Service Quality and Customer Satisfaction for Maruti Suzuki at Mandovi Motors Pvt Ltd. Bengaluru

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Abstract

Customer Relationship Management (CRM) involves strategies and technologies that companies use to manage interactions with current and potential customers, focusing on data analysis to improve customer service and retention. The study highlights a strong correlation between service quality and customer satisfaction, with respondents praising service efficiency and professionalism. To enhance service delivery and strengthen customer relationships, recommendations include staff training, better feedback systems, and improved communication. These insights aim to inform personalized CRM strategies that foster long-term loyalty and optimize business performance. This paper examines the relationship between service quality and customer satisfaction for Maruti Suzuki at Mandovi Motors Pvt Ltd, emphasizing service quality's role in customer loyalty and business performance.

Keywords

Customer satisfaction, Service Quality, Customer Experience, Service Delivery, Quality Standards, Customer Loyalty.

Introduction

The automobile industry is vital to India's economy, employing 13 million people and contributing 3.1% to the GDP. Despite low car ownership (17 vehicles per 1,000 people), India is a fast-growing car market attracting global automakers due to low production costs and favorable policies. However, challenges like complex taxes and poor infrastructure hinder growth. Customer satisfaction, especially in after-sales service, is critical for retention, with Maruti Suzuki excelling due to its vast service network. This study assesses Maruti Suzuki's service quality and its effect on customer satisfaction.

Literature Review

1. Rana and Lokhande (2013) reported Maruti Suzuki's sales increase in March 2008 and emphasized the need for effective marketing strategies and innovation for success.
2. Singh and Srivatava (2013) found that excellent customer service boosts retention and profitability, with pricing satisfaction lower than product attributes.

3. Ranjith and Snekalatha (2013) highlighted the importance of customer loyalty for sustainable growth, with most respondents preferring the Maruti Omni due to pricing and quality.
4. Balakrishnan and Raj V.P. (2012) emphasized exceptional customer service as a key differentiator for car owners in Kerala, particularly in personalized after-sales support.
5. Suganya R. (2012) identified peer influence as crucial for young buyers and stressed the importance of brand equity, awareness, and perceived quality in fostering loyalty.
6. Parthian and Rajendran (2014) found that while most Maruti Suzuki customers were satisfied, addressing specific concerns could enhance brand preference.
7. Akhila and Thayyullathi (2015) noted the growing preference for Maruti Suzuki SUVs due to their ease of handling, safety, and performance.

Objectives of The Study

➤ To study the service quality and measure customer satisfaction for Mandovi Motors Pvt Ltd. Bengaluru.
➤ To conclude the factors affecting customer satisfaction.
➤ To look at the relationship between's administration quality and consumer loyalty.
➤ To suggest improvements for bettering service feature and customer happiness.
➤ To consider service excellence and satisfaction across various customer segments.

Statement of the problem

In India's competitive automotive market, customer satisfaction and after-sales service quality are crucial for maintaining leadership. Maruti Suzuki faces challenges like delays, communication gaps, and parts availability, which risk customer loyalty. As customer expectations evolve, a gap between perceived and actual service quality emerges. This study explores how service quality perceptions impact customer satisfaction and the key factors driving this relationship.

Research Methodology

Descriptive Research is used in this research in order to depict the level of consumer awareness, feelings, opinions, experience, buying habits towards fast food outlets in terms of quality, service and various factors. Descriptive Research is used in this analysis to measure consumer experience, which in turn leads to customer satisfaction.

Sources of Data collection
Primary data was collected from respondents in Bangalore by visiting Mandovi Motors Pvt Ltd. and distributing a structured questionnaire via Google Forms to evaluate service quality and customer satisfaction.
Secondary data: - Secondary information was gathered from innumerable causes such as websites, journals, articles, and magazines.

Sampling Design
Sampling method
Random sampling was utilized to select individuals from the population visiting Mandovi Motors Pvt Ltd. in Bengaluru, ensuring that the selection process was unbiased and conducted randomly.

Population and sampling units

Research and survey undertakings were piloted with customers of Maruti Suzuki services to assess service quality and customer satisfaction at Mandovi Motors Pvt Ltd., Bengaluru.

Sampling Units - The survey was conceded out with customers who visit Mandovi Motors Pvt Ltd. for vehicle servicing.

Sample size

The magnitude of the sample denotes to the quantity of respondents particular from the consumer base visiting Mandovi Motors Pvt Ltd. for Maruti Suzuki service, which is set at 250.

Hypothesis of the study

H_0: There is no significant relationship between overall service quality and customer satisfaction.

H_1: There is a significant relationship between overall service quality and customer satisfaction.

Statistical design

The data collected is represented in a tabular form and analysed using statistical tools such as percentage analysis. SPSS software is used to determine the relationship between two variables. The data is presented through percentage and bar chart analysis which helps to judge the level of customer satisfaction by indicating variables in accurate manner.

1. Table showing avail service of respondents.

Avail-Service	No. of respondent's	Percentage of respondent
Yes	200	80%
No	50	20%
Total	250	100%

Analysis: The table shows that 80% of respondents confirmed that they avail service at Mandovi Motors, while 20% do not.
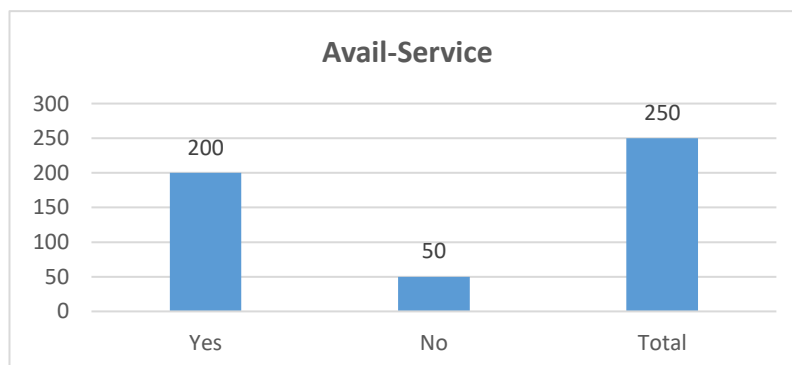

Inference: The graph indicates that a majority of respondents agreed that they avail service at Mandovi Motors.

2. Table showing satisfaction level of each factor.

Factors	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Promptness of service at Mandovi Motors.	92	108	0	0	0
Technical knowledge of the service staff.	92	100	8	0	0
Availability of spare parts at Mandovi Motors.	68	120	12	0	0
Overall service process at Mandovi Motors.	72	108	20	0	0
After-service support provided by Mandovi Motors.	68	124	8	0	0

Analysis: The data shows that most respondents were satisfied with Mandovi Motors' prompt service, technical expertise, spare parts availability, overall service process, and after-service support.

Inference: The graph shows that many respondents are satisfied with Mandovi Motors' prompt service, staff expertise, spare parts availability, service process, and after-service support, indicating high customer satisfaction.
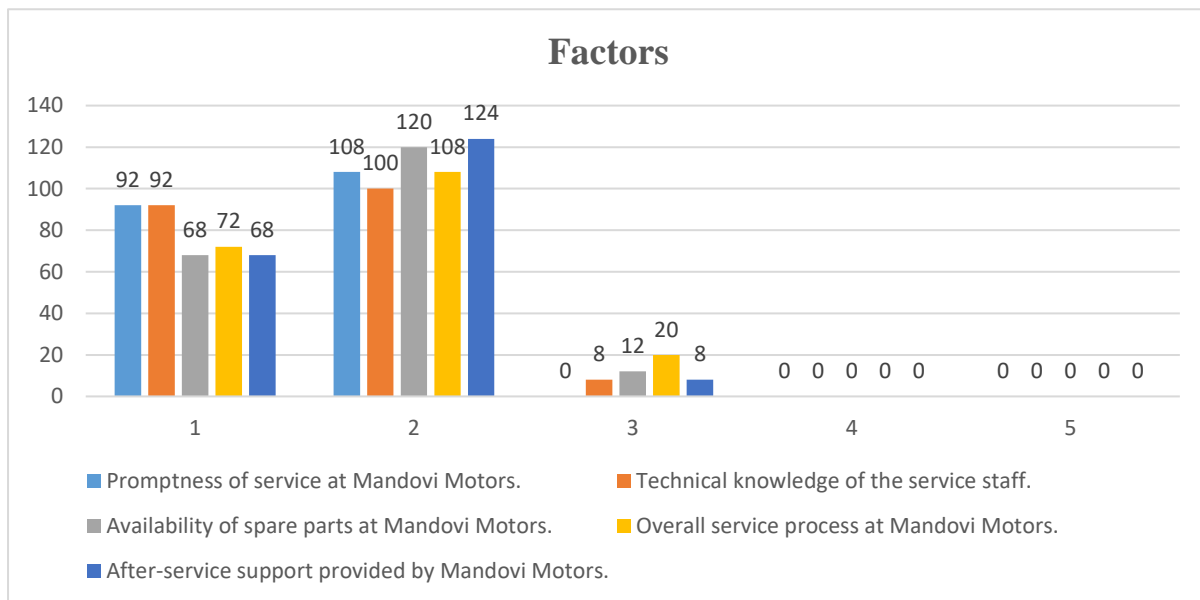
Hypothesis testing (CORRELATION TEST)

HYPOTHESIS – 1

H0: There is no significant difference between customer satisfaction and service delivery time.

H1: There is a significant difference between customer satisfaction and service delivery time.

This Hypothesis is tested using Correlation test.

A correlation test is used to assess the relationship between overall satisfaction and the punctuality of vehicle delivery. This analysis explores how overall satisfaction and customer experience are linked to timely delivery as promised by the service center.

Correlations		18. How Satisfied are you with the following from 1 to 5? Overall, how satisfied are you with your experience at Mandovi Motors?	26. Was your vehicle delivered on time as promised by the service center?
18. How Satisfied are you with the following from 1 to 5? Overall, how satisfied are you with your experience at Mandovi Motors?	Pearson Correlation	1	.036
	Sig. (2-tailed)		.617
	N	200	200
26. Was your vehicle delivered on time as promised by the service center?	Pearson Correlation	.036	1
	Sig. (2-tailed)	.617	
	N	200	200

Interpretation

P value =0.617   **(LOS=0.05< P value 0.617)**

Level of significance =0.05

The Pearson product-moment correlation showed a moderate positive relationship that is statistically significant; however, since the level of significance is greater than the p-value, the null hypothesis (H0) is accepted, and the alternative hypothesis (H1) is rejected.

HYPOTHESIS – 2

H_0: There is no significant relationship between overall service quality and customer satisfaction.

H_1: There is a significant relationship between overall service quality and customer satisfaction.

This Hypothesis is tested using Chi-square test.

To compare actual results with predicted ones, utilize the Chi-square test outcomes. In this instance, the test analyzes the overall service process to assess the quality of repairs and servicing at Mandovi Motors. Its purpose is to ascertain the connection between income and spending habits.

Crosstabs

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
13. To what extent are you happy with the following from 1 to 5? Overall service process at Mandovi Motors? * 17. How do you rate the following from 1 to 5? Quality of repairs and servicing at Mandovi Motors?	200	100.0%	0	0.0%	200	100.0%

13. To what extent are you happy with the following from 1 to 5? Overall service process at Mandovi Motors? * 17. How do you rate the following from 1 to 5? Quality of repairs and servicing at Mandovi Motors? Crosstabulation						
			17. How do you rate the following from 1 to 5? Quality of repairs and servicing at Mandovi Motors?			
			Excellent	Good	Average	Total
13. To what extent are you happy with the following from 1 to 5? Overall service process at Mandovi Motors?	Excellent	Count	56	16	0	72
		Expected Count	27.4	38.9	5.8	72.0
	Good	Count	20	80	8	108
		Expected Count	41.0	58.3	8.6	108.0
	Average	Count	0	12	8	20
		Expected Count	7.6	10.8	1.6	20.0
Total		Count	76	108	16	200
		Expected Count	76.0	108.0	16.0	200.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	101.431[a]	4	<.001
Likelihood Ratio	100.678	4	<.001
Linear-by-Linear Association	80.270	1	<.001
N of Valid Cases	200		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 1.60.
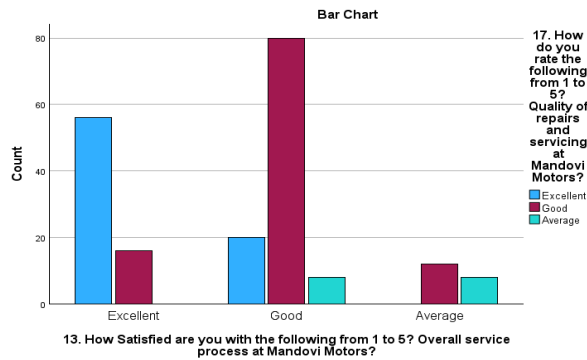
Interpretation

Asymp (P Value) = 0.001

Level of significance = 0.05

(P value 0.001 < LOS 0.05)

- As level of significance is greater than P value, Null hypothesis H0 is rejected & alternate hypothesis H1 is accepted.

- Therefore, Overall service process is related to Quality of repairs and servicing.

HYPOTHESIS – 3

H_0: There is no significant difference in customer satisfaction between first-time customers and repeat customers.

H_1: There is a significant difference in customer satisfaction between first-time customers and repeat customers.

This Hypothesis is tested using Anova test.

The ANOVA test is utilized to identify differences between two variables. Here, the overall service process is the dependent variable, which is influenced by age.

One way

Descriptives								
3. Age								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Excellent	72	1.89	.461	.054	1.78	2.00	1	3
Good	108	1.78	.499	.048	1.68	1.87	1	3
Average	20	1.80	.768	.172	1.44	2.16	1	3
Total	200	1.82	.519	.037	1.75	1.89	1	3

ANOVA					
3. Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.542	2	.271	1.008	.367
Within Groups	52.978	197	.269		
Total	53.520	199			

Interpretation

P value is 0.367   **(P value 0.367>LOS 0.05)**

Level of significance = 0.05(5%)

- According to Anova table mentioned above, "F" is computed at 1.008 degrees of freedom, with a P value of 0.367. The output P value is greater than LOS 0.005 at a level of significance of 5%, or 0.005.

- As a result, alternative hypothesis H1 is accepted and null hypothesis H0 is rejected.

HYPOTHESIS – 4

H_0: There is no level of customer satisfaction varies significantly based on income at Mandovi Motors Pvt Ltd.

H_1: There is level of customer satisfaction varies significantly based on income at Mandovi Motors Pvt Ltd.

This Hypothesis is tested using Anova test.

The ANOVA test was used to assess the differences between two variables, with the overall service process as the dependent variable and income as the influencing factor.

One way

Descriptives								
18. How Satisfied are you with the following from 1 to 5? Overall, how satisfied are you with your experience at Mandovi Motors?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 15000	44	2.00	.610	.092	1.81	2.19	1	3
15000-25000	44	1.36	.487	.073	1.22	1.51	1	2
25000 -40000	68	1.65	.593	.072	1.50	1.79	1	3
40000-50000	8	2.00	.000	.000	2.00	2.00	2	2
50000 and above	36	1.67	.478	.080	1.50	1.83	1	2
Total	200	1.68	.582	.041	1.60	1.76	1	3

ANOVA					
18. How Satisfied are you with the following from 1 to 5? Overall, how satisfied are you with your experience at Mandovi Motors?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.809	4	2.452	8.286	<.001
Within Groups	57.711	195	.296		
Total	67.520	199			

Interpretation

P value is 0.001   **(P value 0.001<LOS 0.05)**

Level of significance = 0.05(5%)

The ANOVA table shows an F statistic of 8.286 with a P value of 0.001, which is below the 0.005 significance level. Therefore, the null hypothesis (H0) is accepted, and the alternative hypothesis (H1) is rejected.

Findings of the study

- The study's main finding shows that most respondents are satisfied with aspects of Mandovi Motors, like service promptness and staff expertise, indicating high service quality at the dealership.
- Analysis reveals that 74% of respondents believe service quality at Mandovi Motors has improved over time, reflecting a positive trend in customer perception.
- Notably, 52% of respondents will definitely recommend Mandovi Motors, while 34% are likely to do so, showcasing strong customer advocacy and potential for positive word-of-mouth.
- The analysis indicates that 92% of respondents received their vehicles on time, demonstrating strong adherence to service timelines and contributing to customer satisfaction.
- Additionally, 44% of respondents plan to return to Mandovi Motors for their next service, with 40% rating their likelihood as very likely, suggesting a high rate of repeat customers.

Conclusion

The research on customer satisfaction at Mandovi Motors highlights strong approval of the overall service process, emphasizing efficient facility management, promptness, and staff expertise. Customers appreciate the value for money and express satisfaction with service quality, particularly regarding staff proficiency and repair quality. Despite positive feedback, some respondents indicated uncertainty about service improvements, especially in communication and clarity. These insights provide Mandovi Motors with valuable feedback to refine services and enhance customer satisfaction and loyalty.

Suggestion

Mandovi Motors should enhance customer satisfaction by increasing transparency regarding service options and improving communication throughout the service process. Addressing feedback on follow-up communication and actively handling customer suggestions can enrich experiences and enhance perceptions of responsiveness. Maintaining strengths in staff professionalism and repair quality is crucial, alongside investing in continuous staff training. By focusing on these strategic improvements, Mandovi Motors can solidify its reputation and foster greater customer loyalty.

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