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## A Study on Customer Satisfaction on Services Quality of Honda Automobiles with Reference to Kamalam Showroom Coimbatore

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### ABSTRACT:

This study aims to assess customer satisfaction regarding the service quality of Honda automobiles, with specific reference to Kamalam Honda showroom in Coimbatore. The research focuses on key service factors such as timeliness, staff behavior, and overall customer experience. A structured questionnaire was used to collect responses from 113 customers, analyzing demographic data and their perceptions of service quality. Statistical tools like chi-square tests and correlation analysis were employed to examine the relationships between demographic variables and customer satisfaction levels. The results revealed that age, gender, and education did not significantly influence satisfaction, indicating consistent service delivery across all customer segments. The study concludes that while the overall service quality is satisfactory, further improvements in responsiveness and personalized service could enhance customer loyalty. This research provides valuable insights for management to strengthen customer service strategies and maintain a competitive edge in the automobile service sector.

### INTRODUCTION

Customer service quality is a cornerstone of successful businesses, serving as a vital bridge between companies and their customers. At its core, it's about the dedication to providing exceptional assistance and support to individuals who engage with a brand's products or services. Over the years, the concept of customer service quality has evolved into a multifaceted endeavor, encompassing numerous dimensions that collectively shape the customer experience. One fundamental aspect of customer service quality is responsiveness. Companies are expected to promptly address customer inquiries, concerns, or issues across various communication channels. Whether it's through traditional means like phone calls and emails or modern platforms such as live chat and social media, a swift response time demonstrates a commitment to customer satisfaction.

Alongside responsiveness, the helpfulness of customer service representatives plays a pivotal role. These frontline employees should possess in-depth knowledge of the company's offerings, policies, and procedures. By having a solid understanding, they can effectively guide customers through their questions and provide solutions to their problems. This expertise not only resolves immediate issues but also instils trust and confidence in the brand.

Empathy is another critical element of customer service quality. Customers want to feel understood and valued, especially when they encounter difficulties. Empathetic responses from representatives, acknowledging and validating customer emotions, can significantly enhance the overall experience. It's about more than just resolving a problem; it's about showing genuine care and concern for the customer's well-being.

### OBJECTIVES OF THE STUDY:

- ☐ To study the quality on customer satisfaction on Honda.
- ☐ To study the customer services on customer satisfaction on Honda.
- ☐ To study the fuel efficiency on customer satisfaction on Honda.
- ☐ To study the Environmental practices on customer satisfaction on Honda.

### REVIEW OF LITERATURE:

**Mana hila Ansar (2019)** This study aims to find out how the development of tourism destinations in the Samboang beach through 4 tourism components, namely Attraction, Accessibility, Ancillary, Amenity in supporting marine tourism destinations so that they develop even more. Bonto Tiro Subdistrict is one of the areas in Bulukumba Regency which has a tourism potential that can be developed as a marine tourism attraction, one of which is the Samboang beach, where the beach has beautiful panoramic views with white sandy beaches, and the presence of coral reefs. can be used as one of the attractions, besides the underwater scenery is also reliable and is also a potential area for the development of marine tourism, this research is focused on aspects of developing tourist destinations with various components of tourism destinations in Samboang Beach, Bonto Tiro District,

Bulukumba Regency.

**Deepthi Nivasini (2018)** At the time of development of bikes and its commercialization, it couldn't be envisioned that the bikes would likewise be planned and marketed for ladies too. In any case, the advancements and mechanical upgradations made it conceivable and another idea rose in the business for planning the bikes by which woman can be pulled in to it. These days, without equipped bikes are in sharp interest for both male and female as it is anything but difficult to ride and handle. The study has been done to assess the customers' satisfaction level about Honda in Chennai city. The examination depends on essential information which has been accumulated through an organized poll from 100 respondents of Chennai city. An accommodation inspecting method has been utilized in this investigation to gather the information

**D. Vijayalakshmi. (2015)** Mobile ad hoc networking does not possess any fixed infrastructure and hence, stable routing is the major problem. The mobility nature of MANET's node facilitates rediscovery of a new path to organizing a routing. In order to intensify the Quality of Service and routing stability in MANET, we propose a Dynamic Quality of service Stability based Multicast Routing Protocol by modifying the Cuckoo Search Algorithm through a modernizing mechanism which is derived from the differential evolution algorithm. Tuned CSA is a combined feature of CSA and DE algorithms. Periodically, each node in the network creates neighbour stability and QoS database at every node by calculating the parameters like node and link stability factor, bandwidth availability, and delays. Finally, multicast path constructs route request and route reply packets, stability information and performing route maintenance.

**Athulya and Ramya (2017)** In business term, customer awareness is a means to identify how the products and services are delivered by the suppliers satisfies the customer's needs and expectations. Customer awareness is the most vital characteristic that companies must realize in order to withstand in the competitive market and for further development. It is considered as an important factor of business strategy for customer satisfaction, which drives successful business. In general, customer satisfaction means a sense of preference or dissatisfaction towards the product or service which resulting from comparison between the products, perceived performance in the usage of the product or availing the service and satisfaction of the customer's expectations towards the purchase of the product or services.

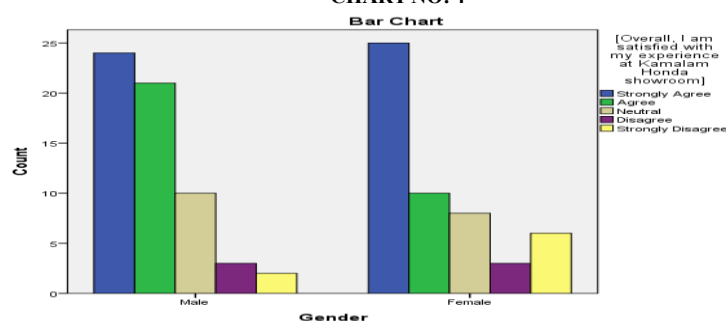
## DATA ANALYSIS AND INTERPRETATION

### CHI-SQUARE TESTS

**TABLE No 1 AGE & EDUCATIONAL INFLUENCE ON PURCHASE OF HONDA**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.603 <sup>a</sup>	4	.231
Likelihood Ratio	5.754	4	.218
Linear-by-Linear Association	.536	1	.464
N of Valid Cases	112		

**CHART NO: 4**



### INTERPRETATION

The Chi-square test result ( $\chi^2 = 5.603$ ,  $p = 0.231$ ) indicates no significant relationship between the tested categorical variables, suggesting that factors like age or education do not significantly influence the outcomes measured.

### HYPOTHESIS

**H<sub>0</sub>:** There is no significant association between the selected demographic variable and customer responses.

**H<sub>1</sub>:** There is a significant association between the selected demographic variable and customer responses.

**CORRELATIONS****TABLE No 2 LEVEL OF SATISFACTION ABOUT HONDA SHOWROOM**

		Gender	[Overall, I am satisfied with my experience at Kamalam Honda showroom]
Gender	Pearson Correlation	1	.069
	Sig. (2-tailed)		.467
	N	112	112
[Overall, I am satisfied with my experience at Kamalam Honda showroom]	Pearson Correlation	.069	1
	Sig. (2-tailed)	.467	
	N	112	112

**Source: Primary****INTERPRETATION**

The Pearson correlation between gender and overall satisfaction was 0.069 with a p-value of 0.467, indicating a very weak and non-significant relationship, so gender did not influence how satisfied customers felt.

**HYPOTHESIS:**

**H<sub>0</sub>:** There is no significant correlation between gender and overall satisfaction.

**H<sub>1</sub>:** There is a significant correlation between gender and overall satisfaction.

**CORRELATIONS****TABLE No 3 LEVEL OF SATISFACTION TOWARES SERVICE QUALITY OF HONDA**

		Gender	[The service was completed within the promised time]
Gender	Pearson Correlation	1	.125
	Sig. (2-tailed)		.189
	N	112	112
[The service was completed within the promised time]	Pearson Correlation	.125	1
	Sig. (2-tailed)	.189	
	N	112	112

**Source: Primary****INTERPRETATION**

There was also a weak and non-significant correlation between gender and the perception of service being completed on time ( $r = 0.125$ ,  $p = 0.189$ ). This shows that gender does not influence how customers view the timeliness of service.

**HYPOTHESIS:**

**H<sub>0</sub>:** There is no significant correlation between gender and perception of service completion within the promised time.

**H<sub>1</sub>:** There is a significant correlation between gender and perception of service completion within the promised time.

**CONCLUSION**

The study aimed to analyze customer demographics and examine the relationship between those demographics and customer satisfaction at Kamalam Honda showroom. The findings reveal that most respondents were young adults between 18 and 30 years old and highly educated, with a nearly balanced gender distribution. Statistical analysis using the Chi-square test showed no significant association between demographic variables and customer responses, indicating that age, gender, and education did not influence customer satisfaction in any meaningful way. Similarly, correlation analysis revealed weak and non-significant relationships between gender and both overall satisfaction and perception of service timeliness. These results suggest that Kamalam Honda provides a consistent level of service across different customer groups, and that satisfaction is not influenced by personal demographic characteristics. While this reflects well on the standardization of services, it also highlights the need to explore other factors—such as service quality, staff behavior, and convenience—that might have a more direct impact on customer experience.

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