A Study on The Impact of Service Time Reduction on Two-Wheeler Segment

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ABSTRACT

This study examines the impact of service time reduction in the two-wheeler segment, focusing on how faster after-sales service influences customer satisfaction and brand loyalty. Given the increasing competition in the two-wheeler industry, service quality has emerged as a key differentiator, with reduced service time playing a crucial role in enhancing customer experience.

The research aims to evaluate how efficient servicing strategies—such as express service models, digital booking systems, and optimized workflow management—affect customer retention rates.

A quantitative research approach was adopted, collecting primary data through structured surveys from 100 two-wheeler customers and service center personnel. Analytical tools, including Chi-square tests, correlation analysis, and regression models, were employed to examine the relationship between service efficiency and customer loyalty. The findings reveal a strong positive correlation between reduced service time and customer retention, indicating that customers who experience faster service are more likely to return for future servicing and recommend the brand to others. Additionally, customer satisfaction was found to be significantly influenced by the perceived professionalism of service staff, transparency in service processes, and availability of real-time service tracking.

The study offers practical recommendations for two-wheeler manufacturers and service providers to streamline their after-sales operations, improve customer satisfaction, and strengthen brand loyalty. By optimizing service workflows and leveraging technology driven solutions, organizations can enhance their competitive advantage and ensure long-term customer retention in the dynamic two-wheeler market.

Introduction

In the highly competitive two-wheeler industry, customer satisfaction and service efficiency play a crucial role in shaping brand loyalty and business success. One of the key factors influencing customer experience in this segment is service time—the duration required to complete maintenance and repairs. As two-wheelers are widely used for daily commuting, minimizing service time is essential for ensuring customer convenience and enhancing overall satisfaction.

Reducing service time not only improves operational efficiency but also strengthens the brand's reputation by demonstrating responsiveness to customer needs. Service delays can lead to dissatisfaction, negatively impacting customer retention and referrals. On the other hand, a streamlined service process—enabled by efficient resource allocation, skilled workforce, and advanced diagnostic tools—can enhance customer trust and loyalty.

This study aims to analyze the impact of service time reduction in the two-wheeler segment, focusing on its effects on customer satisfaction, operational efficiency, and business performance. By examining factors such as service process optimization, technology integration, and workforce efficiency, this research seeks to provide insights into how reducing service time can enhance the customer experience and drive competitive advantage for service providers. The findings will help industry players refine their service strategies, ensuring a balance between quality and speed in after-sales service operations.

OBJECTIVES OF THE STUDY:

Primary Objective:

- To study the impact of service time reduction on two-wheeler segment.
- To assess the relationship between service time reduction and customer loyalty in the two-wheeler industry.
- To assess the challenges faced by two-wheeler service centers in reducing service time while maintaining quality.

SAMPLING METHOD

The sampling method considered for this study is Convenience Sampling.

SOURCES OF DATA:

Primary Data:

The primary data is collected through a structured Questionnaire, which is distributed digitally through Google Forms

The questionnaire consists of:

- Demographic Questions (age, gender, frequency of service visits,)
- Likert Scale Questions (customer satisfaction, perceived service quality, waiting time expectations)
- Rating Scale Questions (overall service experience)
- Open-Ended Questions (suggestions)

Secondary Data:

The secondary data is collected from company websites, journals and different articles.

AREA OF THE STUDY

The study is conducted at various two-wheeler service centers in Chennai.

SAMPLE SIZE

The sample size of the study is 100 respondents from different service centers catering to two-wheeler customers.

TOOLS FOR ANALYSIS

- Visual Representation: Pie charts & Bar charts
- Analytical Tools: Pearson's Correlation & Chi – Square test

HYPOTHESIS:
CORRELATION ANALYSIS:

Null Hypothesis (H_0): There is no significant relationship between the average two-wheeler service time and the customer's decision to continue using the same service center.

Alternative Hypothesis (H_1): There is a significant relationship between the average two-wheeler service time and the customer's decision to continue using the same service center.

CHI SQUARE TEST :

Null Hypothesis (H₀): There is no significant association between current service time and recommendation of service centers.

Alternative Hypothesis (H₁): There is significant association between current service time and recommendation of service centers.

ANALYSIS AND INTERPRETATION:

AGE GROUP

| Age group	Count	Percentage
18-25	67	67.00%
26-35	14	14.00%
36-55	10	10.00%
55+	9	09.00%

Age Group
100 responses
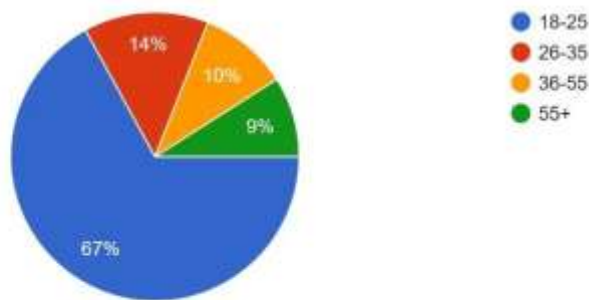
The survey sample of 100 two-wheeler users reflects a diverse age distribution. The **18-25** age group constitutes the largest segment (**67%**), followed by **26-35** (**14%**) and **36-55** (**10%**), while the **55+** cohort forms the smallest portion (**9%**). This distribution highlights a strong presence of younger riders, likely indicating preferences and usage patterns driven by early-career professionals or students. The dominance of the younger age group suggests that their perspectives will significantly shape the overall findings, while insights from older age groups may require careful interpretation due to their smaller representation.

Satisfaction Level:

satisfaction	Count	Percentage
Highly satisfied(5)	32	32.00%
Satisfied(4)	25	25.00%
Neutral(3)	31	31.00%
Dissatisfied(2)	6	06.00%
Highly Dissatisfied(0)	6	06.00%

How satisfied are you with the current service time at your preferred service center? (Likert Scale: 1 – Highly Dissatisfied, 5 – Highly Satisfied)

100 responses
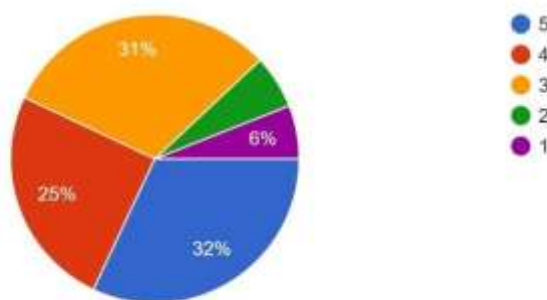
The survey shows that 57% of respondents are satisfied, with 32% highly satisfied and 25% satisfied. However, 31% are neutral, indicating room for improvement. Meanwhile, 12% are dissatisfied, with 6% highly dissatisfied, highlighting areas that need immediate attention. Enhancing customer experience and addressing concerns can help boost satisfaction levels further.

Would a reduction in service time influence your decision to continue using the same service center?

Decision	Count	percentage
Yes	85	85.00%
No	15	15.00%

Would a reduction in service time influence your decision to continue using the same service center?

100 responses
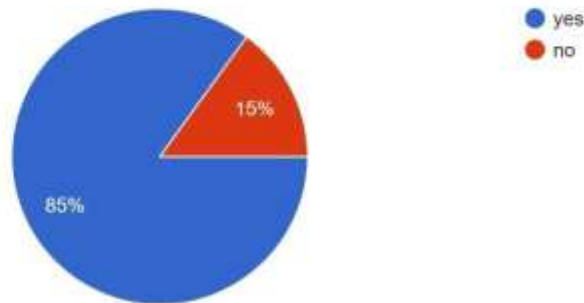
The data indicates that out of 100 decisions, 85% were in Favor ("Yes"), while 15% were against ("No"). This suggests a strong positive inclination towards approval, with the majority of decisions being affirmative. The significantly lower percentage of negative responses implies either a high level of agreement, a favourable evaluation process, or a preference for the given option.

Would you prefer a service center that offers pick-up and drop-off options to save time?

Drop off option	Count	Percentage
Yes	88	88.00%
No	12	12.00%

Would you prefer a service center that offers pick-up and drop-off options to save time?

100 responses
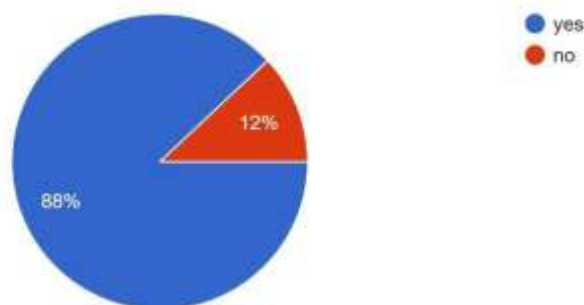
The drop-off option was highly favoured, with 88% (88 people) choosing it, indicating a strong preference for this service. This suggests that most respondents find the drop off option convenient and beneficial. In contrast, only 12% (12 people) opted against it, showing that a small portion of users either did not require or prefer this feature. The overwhelming majority in Favor highlights its importance and potential impact on user satisfaction.

HYPOTHESIS:

CORRELATION ANALYSIS

Null Hypothesis (H_0):

There is no significant relationship between the average two-wheeler service time and the customer's decision to continue using the same service center.

Alternative Hypothesis (H_1):

There is a significant relationship between the average two-wheeler service time and the customer's decision to continue using the same service center.

Correlations			
		On average, how long does it take for your two wheeler service at a service center?	Would a reduction in service time influence your decision to continue using the same service center?
On average, how long does it take for your two-wheeler service at a service center?	Pearson Correlation	1	$.873^{**}$
	Sig. (2-tailed)		.000
	N	100	100
Would a reduction in service time influence your decision to continue using the same service center?	Pearson Correlation	$.873^{**}$	1
	Sig. (2-tailed)	.000	
	N	100	100

Fig 4.37

INTERPRETATION :

A strong positive correlation ($r = 0.873$, $p = 0.000$) was found between average service time and customer retention, indicating that faster service significantly enhances customer loyalty. Thus, the alternate hypothesis (H_1) is accepted.

CHI SQUARE TEST :

Null Hypothesis (H_0): There is no significant association between current service time and recommendation of service centers.

Alternative Hypothesis (H_1): There is significant association between current service time and recommendation of service centers.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	280.614[a]	48	.000
Likelihood Ratio	321.233	48	.000
Linear-by-Linear Association	78.955	1	.000
N of Valid Cases	100		
a. 60 cells (88.2%) have expected count less than 5. The minimum expected count is .12.			

Fig 4.38

INTERPRETATION:

The Pearson Chi-Square value is 280.614 with a p-value of 0.000, indicating a highly significant association between the variables tested. The Likelihood Ratio test also supports this with a value of 321.233 and p = 0.000. The Linear-by-Linear Association (78.955, p = 0.000) suggests a strong trend or relationship between ordered categories.

However, 88.2% of the cells have expected counts less than 5, which violates Chi-Square test assumptions, making the results potentially unreliable. A larger sample size or data regrouping is recommended for more accurate analysis.

Therefore, **Alternate hypothesis(H₁) accepted:** There is a significant association between current service time and recommendation of service centers

Findings:

- The 18-25 age group constitutes the largest segment of 67%
- This shows that 57% of the respondents are satisfied
- This shows that the service time reduction influence the results in 85%
- Preferring a service center that offers pick-up and drop-off options to save time by 88%
- There is a significant relationship between the average two-wheeler service time and the customer's decision to continue using the same service center. (p = 0.000)
- There is a significant association between current service time and recommendation of service centers (p = 0.000)

CONCLUSION:

In conclusion, this study shows how reducing service time in the two-wheeler industry can really impact customer satisfaction. Most people who took the survey— especially those aged 18 to 25 and students use their two-wheelers every day and often face problems like long wait times and unavailability of spare parts. About 85% of them said quicker service would affect their decision on where to go, and 51% are even willing to pay extra for faster, express service. Also, 88%

are interested in pickup and drop-off services, which shows that convenience is very important to them. To solve these problems, service centers should improve how they work. They can use better tools to quickly find and fix issues, manage their stock of parts more efficiently, and cut down waiting times—without lowering the quality of service. Making it easier for customers to book appointments, sending real-time updates, and responding quickly can also improve the overall experience. Being honest and clear with customers, and offering helpful services like express repairs and home pickup, can help build customer trust and loyalty. By doing these things, service centers can better meet customer needs and stand out in a competitive market. This study highlights that speed, quality, and convenience all matter when it comes to keeping customers happy and growing a successful two wheeler service business.

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