

CUSTOMER SATISFACTION TOWARDS SERVICE IN AUTOMOTIVE SPARE PARTS COMPANY

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ABSTRACT

Customer satisfaction is a word that refers to how well customers of the company meet or exceed customer expectations. Employees are reminded of the necessity of meeting consumers' aspirations. Service quality is a metric that evaluates how satisfied customers are with a business's products, services, and capabilities. Information about customer satisfaction, such as surveys and ratings, can assist a firm in determining how to enhance or adjust its products and services.

Keywords

Customer, satisfaction, sales, service, quality

INTRODUCTION

Customer satisfaction refers to a customer's perception of your organization and offer in terms of quality, value, and expectations. This information can reveal a lot about how customers feel about your business and how they will interact with this in the future. The importance of customer happiness cannot be overstated. It is a leading indicator used to assess customer loyalty and retention in practically any business, and it also allows firms to identify unhappy consumers, reduce customer losses, and negative word of mouth while improving revenue. When your clients are happy, they trust the brand and become loyal to it. Customers that are loyal to a brand are more likely to buy from them again, and they account for a significant portion of the company's revenue. Existing consumers who are happy with the brand believe they can recommend it to their friends and family because of their positive experiences.

REVIEW OF LITERATURE

The quality perception can be considered as a multifactorial phenomenon, which can be divided into three stages: — before purchase; — during purchase and sale; — after purchase, after-sale service at network of dealerships and unincorporated service stations. All the points of intersection of these stages can affect the customer satisfaction

level - to increase or decrease it. It is therefore important so that the "customer focus" would be one of the priorities at the automobile enterprises and known, obvious and applied by all employees. Opinion of different researchers and scientists on customer satisfaction and service quality has been studied by the authors **W. Schneider (2014)**. After Sales Services is a customer-oriented process in order to meet customer needs and keep the customer satisfied. The concept of ASS represents a cross-functional process which is carried out by different actors. During recent years, offering reasonable after-sales services has turned to a major revenue source. Furthermore, companies focus more on keeping existing customers satisfied than on capturing new customers due to the relatively high customer acquisition costs. As a result ASS concept has increasingly become an important strategic source of differentiation and competitive advantage **Li et al., (2014)**. Studied clients' ideas and expectations to improve the dealer's efficiency, and to find discontents and to find out a way to eliminate them. This survey helps to determine the level of customer satisfaction after the sale, service, and overall satisfaction. Analysis of customer satisfaction brings significant advantages to the enterprise, namely: — Determination of the most important for the buyer product properties allows to use them for ads, avoiding the costs for benefits insignificant for the consumer; — It JOURNAL OF ENVIRONMENTAL & SCIENCE helps to accurately assess the market positions; INTERNATIONAL EDUCATION 8729 — It reveals opportunities to improve, first and foremost, the quality of product and processes, identifying improvement priorities. Thus, we can say that currently assessment of customer satisfaction is considered to be the mechanism allowing automakers to be competitive in the market **Vinodini & Umarani, (2014)**.

Considering the four main variables of perceived quality (PQ), service quality (SQ), customer satisfaction (CS), customer loyalty (CL). The primary analysis was performed using SPSS 16.0 package and included the multifactor analysis of variance, reliability, accuracy of the proper analysis. A statistical analysis in a software environment was first performed for the study of the influence of demographic characteristics of four main variables PQ, SQ, CS. The analysis shows that users of different brands of sedans have significant differences of customer satisfaction in all four variables. Representatives of the fifth group of researchers **Peng-Chan et al., (2015)**. Service managers have always been viewed as the main source for detecting customers' expectations and requirements; they can do so through deeply perceiving and examining the current quality of the service offered. Their service quality standard should be built based on the customers' evaluations stated earlier that management should build their service strategy emphasizing the performance perceived by customers **Hussain, Bhatti, and Jilani (2011)**.

Customer satisfaction. Accordingly, managers can make more precise and efficient decisions regarding each satisfaction element if they know how exactly each element contributes to customer satisfaction For example, mere respectful interpersonal behavior of service people may not enhance customer satisfaction, but rude behavior of service people can lead to customer dissatisfaction. Therefore, it is beneficial for executives to

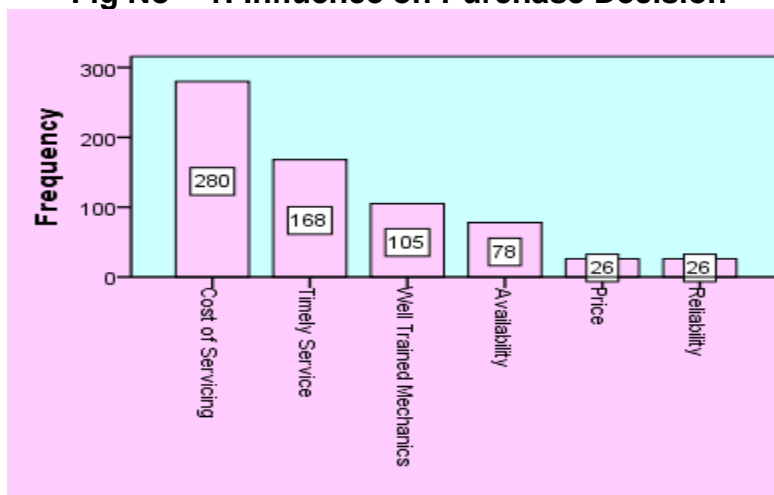
know how each element of quality contributes to customer satisfaction **Bandyopadhyay (2015)**. In order to address this gap, we proposed a general framework which can be applied to different contexts. We used this framework to assess how each element of quality contributes to overall customer satisfaction in automobile after sales services sector. For this purpose, we integrated the existing metrics of service quality (SERVQUAL) with Fuzzy Kano model in order to classify service quality elements, and assess the contribution of each element to satisfaction of customers. Moreover, recognizing attitudinal dissimilarities among individuals, we studied similar customers separately, taking advantage of RFM model for clustering. This approach helps us considering the desires of more customers, while maintaining the calculations feasible. In order to address differences in store formats **Koschmann and Isaac, (2018)**.

Table– 1 Influence on Purchase Decision

Options	Respondents (n)	% (Percentage)
Cost of Servicing	280	41.0
Timely Service	168	24.6
Well Trained Mechanics	105	15.4
Availability	78	11.4
Price	26	3.8
Reliability	26	3.8
Total	683	100.0

Source – Field Survey (SPSS Output)

Fig No – 1: Influence on Purchase Decision



The participants of the survey were asked to rank the major influence on their purchase decision while buying spare parts for their vehicle. It was noticed that respondents as high

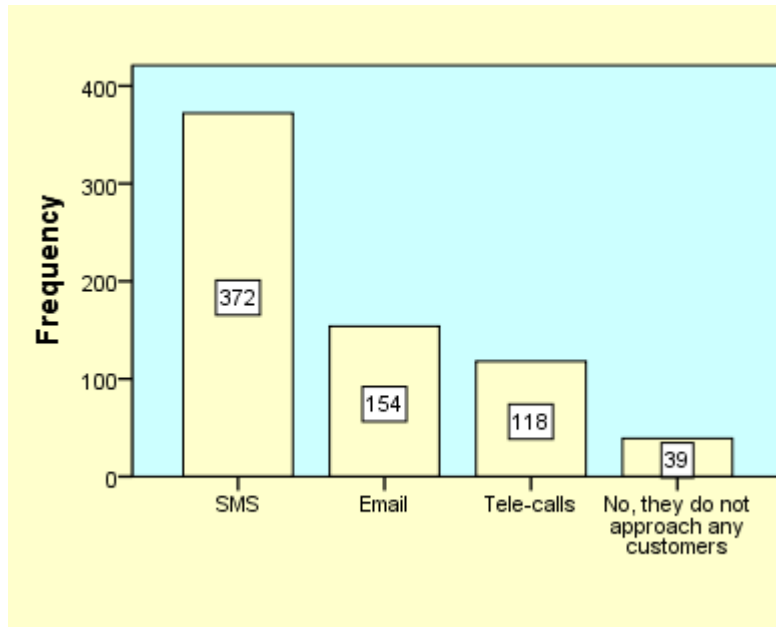
as 280 (41%) said cost of servicing, 168 (24.6%) mentioned timely service, 105 (15.4%) stated well trained mechanics, 78 (11.4%) said availability and rest 52 (7.6%) mentioned price and reliability. This showed that servicing cost is the major influencing factor based on which customers decide the purchase of spare parts.

Table– 2: Sales and Service

Options	Respondents (n)	% (Percentage)
SMS	372	54.5
Email	154	22.5
Tele-calls	118	17.3
No, they do not approach any customers	39	5.7
Total	683	100.0

Source – Field Survey (SPSS Output)

Fig No – 2: Sales and Service



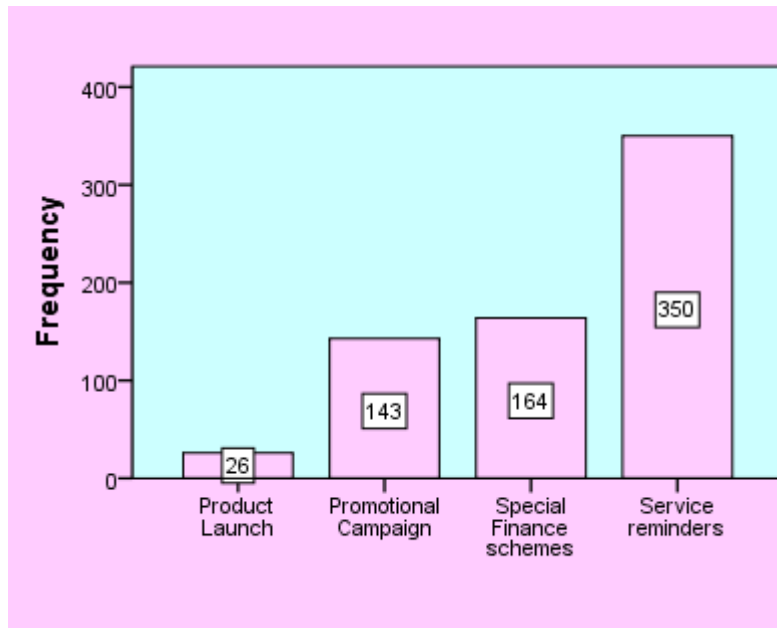
The researcher wanted to know how does the sales and service center keep in touch with their customers. The reply was that 372 respondents (54.5%) receive SMS updates, 154 (22.5%) receive updates through Emails, 118 (17.3%) obtain calls while 39 (5.7%) of them stated that the spare parts company do not approach any customers. It can be interpreted that majority of the customers are approached through SMS service by the automotive spare parts companies.

Table– 3: Sales and Service Center Share with the Customers

Options	Respondents (n)	% (Percentage)
Product Launch	26	3.8
Promotional Campaign	143	20.9
Special Finance schemes	164	24.0
Service reminders	350	51.2
Total	683	100.0

Source – Field Survey (SPSS Output)

Fig No – 3: Sales and Service Center Share with the Customers



To know about what information does the sales and service center share with the customers, the respondents were asked this query. It was revealed that information regarding service reminders were shared frequently as stated by 350 individuals (51.2%), special finance schemes was mentioned by 164 (24%), promotional campaign as expressed by 143 (20.9%) and product launch as stated by 26 (3.8%) respondents. Therefore, automotive spare parts companies share service remainder information with their customers.

FINDINGS

1. Servicing cost is the major influencing factor based on which customers decide the purchase of spare parts.
2. The majority of the customers are approached through SMS service by the automotive spare parts companies.
3. Automotive spare parts companies share service remainder information with their customers.

SUGGESTIONS

Clients are constantly complaining about a product issue, so it's best to solve it before increasing your offer to attract new customers. Old customers are likely to become irritated and leave, while new customers will find the identical feature to be irritating. So, before a consumer complains about service, the problem will be solved technically.

CONCLUSION

Positive client feedback will help to ensure that the product roadmap and customer service activities are on track. Happy customers may also contribute suggestions for improving products and services, resulting in a more customer-centric company. And a place for customers to express their dissatisfaction before turning to online communities. Customers should always be able to discover a way to communicate with the organization. Combine the power of easily accessible customer service with the power of surveys to achieve this. Sure, not every business can afford round-the-clock phone service, but tools like chat bots and live chats have made it possible to be available to customers at all times.

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