A study on customer expectation and satisfaction towards services provided by Dhru motors, Bardoli

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Abstract

Customer satisfaction is defined as a measurement that determines how happy customers are with company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. This research has been conducted keeping in mind certain factors affecting Customer Satisfaction and expectation towards offerings at Dhru motors. The research has been conducted on customers who get their car serviced at Dhru motors. The main objective of conducting the study was to find customer satisfaction and expectation towards their services and to study the factors affecting consumer to take services from Dhru motors. The data is collected through a structured non-disguised questionnaire from 101 randomly selected customer from the selected district of Gujarat. The researcher has been using a structured questionnaire on multiple-choice questions, multi-response, and a five-point Likert scale. In this study, the researcher has analyzed the data through various statistical tools such as percentage, chi-square test and central tendency between a demographic variable with study variables. The collected data are analyzed using statistical software like SPSS and MS-Excel. The study suggested that most of the customers satisfied with the contacting concerned person so, company should continue to provide such good service.

Keywords: Consumer satisfaction, consumer expectation, Automobile, factors affecting consumer satisfaction.

1. Introduction

Customer satisfaction incorporate the coronary heart of any business. Without (profitable) clients, no business enterprise can live to tell the tale for long. In order to higher fulfill clients, a business enterprise might also additionally group them into awesome segments with not unusualplace wishes, not unusualplace behaviors, or different attributes. Customers assume positive matters once they stroll right into a business, and people with the very best degree of carrier will recognise a way to pick out those expectancies and meet them to the clients pleasure. However, this system isn't always as clean because it sounds – purchaser expectancies are a dynamic characteristic that ebbs and flows often according with a extensive variety of elements. However, whilst expectancies aren't met via way of means of the overall performance of your customer support representatives, purchaser dissatisfaction is the result.

Customer Expectations + Service Performance = Customer Satisfaction The high-satisfactory of your customer support is nearly fully decided via way of means of your capacity to satisfy your purchaser expectancies. You could have the best carrier team, however if your clients understand their wishes aren't being met, your carrier reputation suffers. By the identical token, businesses that don't spend a whole lot time annoying about customer support – however manipulate to satisfy purchaser expectancies consistently – are perceived as imparting correct customer support. Service high-satisfactory is largely decided via way of means of clients perception, that is why assembly purchaser expectancies is an vital a part of the system.

2. Literature Review

Dr Lakshmi Priya (2016) has studied Customer pleasurecloser to Honda two-wheeler a observe in Palakkad district, Kerala. The goalof this studies became to choose Honda observe the elements, have an effect on the consumerto choose Honda Two-Wheeler and to recognise the famous version of Honda Two-Wheeler.This Research became primarily based totally on each the Primary and Secondary Data. The samplingapproach utilized by the researcher became handy sampling approach wherein 250respondents have been taken below attention fromPalakkad. Major locating of thisstudies observe became, it's been surely validated that preserving clients isthe most effective manner to achieve business.

Prinsa Patel and Denisha Patel (2019) have studied Customer pleasure closer to after income offerings of Maruti Suzuki in Bardoli region. The goal of this studies became to recognise purchaser pleasure closer to after Sales offerings of Maruti Suzuki in Bardoli Region. This Research became primarily based totally on each the Primary and Secondary Data. The sampling approach became now no longer noted however, a

hundred respondents have been taken below attention frombardoli. The check carried out to examine T-Test. Major locating of this studies observe became, As the business enterprise has many personnel to appearance after all of the purchaser and deal with the complete think concerning their carrier and that they need that the purchaser need to be happy so that they may come to them again.

David Foldes, Csaba Csiszar and Azamat Zarkeshev (2018) have studied User expectancies closer to mobility offerings primarily based totally on autonomous vehicles. The goal of this studies became to expose the person expectancies closer to mobility offerings primarily based totally on AVs. The information series approach became used Structured questionnaire. The sampling approach utilized by the researcher became Random sampling approach wherein 510 respondents have been taken below attention from Budapest. Major locating of this studies observe became, the shared, basically on-call for mobility carrier primarily based totally on small ability AVs are nevertheless withinside the making plans and check phase.

EnukurthiKranthi (2018) has studied to evaluation of purchaser pleasure closer to Hyundai vehicles India limited. The goal of this studies became to discover the purchaser's pleasure concerning product with inside the marketplace and to make comparative observe of the product and regulations examine the role of Hyundai vis-à-vis with the competitors. The sampling approach became now no longer noted however, a hundred respondents have been taken below attention from Bardoli. Major locating of this studies observe became, By Increasing carrier advertisement and imparting income advertising schemes to sellers in addition to clients would certainly increase the income of HYUNDAI. HYUNDAI whilst as compared to different emblem is rating down the order.

M. DevadharshiniMuruganRamu (2018) has studied an observation ofpurchaser pleasure closer to Tata Nano. The goal of this studies became todegree the purchaser pleasure degree closer to Tata Nano and to observe the elements have an effect on purchaser pleasure closer to Tata Nano. The sampling approach became now no longer noted however, fifty four respondents have been taken below attention from Bardoli. The check carried out to examine chi-rectangular and Bar outlines check. Major locating of this studies observe became, the examinationof effect on customers of Tata Nano car clears technique to recognize the acknowledgment degree of the respondents closer to the item.

3. Research Objective

Primary Objective

- To study the customers satisfaction and expectation towards services provided by the Dhru motors.

Secondary Objective

- To study the factors affecting consumer take service from Dhru motors.
- To find an association between gender and factor affecting consumer decisions

4. ResearchMethodology

The problem statement for study on customer expectation and satisfaction towards services provided by Dhru motors. A descriptive research design was adopted to conduct this survey where data was collected via structured questionnaire specifically designed for the purpose of understanding the customer satisfaction and expectation about the services provided by the automobile company (Dhru Motors). The sample size was 101. The sampling method used was convenience sampling, a type of non-probability sampling. Frequency distribution, Chi-square and central tendency technique has been used to analyze data.

5. Analysis and Interpretation

Measurement of Central tendency

Mean values of responses have been derived to know the satisfaction of various factors for services provided in Dhru motors. Mode values of responses have been derived to identify the various factors that occurs the most frequently. The factors have been rated on a 5 points likert scale ranging from 1-Totally dissatisfied to 5-Totally satisfied.

Sr. No.	Factors	Mean	Mode
1	Information provided by the staff	4.04	4
2	Ease of contacting concerned person	3.75	4
3	Problem handling & grievance redressal	3.88	4
4	After sales service	3.88	4
5	Other services offered	3.61	3
6	Extra benefits offered	3.57	3

Interpretation

From the above table it can be interpreted that the mean values of all the factors are above 3 which represents neutrality. The responses are inclining toward 4.00 which represents that the customer satisfied with the services provided by the Dhru motors. Mode values of some factors occurs frequently at 4 which represents satisfaction. The responses occur frequently at 3 which represents that the customer are neutral satisfied with the services provided by the Dhru motors.

Chi-Square test

The Chi-square test has been used to determine relationship between the primary reasons for determining customer satisfaction and the gender. The objective serves as a base for finding, if there exist a significant association between the factors that could result in customer satisfaction. The statements of hypotheses are as follows

H_0: There is no significant association between gender and satisfaction towards services provided by Dhru motors.

H_1: There is significant association between gender and satisfaction towards services provided by Dhru motors.

Satisfaction towards services provided by Dhru motors	**Pearson chi-square**
Information provided by the staff	.079
Ease of contacting concerned person	.865
Problem handling & grievances redressal	.065
After sales services	.775
Other services offered	.039
Extra benefits offered	.188

Interpretation

The above table illustrates the Pearson Chi-square value for various services provided to satisfy the customer at Dhru motors and the gender is greater than 0.05 in related activities like information, Ease of contacting, Problem handling & grievances redressal, after sales services, and Extra benefits offered. Thus, the study fails

to reject Null Hupothesis (H_0). It can be said that there is no significant association between gander and satisfaction towards services provided by Dhru motors. Whereas in case of Other services provided the significant value for Chi-square is 0.039 which is less than 0.05 that implies we fail to accept null hypothesis and thus, there is significant association between gander and satisfaction towards services provided by Dhru motors.

7. Conclusion

Customer satisfaction leads to increased quality of products and it's related after sales services, especially in the context of automobile industry. The level of customer satisfaction is influenced not only by quantity of product sold but also by the quality of after sales service given by an organization. It enables businesses to identify unhappy customers, reduces customer losses and negativity word of mouth whilst increasing revenue. From the research it can be concluded that factors like information, ease of contacting, problem handling & grievances, after sales service, extra benefits, time of service & delivery, staff behavior etc. do have significance impact on customer satisfaction.Since significant value of the statements like Information provided by the staff, Ease of contacting concerned person, Problem handling & grievance redressal, and After sales service are greater so the null hypothesis is accepted. For retaining the customers DHRU motors should continue with the product and service they are providing to the customers of DHRU motors.

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