

## **A Study on Service Quality with Special Reference to Bellad Enterprises Pvt. Ltd, Ballari**

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### **ABSTRACT**

This study focuses on assessing the service quality of Bellad Enterprises Pvt. Ltd., Ballari, using the SERVQUAL model, which measures the gap between customer expectations and perceptions across five dimensions: reliability, responsiveness, assurance, empathy, and tangibility. The research involved collecting primary data through surveys and interviews with Bellad Enterprises' customers to understand their satisfaction levels and identify areas needing improvement. Findings indicate that while the company performs well in reliability and assurance, there are significant gaps in responsiveness and empathy, affecting overall customer satisfaction. The study offers strategic recommendations to help Bellad Enterprises enhance its service delivery, increase customer loyalty, and stay competitive in the market.

### **KEY WORDS**

Service Quality, Customer Satisfaction, Customer Expectations, Service Delivery, Customer Feedback, Service Standards, Quality Assessment, Client Relationship Management

### **INTRODUCTION**

The automobile sector is critical in analyzing both macroeconomic expansion & and advancements in technology, making it a solid indication of India's economic performance throughout time. Given India's large The young people and growing middle class, the two-wheeler category has taken over as the industry's leading force as far as selling raw volume.

The industry has seen a significant increase increased interest regarding growth as an outcome of corporate focus on exploring rural markets. This rise is mostly the result of rising commercial vehicle demand, which is being fueled by the developing logistics and passenger transportation industries. In the foreseeable future, the market is anticipated

to continue expanding, with rising trends such as vehicle electrification, particularly in the three-wheeler and compact passenger car categories, playing an important role.

Bellad Enterprises Pvt Ltd, located on Anantapur Road in Bellary, has entrenched itself firmly as a key participant in the region's used automobile dealership business. Renowned for its long-standing presence and reputation, the company serves as a dynamic, all-inclusive hub in Bellary which serves requirements of consumers from the local community and beyond.

This firm has made an image among themselves as a key participant in its industry during the course of its journey. Its unwavering commitment to elevating client pleasure to the same level as product and service excellence has enabled this company to cultivate a large and ever-expanding customer base.

Employees in this business are distinguished by their dedication to their individual jobs, regularly exerting considerable effort to fulfill the company's shared vision and ultimate goals. In the years to come, this company intends to expand its product and service offerings in order to serve a larger customer base. This establishment, located on Anantapur Road in Bellary, is prominent and ideally located within the town.

Reaching this establishment is a hassle-free endeavor, thanks to the array of readily accessible transportation options. Its strategic location at Dr. Rajkumar Road, Anantapur Road, opposite Harnath Hospital, simplifies the process of locating this facility, particularly for first-time visitors.

## REVIEW OF LITERATURE

1. In their 2010 article titled "Brand Preference in the B-Section of Maruti Cars," Natarajan emphasized the significant impact of strong brand quality on building trust among customer's regarding intangible products. They conducted a comprehensive research on customer's preferences for Maruti B-Section cars, utilizing a schedule for planned interviews to collect data from 150 customer's in Pondicherry town. The study recommended that Maruti should proactively introduce new car models that align with customer preferences at regular intervals, potentially positioning the company as a leader future.
2. B. Shafiullah's 2012 study explores the dynamic relationship between India's pre- owned and new car markets, where the ratio stands at 1:1, indicating that for every new car sold, one used car is also purchased. Notably, the pre-owned car market has had impressive growth, boasting a 26% growth rate, surpassing the 18% growth rate market. This accelerated growth can be put down to the increasing variety of car models entering the market. A significant trend observed is that new car buyers tend to resell their vehicles within two to three years of ownership. This trend, originating in India, was expected to gain further momentum between 2010 and 2012.
3. Dr. Murlidhar's 2013 study centers. A prominent and leading generating passenger vehicles in India, contributing to nearly half of the industry's total sales. To cater to a wide array of customer segments, the company offers a diverse portfolio of brands. These include the iconic Maruti 800 designed for the masses, the stylish Swift hatchback, the SX4 Sedan, and even the luxurious Grand Vitara sports utility vehicle (SUV). This comprehensive range of options underscores the company's dedication to accommodating a broad spectrum of customer preferences.

4. Dr. Murlidhar's 2013 study shines a spotlight on Maruti Suzuki India Limited, renowned as the leading and largest passenger car manufacturer in India, holding an impressive market share of nearly 50 percent in the industry's total sales. The company's strategic approach is rooted in serving the varied needs of diverse customer segments, exemplified by its extensive brand portfolio. This portfolio encompasses a wide range of vehicles, ranging from the iconic Maruti 800, tailored for the mass market, to the stylish Swift hatchback, the SX4 Sedan, and even the luxurious Grand Vitara sports utility vehicle (SUV). This comprehensive lineup of offerings underscores the company's unwavering commitment to catering to a wide spectrum of customer preferences.
5. In Mr. Monga Nikhil's 2015 study, the primary objective was to explore the importance of service quality and its influence on service attributes such as warranties and after-sales services within the automobile industry, all from the customer's standpoint. The research framework was built around the five dimensions of service quality: fairness, empathy, reliability, responsiveness, and convenience. Furthermore, the study considered three dimensions of relationship quality: satisfaction, trust, and commitment.

## **OBJECTIVES OF THE STUDY**

- To study the quality-of-service excellence at Bellad Tata motors.
- To measure how the service components match the customer expectations.
- To check the result of delivery time on service quality.
- To study the outcome of complaints handling on service quality.

## **NEED OF THE STUDY**

Undertaking a study centered on service quality, particularly concerning Tata Motors in Ballari, is of utmost importance to meet the changing customer demands, sustain competitiveness in the market, and ensure the company's enduring prosperity within this regional context. The references of this research not only be advantageous to Tata Motors but it offer useful data to the wider automobile industry, facilitating a deeper comprehension and more efficient and unique service quality dynamics prevalent in this specific market.

## **SCOPE OF THE STUDY**

The scope of this study on service quality at Bellad Tata Motors is defined by assessing and analyzing various aspects of service quality provided by the dealership. encompasses evaluating customer satisfaction, identifying areas for improvement, and understanding the challenges and opportunities specific to this context. The study primarily focuses on enhancing service quality to improve customer experience and maintain competitiveness in the market.

## **RESEARCH METHODOLOGY**

Exploratory study has been utilized in this study to describe and understand the service quality under investigation. The findings derived from descriptive research are primarily diagnostic, shedding light on the existing situation or phenomenon.

Descriptive research serves the purpose of systematically capturing information to characterize a specific phenomenon, population, or situation

## **HYPOTHESIS**

H0 : The hypothesis of service quality often revolves around the idea that higher levels of perceived service quality lead to greater customer satisfaction, loyalty, and positive outcomes for the business.

H1 : The hypothesis for service quality in a negative context could be framed as: “A decrease in service quality leads to a decline in customer satisfaction and loyalty.”

## **DATA COLLECTION METHOD**

Following methods are used to collect data:

- Primary data: Directly obtained data from respondents via a structured questionnaire.
- Secondary data: In addition, data from books, news articles, journals, educational reviews, and annual reports and even internet source

## **SAMPLING PROCEDURE**

- Population: The population for sampling design is all the customers of 4 wheels of ballari population.
- Sampling frame: ballari population.
- Sampling unit: Customers of Bellad Tata motors, ballari served as the sampling unit in this study.
- Sampling size: 100 customers of Bellad Tata motors, ballari.

## DATA ANALYSIS AND INTERPRETATION

1. The above shows the age group of the customers visiting the showroom. **Less than** 40% of the respondents are above 50 years, **less than** 30% are 40-50 years, and **less than** 40% are 20-30 years visiting the Tata Motors showroom.
2. In the analysis, I found that **greater than** 70% of the respondents are male candidates, and **less than** 30% are female candidates visiting the Tata Motors showroom.
3. In the above table and chart, **less than** 50% of the respondents' income level is 3 lakhs per annum, **less than** 30% of respondents' income level is above 3 lakhs and below 6 lakhs, and the remaining respondents' income level is **greater than** 9 lakhs per annum visiting the Tata Motors showroom.
4. In the above table and chart, **less than** 50% of the respondents' income level is 3 lakhs per annum, **less than** 30% of respondents' income level is above 3 lakhs and below 6 lakhs, and the remaining respondents' income level is **greater than** 9 lakhs per annum visiting the Tata Motors showroom.
5. In the above table and chart, **less than** 50% of respondents came to know about the Tata Motors showroom through dealers, **less than** 30% through TV advertisements, **less than** 20% from promotional activities, and **less than** 20% through magazines and newspapers visiting the Tata Motors showroom.
6. In the above table and chart, **greater than** 80% of the respondents have purchased vehicles in the Tata Motors showroom, while **less than** 20% have not purchased vehicles visiting the Tata Motors showroom.
7. In the above table and chart, **greater than** 80% of the customers said yes regarding the completion of all necessary repairs during servicing at the Tata Motors showroom.
8. In the above table and chart, **less than** 50% of the customers are using e-payments for bills, **less than** 30% are using cash, and **less than** 30% are using cheques visiting the Tata Motors showroom.
9. In the above table and chart, **less than** 50% of customers are using the telephone to book vehicles, **less than** 50% are booking in person, and the remaining **less than** 20% are booking through the internet visiting the Tata Motors showroom.
10. It can be interpreted from the above table and chart that **less than** 50% of customers say that showroom personnel take only one day to deliver the cars, **less than** 40% say 1-3 days, and **less than** 30% say 3-5 days visiting the Tata Motors showroom.
11. It is understood that **greater than** 50% of customers agree that Tata Motors showroom personnel constructively handle complaints, **less than** 30% strongly agree, **less than** 20% are neutral, and **less than** 10% disagree visiting the Tata Motors showroom.
12. It is understood that **greater than** 50% of customers agree that Tata Motors showroom personnel constructively handle complaints, **less than** 30% strongly agree, **less than** 20% are neutral, and **less than** 10% disagree visiting the Tata Motors showroom.

## FINDINGS

- The majority of the customers have booked their vehicle for service through telephone and personally.
- From the percentage analysis, it can be easily understood that the time delivery of the service vehicle is good. **Greater than** 50% of vehicles are serviced within 3 days.
- Most of the customers are highly satisfied with the technical knowledge of the staff.
- Most of the customers replied that the staff are willing to listen to individual points of view.

- Most of the customers feel satisfactory with their overall experience at Tata Motors showroom, Ballari.
- Customers report that Tata Motors showroom provides a limited-period service warranty to the customers.
- The customers say the showroom provides a user manual for using the product.
- Customers are satisfied with the response to their queries. **Greater than 80%** of customers are satisfied.
- Regarding the service of machines, **greater than 70%** of respondents are satisfied with what has been provided to them.
- Many customers are using the telephone and personal visits to book vehicles, while the remaining are booking through the internet.
- Many customers have said that showroom staff take only one day to deliver the cars.

## SUGGESTIONS

- To enhance representation, consider implementing targeted outreach strategies aimed at engaging respondents from the underrepresented age groups (26-35 and 45+).
- These efforts may involve utilizing various communication channels or adapting survey content to align with the preferences and interests of these specific age cohorts.
- Make sure that all service specialists have access to thorough training to the necessary resources to identify and address all required repairs efficiently.
- Implementing regular training programs can contribute to the maintenance of consistently high service standards.
- Pay close attention to the concerns expressed by the 41% of respondents who reported dissatisfaction.
- Conduct a thorough analysis of their feedback and complaints to pinpoint specific pain points and areas requiring improvement.
- Take proactive measures to rectify these issues and enhance overall satisfaction.
- Continuously monitor and benchmark Tata Motors' service charges against industry standards and those of competitors. This constant research will help guarantee that pricing remains competitive while upholding service quality standards.
- While the majority of respondents had positive experiences, it is crucial to address the concerns raised by the 14% who indicated otherwise.
- Conduct a detailed review of the feedback provided by this minority group to identify specific issues or instances where staff interactions may have fallen short of expectations. Implement corrective measures to improve these aspects of service delivery.

## CONCLUSION

To consistently uphold high service quality standards across all its operations, Bellad Tata Motors should proactively collect and analyze customer feedback, which offers helpful data on experiences of customers, satisfaction levels, and areas necessitating improvement. The pursuit of service quality should be an ongoing commitment for the company, spanning vehicle maintenance, repair services, customer support, and interactions with dealers.

Furthermore, the foundation of exceptional service lies in a well-trained and motivated workforce. Bellad Tata Motors should prioritize investment in employee training programs aimed at equipping staff with the requisite skills and knowledge to deliver outstanding service consistently.

Building trust with customers hinges on transparency, encompassing pricing, service procedures, and communication. Bellad Tata Motors must ensure that customers possess a clear understanding of the services provided and the associated costs, fostering a sense of trust and confidence in the brand.

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