. Some participants did not respond fully or accurately.
3. The findings are based only on the views of selected respondents.
4. Busy lifestyles of customers may have affected their participation.
5. The study was limited to the Bangalore region only.

RESEARCH METHODOLOGY

Research Design: Descriptive

Sampling Method: Convenience Sampling

Sample Size: 112 Respondents

- Primary: Structured questionnaire
- Secondary: Journals, websites, dealership reports

Analysis Tools

- Spss
- Chi-square test
- Correlation Analysis
- Reliability Statistics Analysis (Cronbach's Alpha)

RESULTS AND FINDINGS

TABLE 1: AGE-WISE DISTRIBUTION OF THE RESPONDENTS

Age	Frequency	Percentage
18-25	51	45.1%
26-30	40	35.4%
31-35	20	17.7%
Above 35	1	0.9
Total	112	100%

Source: Primary Data

The data shows that the majority of respondents (45.1%) at MRR Enterprises belong to the 18–25 age group, followed by 35.4% in the 26–30 age group. About 17.7% fall within the 1–35 range, and only 0.9% are above 35 years of age. This indicates that most customers surveyed at MRR Enterprises are young adults, highlighting Yamaha's strong appeal among the younger demographic in Coimbatore.

H₀: The age group distribution follows the expected distribution (i.e., the observed frequencies match the expected frequencies).

H₁: The age group distribution does not follow the expected distribution (i.e., the observed frequencies do not match the expected frequencies).

Gender	Frequency	Percentage
Male	60	54.1%
Female	52	46.4%
Total	112	100%

Source: Primary Data

The data shows that out of 112 valid respondents at MRR Enterprises, 53.1% were male and 46.0% were female. This indicates a fairly balanced gender distribution among customers, with a slightly higher proportion of male respondents.

TABLE 3: Chi-Square Test Between Gender AND Overall Satisfaction

Factor	Calculated Value (χ^2)	P-value	df	Significance
Gender	0.530	0.467	1	Significant

Source: Primary Data

The Chi-Square test produced a calculated value of 0.530 with a p-value of 0.467 and 1 degree of freedom. Since the p-value is greater than 0.05, the result is not statistically significant.

This indicates that there is no significant association between gender and overall satisfaction at MRR Enterprises. In other words, both male and female customers reported similar levels of satisfaction with the service.

COMPLETION OF SERVICE

Factor	Calculated Value (χ^2)	P-value	df	Significance
Gender	1.723	0.189	1	Significant

Source: Primary Data

The Chi-Square test yielded a calculated value of 1.723 with a p-value of 0.189 and 1 degree of freedom. As the p-value is also greater than 0.05, the result is again not statistically significant. This suggests that gender does not significantly influence customer perception regarding whether the service was completed within the promised time. Both male and female customers had similar views on service timeliness.

SUGGESTIONS

1. Improve the timeliness and efficiency of service to enhance overall customer satisfaction.
2. Focus marketing efforts on the 18–30 age group, as they form the majority of customers.
3. Collect more detailed data to explore other factors that may influence customer satisfaction.

CONCLUSION

The study reveals that most customers at MRR Enterprises are young adults, with a balanced gender distribution. The analysis shows no significant relationship between gender and customer satisfaction or perception of service timeliness. This suggests that factors other than gender may play a bigger role in influencing customer experiences. To improve overall satisfaction, MRR Enterprises should focus on enhancing service quality and timely delivery while considering other demographic factors for deeper insights.

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