

AFTER SALES SERVICE IN AUTOMOBILE INDUSTRY

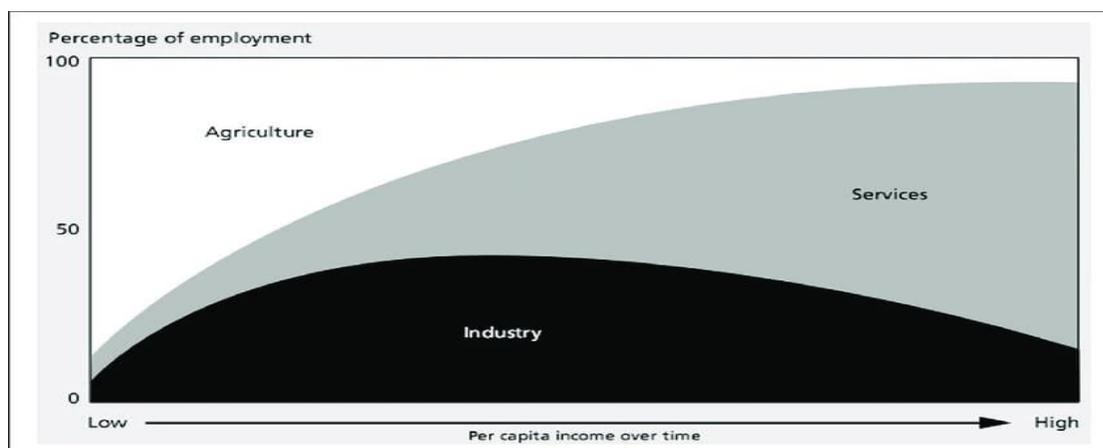
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Abstract- The auto service industry is not an exception when it comes to the importance of service quality. Customer service after the sale is a major concern here. The many steps that an organization takes to make sure its customers are happy with its goods and services are referred to as "after-sales service." To spread positive word of mouth, it is necessary to satisfy the requirements and desires of customers. Products and services that meet or exceed customer expectations are ensured by after-sales service. The purpose of this paper is to determine the current level of service quality at a typical automobile dealership in an Indian city. The review was led utilizing a delegate review of respondents, proprietors of one of the famous brand vehicles. In this paper, fulfillment/disappointment of the client has been estimated utilizing standard factual instruments, and an endeavor has been made to find out reason(s) of disappointment by applying underlying driver examination. The service center has begun implementing the necessary suggestions to improve the current level of service quality.

INTRODUCTION

The way we live and work is profoundly impacted by the revolutionary transformation of the service industry. In order to meet both our current and potential requirements, new services are constantly introduced. The size of service organizations varies greatly. The size of administration area is expanding in practically all economies all over the planet. As per capita income rises, the transition to an economy dominated by services is depicted in Figure 1.



Customers Just receive high-quality service for a number of reasons. The most crucial of these are:

- The industry has become so competitive that customers now have a variety of options; losing a customer can be extremely challenging, and
- The majority of customers do not voice complaints when they encounter issues. These customers simply decline to do business with you and move elsewhere.

Customers are becoming increasingly aware, not only of the products they purchase first but also of the product's quality and ongoing performance in this competitive market. After-deals administration is a significant part of deals the executives and ought not be ignored. The customer is the one who determines the quality of services. Therefore, providing quality necessitates a human element of service. It can be seen how well a service meets customers' expectations. Customer satisfaction is influenced by service quality, which has a significant impact on whether or not customers continue to purchase products or services. Many businesses have altered their strategic focus to emphasize customer retention with the intention of maintaining long-term relationships with their clients.

Protecting their long haul client connections expects that these organizations both measure and fittingly change the nature of their client assistance's. Companies whose revenues derive entirely or in part from service delivery are therefore interested in measuring and improving the current level of service quality. Understanding and measuring customers' expectations and perceptions of service quality are the primary focuses of the research. As a result, the gap between customers' expectations and perceptions would be determined. The obvious next step is to determine the reasons for this gap, then to make suggestions for closing it, and then to evaluate how well those actions worked.

LITERATURE REVIEW

A company's level of customer satisfaction is determined by how well its products and services meet or exceed customer expectations. Products of today simply cannot meet customer expectations; Customers demand immediate service following the sale. In addition to the product or service, customer satisfaction is largely influenced by how customers are treated before, during, and after sales. A related long haul transport can't be programmed it is expected in view of the principal deal it only occasionally remains After the primary buy, the client appears to have no more speed; potential for purchase Marketers who don't succeed just play the game of waiting for "savings" to turn into a good relationship, while you just wait for the situation to change. On the other hand, successful marketers gain access to a customer account in an effective and powerful manner through their initial successful sale. Restricted distributed research has been directed into administration quality in the engine business as for the adjusting of vehicles. According to Adele Berndt (2009), this indicates that the issue of service quality in the automobile industry is largely unknown. PZB's SERVQUAL model, developed in 1985, has been utilized by numerous researchers to measure service quality in a variety of fields.

The literature has placed a significant emphasis on service quality. Various dimensions have been used by researchers to define service quality. Technical quality, functional quality, and reputational quality are the three components that Gronroos (2001) uses to define it. Sasser and co. proposed materials, facilities, and personnel as additional dimensions (Johnson et al. 1995). A two- and three-dimensional approach to service quality is provided by Lehtinen and Lehtinen. Process quality and output quality are included in the two-

dimensional approach. As per three layered approach gear, picture and association are the vital elements in conveying administration (Johnson et al. 1995). In their SERVQUAL model, Parasuraman, Zeithaml, and Berry (1988) initially identified ten dimensions of service quality; however, these were reduced to five dimensions: Assurance, dependability, tangibles, empathy, and responsiveness. Zanudin et al. use SERVQUAL approach its customization, here they have added 15 more administration quality things significance to advanced education climate. According to Berndt (2009), these five dimensions of an automobile service center are as follows:

- Dependability (Promised fulfillment): It is common practice for dealerships to contact customers and guarantee that the vehicle will be delivered at a predetermined time. The most significant aspect of service quality is this one.
- Assurance (or trust and confidence): The service advisor at a dealership is the primary source of assurance because of their knowledge and manner of interaction with customers, which inspires trust in the organization.
- Effects (Actual signs): The dealership's layout, parking, and other tangible cues are all examples of this dimension.
- The Importance of Empathy: This is evident in the dealership's interactions with customers as well as the nature of these interactions.
- Receptivity (the desire to serve): This refers to the shift in service hours from just weekdays to weekends and late-night services as a result of changing customer requirements.

RESEARCH OBJECTIVE

The target of this specific exploration is to gauge the current help quality levels of an auto administration focus. The degree of customer satisfaction or dissatisfaction typically determines the level of service quality. Numerous factors can lead to dissatisfaction. The SERVQUAL model may have the cause on all dimensions. We have attempted to concentrate on two primary goals. The first step is to identify the most significant cause of dissatisfaction and the second is to suggest the best possible solution.

FLOW CHART PROCESS

At administration focus clients come for after-deals administration. A series of steps are followed during vehicle maintenance. The flow process chart in Figure 2 depicts various activities. As indicated by client's view, entirety exercises can be sorted as apparent activities and imperceptible activities. Because he is always

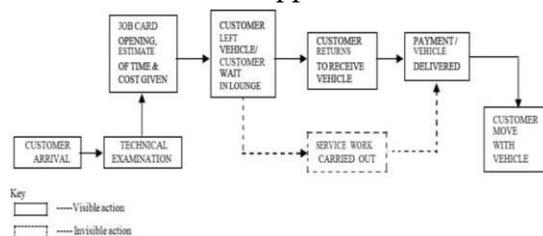


Fig. 2 Flow process chart

in direct contact with the customer, the service advisor plays a crucial role in this process.

METHODOLOGY AND DATA ANALYSIS

The SERVQUAL instrument, SERVPERF, Topsis (Technique for order preference by similarity to ideal solution), Service quality loss method (or loss function), and PPEQ (Picker patient Experience Questionnaire) are just a few of the many methods for evaluating service quality. Out of these techniques SERVQUAL is the most famous one. It has been assumed that different assistance aspects are significant in various ventures. At first, the authors had no idea what a crucial dimension for an auto service center was. Numerous factors are contained in each dimension. Each element influences administration quality as on the grounds that assumption for clients shifts from one client to another. In this review determination of major impacting factor was made by leading a review. The survey report identified the following as prominent factors:

- The Service Advisor's conduct.
- Response at the counter for billing.
- Vehicle detour.
- The salesperson's dedication.
- Hospitability.
- Work that is technical
- Ill-advised Washing and Cleaning of the vehicle.
- Others.

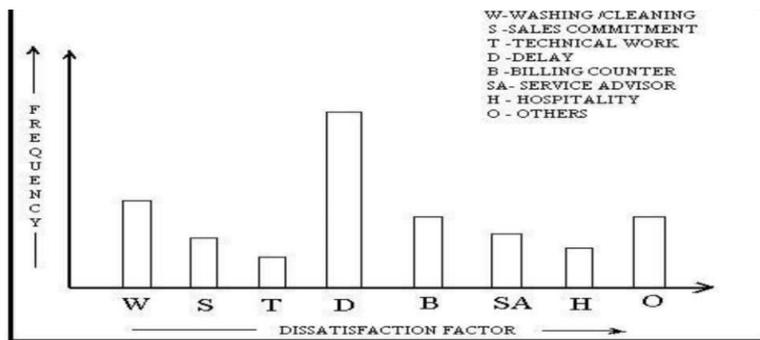


Fig. 3 Bar Chart

Figure 3's bar chart demonstrates that the majority of customers were dissatisfied with the delivery delay. The SERVQUAL model's reliability dimension includes it. We collected random data for a month from 100 free service vehicles to verify. The delay chart in Figure 5 demonstrates that 54% of vehicles were not delivered on time. As a result, only 46% of customers were pleased with the service center's performance, and 54% of customers were dissatisfied. For an organization, this is a significant amount. It demonstrates the service center's extremely subpar performance. As a result, the service center's level of service quality is found to be very low (46%). Although other factors contribute to customer dissatisfaction, it is essential to address the delay issue first in order to improve service quality. As a result, we came to the conclusion that the dealership's lack of dependability is being harmed by delay, which is the most significant cause of dissatisfaction. For the purpose of determining the causes of the delay, additional research was focused. It was done a root cause analysis. Figure 4 depicts the delay fishbone diagram. Analysis of the free service vehicle data was repeated.

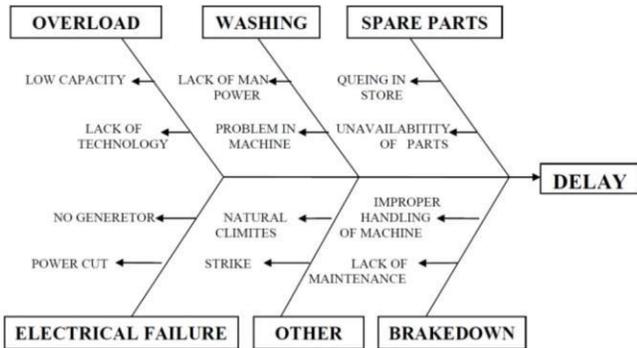


Fig. 4 Fishbone Diagram for Delay

Aftereffect of examination is displayed in reason graph Figure 6. According to the reason chart, the overcrowding of the service center caused 50% of vehicles to delay. As a result, it is the most important factor in customer dissatisfaction or poor service quality. The overloading issue must be resolved in order to improve service quality at the level of the service center. Additionally, it will address some negative consequences of overloading

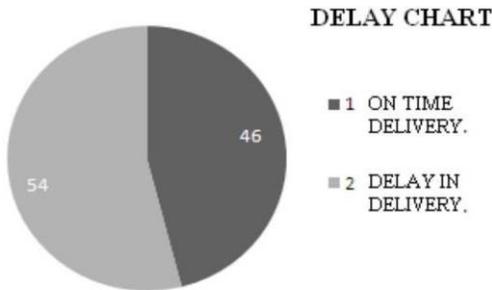


Fig. 5 Delay Chart

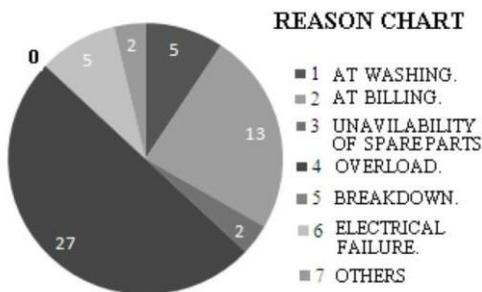


Fig. 6 Reason Chart

SUGGESTIONS AND CONCLUSIONS After-deals administration is a promoting methodology intended to make an item picture that eventually brings about Brand's validity. The analysis of customer status for service after the sale is the primary focus of this paper. Clients are the resources of all organizations. Showcasing experts ought to make an honest effort to persuade their clients to return to their association. Good word of mouth plays a crucial role in the development of both brands and products in the current

setting. To improve customer efficiency and performance, the business must implement effective after-sales service management. This has the potential to strengthen delivery, installation, and warranty operations by integrating customer insights. Since we discovered that overloading is the primary cause of delay, there are two ways to avoid it. One is by limit change, another is by innovation change. Limit change should be possible by asset extension for example by expanding labor force and apparatuses/gear. In any case, because of space requirement at administration focus, no further asset development is conceivable. Consequently, the just elective left was to expand the quantity of working hours (shifts). In order to guarantee smooth loading and improved quality, it has been suggested to investigate the possibility of adding one more shift. In light of the load-to-capacity ratio, the service center also needs to invest in cutting-edge technology. For instance, the vehicle washing and cleaning that is currently performed manually could be replaced by an automated washing plant. It will have the advantage of both quality and time by doing so. The primary objective of this study was to determine an automobile dealership's current service quality level in an Indian city. The research only looked at one cause of dissatisfaction: delivery delays. As different variables have not been thought of, the aftereffects of this study are restricted. The same kind of research could be done on other factors as well. However, once the a forementioned recommendations are put into action, it has been observed that the majority of the other aspects will automatically be taken care of. The first suggestion, which called for employees to work double shifts, has already been implemented by the service center, and it appears that progress has been made.

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