

A STUDY ON CUSTOMER SERVICE QUALITY

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ABSTRACT

Service quality and customer satisfaction have been widely recognized as fundamental drivers in the formation of purchase intentions. The concepts are important for companies to gain long-term competitive advantage and retain customers. Several scholar articles suggests there is a critical relationship between these two variables, which is also a critical determination of brand equity and customer loyalty. This study will clarify its nature by empirically assessing on the effects of service quality on customer's perceptions and satisfaction. This study will use the servqual model and other measurement methods to examine and analyze the case. Divergent methodologies are conducted to examine the distinct antecedent causes and consequential effects. Key findings will be based on the conceptual framework and five dimensions: assurance, tangibles, responsiveness, reliability, and empathy. According to research, customers are not satisfied with unprofessional service providers, unorganized schedule, and pricing that do not meet expectations. Results of the research will be backed up with statistical evidence and discussed comprehensively. Moreover, further research should be considered to gather more information that were not accessible due to the limitations of this study.

INTRODUCTION

‘quality’ in a service organisation is a measure of the extent to which the service delivered meets customer’s expectations because to the customer, quality is all about meeting or exceeding their expectation. Quality means “performance upon expectations” and “fit for functions”. A product is said to be of good quality if it satisfies the customer requirements in terms of performance, grade, durability, appearance, and intended purpose.

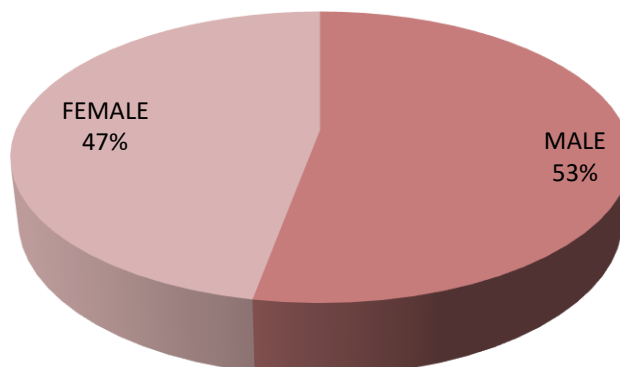
OBJECTIVES:

- To analyze the customer buying behavior of the motorbikes of different brands
- To enhance the company's ability to consistently meet one customer needs by improving organizational and team effectiveness.
- To provide valuable suggestion to the firm to improve the customer service quality.

LITERATURE SURVEY:

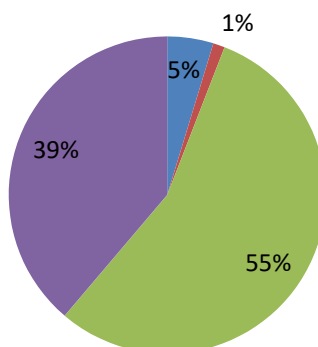
1. **Krishnan Santana, R. 2007** Looks into various issues faced by the two wheeler industry. In terms of competition, the industry is likely to face competition from used cars and low cost cars. Other issues are the declining margins due to increased cost Of materials and shift in customers' Demand to electric vehicles to save on petrol. In terms of growth, there are expectations that the industry is likely to grow by 15%. Most of the growth is likely to come from motorcycles. Some of the Indian motorcycle companies are also likely to set up plants in foreign countries to meet export needs.
2. **Kumari, Santosh A; Reddy, Raghunatha D. and Kameshwari, M.L. (2005)** Studied consumer buying behaviour in two-wheeler industry with special reference to Hero Honda Motorcycles in the city of Hyderabad. The study revealed that the main influencer in purchase decision of motorcycle was himself. The sources of information preferred by the respondents for buying a two-wheeler were friends and associates. It was found that 90% of the respondents were satisfied with the performance, maintenance and after sales service provided by the dealers. It was also found that 93.35% of the respondents could recall the advertisements of motorcycle they had seen recently on TV or read in the newspaper or magazines. From this it was indicated that the advertising campaign was effective and served its purpose. Themost preferred motorcycle by majority of the respondents was Hero Honda Splendour due to its brand image.
3. **Wil' liam B Dodds et al** Found that price had a positive effect on perceived qualitybut a Negative Effect on perceived value and respondent's willingness to buy.
4. **Pavleen Kaur and Raghbir Singh** Have perceived that the family of a referencegroup has One of the strongest most immediate and most pervasive effects on a consumer's personality Motivation and attitude.
5. **Humera Banu et al** conducted a study to two-wheeler riding patterns, perception, and aggressive riding behaviour among college youth.
6. **D.V.Ramana and Dr. P. Subbaiah** Explored individual consumer buying dynamics andconsumer buying behaviour of motorcycle users. The study reveals that Hero Honda is the most preferred brand followed by Bajaj. Moreover, it highlights that there is a significant influence of demographic factors on the purchase decision.
7. **Duggani Yuvaraju** Investigated customer satisfaction towards Honda Two-wheelers. It is found that 90% respondents were completely satisfied with their mileage and performance Huggi.

GENDER



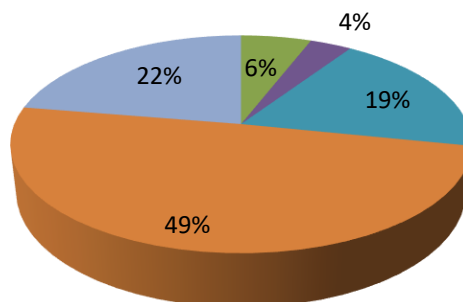
EDUCATION

■ UPTO SCHOOL LEVEL ■ ITI/DIPLOMA ■ UG ■ PG



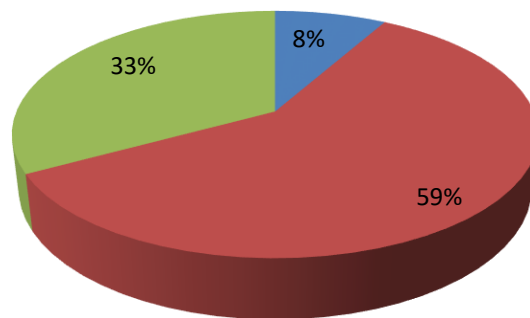
SATISFIED WITH SERVICE QUALITY

■ VERY UNSATISFIED ■ UNSATISFIED ■ NEUTRAL
■ SATISFIED ■ VERY SATISFIED



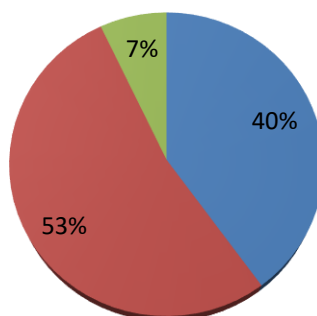
USAGE OF SERVICES

RARE COMMON MOSTLY USED



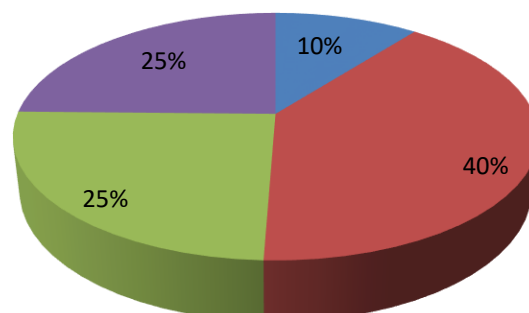
PURCHASE OF MOTOR

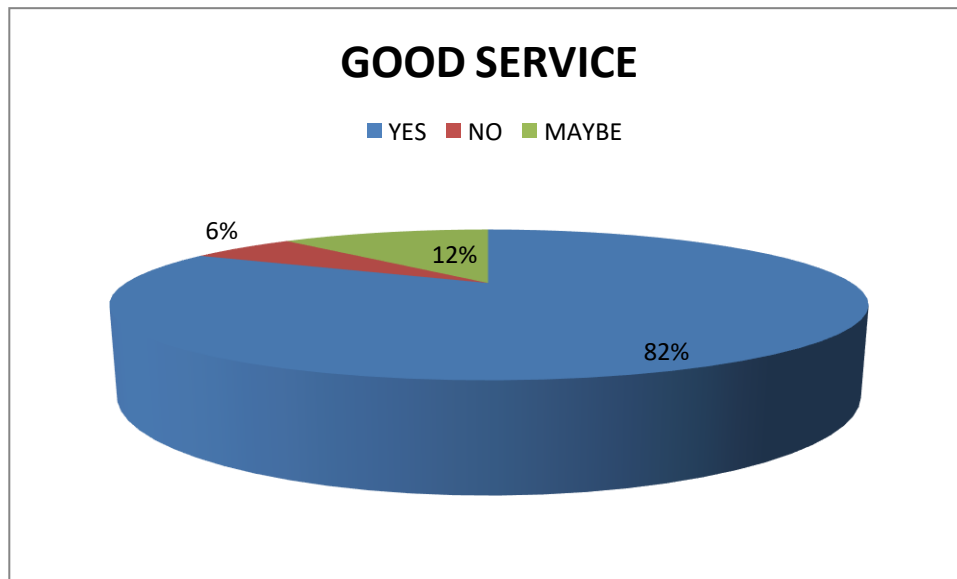
MOTOR CYCLE SCOOTOR 3 WHEELER



VEHICLES

TVS STARCITY JUPITER TVS ZEST TVS XL





FINDINGS:

- From the study, it is inferred that majority of the respondents 53% are male.
- From the study researcher has inferred that 16% belongs to the age group of 26-35.
- It is inferred that respondents of 22% has very satisfied and 49% satisfied with the quality of service.
- It is inferred that the respondents 20% are very satisfied and 50% are satisfied with the knowledge of the representatives of the services.

CONCLUSION:

In conclusion, the survey results indicate a positive overall perception of our customer service quality. Respondents appreciate our responsiveness, helpfulness, and professionalism. However there is room for improvement in certain areas such as streamlining communication channels and enhancing resolution times. Your valuable feedback guides us in refining our services to better meet your expectations. We are committed to continuous improvement and appreciate your trust in our commitment to excellent customer service.