



A STUDY OF AFTER SALES SERVICE AND CUSTOMER SATISFACTION OF HYUNDAI CAR SERVICE IN GORAKHPUR

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ABSTRACT: In the automotive sector, sustaining brand loyalty and ensuring repeat business depend significantly on customer satisfaction. Hyundai Motor has seen tremendous expansion throughout the years. Company is focused on after sales service and customer satisfaction. In this study satisfaction of customer related to after sales service of Hyundai car in Gorakhpur district is identified. The data is gathered using a well-organized questionnaire. It was found that 58% of users being satisfied and 42% being unsatisfied during warranty period (free after sale service) by the Hyundai service center in Gorakhpur. 39% of paid service customers in the Gorakhpur showroom are satisfied with the company's after-sale support, while 61% of customers are not satisfied. "Delivery Time" was the main causes of consumer dissatisfaction.

Keywords: After Sales Service, Customer Satisfaction, Hyundai Car, Automobile, Warranty

1. INTRODUCTION

A crucial part of any business is its customers. Every business's primary goals are to draw in prospective customers and satisfy current customers. In the current marketing landscape, customer service practices are becoming a more significant source of competitive advantage for businesses. Services provided after the sale are crucial for retaining customers and increasing revenue, Yuly, Kridiawan, Gunawan, Wang. (2023). Customers satisfaction are affected by service interactions, which highlights how crucial it is for the auto sector to offer outstanding after-sales services in order to improve customer experiences and loyalty, Rajni, Gupta., Sreedhara, Raman(2022). According to Lalit, Kumar, Pothal., Sushanta, Tripathy., Kaustuv, Kumar., Aishwarya, Dash. (2021), in today's business environment, customer relationship management is becoming increasingly important, particularly in the automotive sector. After sales service plays very significant role in customer relationship management.

Company Profile

The Hyundai Motor Company, also known as Hyundai Motors and Hyundai in general. The Hyundai Motor Company was founded in Seoul, South Korea, in 1967. Its global headquarters located in Seoul, South Korea. 1968 saw the introduction of the Cortina, the company's debut model, in collaboration with Ford Motor Company. The first mass-produced automobile in South Korea, the Pony, was unveiled by Hyundai in 1974 as their first proprietary model. Since launching the Pony, which was created using exclusive technology, Hyundai Motor Company has led the way in the Korean auto business.

Over 200 nations get Hyundai Motor Company's branded automobile exports, as the company has grown to become a well-known automobile producer worldwide. It has production facilities spread out around the globe. It is driving the future mobility industry forward with its leadership in autonomous driving and connectivity technologies, and it is growing the automobile market by successfully introducing high-end brand GENESIS and mass-producing hydrogen-powered vehicles for the first time in history.

Hyundai Motor Company is a major player in the world auto industry. Together with its affiliate Kia, Hyundai is one of the world's leading automakers. The Hyundai Motor Group is one of the biggest automakers in the world, with a recent global market share of between 8 and 9 percent. In India Hyundai Motor is known as Hyundai Motor India Limited (HMIL). Throughout India, HMIL has 1,366 sales locations and 1,550 service locations as part of its network. Hyundai holds a significant market share of 16-18% in India, making it one of the top automobile brands. It is the nation's second-biggest automaker, behind Maruti Suzuki. In India, the best-selling Hyundai models are the Venue, i20, and Creta.

Table 01: DIFFERENT CARS OF HYUNDAI MOTOR

Sedan	SUV	MPV	ECO	COMMERCIAL
i10, i20, i30, ACCENT 2018, ELANTRA, ELOSTER, SONATA, AZERA 2020	PALISADE, VENUE, KONA, TUCSON, CRETA, SANTAFE	STARIA	IONIQ Hybrid, SONATA Hybrid, KONA Electric	H-100,H-100 2020, H-1, H-1 Facelift

SUV- Sport Utility Vehicle, MPV –Multi Purpose Vehicle, ECO- Economic (Fuel saving feature vehicle)

In above table 1 different cars of Hyundai Motors in different categories are shown. Company manufacture almost all types of car. Customers can choose as per the requirement.

Warranty Period

The date of the new vehicle's delivery to the original buyer will mark the start of the warranty period. Each model's warranty will be applied in accordance with the table below. The warranty duration listed below is contingent upon the earlier of these two events. The warranty details listed below are valid as of January 2022.

Table 02: Different Car Model and Warranty Period

Model	Warranty Period
NIOS	3 Years/100 kms (Whichever is earlier)
Aura	3 Years/100 kms (Whichever is earlier)
i20/N Line	3 Years/100 kms (Whichever is earlier)
Venue/New Venue	3 Years/Unlimited kms
Verna	3 Years/Unlimited kms
Creta	3 Years/Unlimited kms
Alcozar	3 Years/Unlimited kms
Elantra	3 Years/Unlimited kms
Tucson	3 Years/Unlimited kms
Kona	3 Years/Unlimited kms

IONIQ5	3 Years/Unlimited kms
Exter	3 Years/Unlimited kms

In table 2 different models of Hyundai along with its warranty period are shown. It shows better warranty periods that can suit customers' expectation.

OBJECTIVES OF STUDY

1. To identify satisfaction and dissatisfaction amongst the users of paid and free after-sale services.
2. To know the level of satisfaction and dissatisfaction amongst the users of free and paid after sales service.
3. To know the main cause of customer dissatisfaction.

2. LITERATURE REVIEW

Leong, Choi Meng & Cheah, Jun-Hwa & Ting, Hiram & Lim, Rodney & Ariffin, Adlin & Jean, Lim. (2024), they discovered that after sales service is crucial for customer retention in the car industry. Also found that customer delight and satisfaction is directly correlated. Customer delight and satisfaction both are crucial for customer retention in after sales service.

Anusha, S., Dr., S, Baskaran. (2023), in their study examined at how customer happiness affected brand loyalty and retention, emphasizing the value of after-sales service in fostering enduring connections with customers. They also revealed the evaluation of areas for service improvement gave Hyundai Motor Company important information for planning and raising customer satisfaction levels.

In order to maintain sustainable growth and competitiveness in the automobile industry, it is imperative to prioritize customer satisfaction, retention, and customized services. It help to increase revenue and repurchasing **Yuly, Kridiawan., Gunawan, Wang. (2023)**.

Prashant, Namdev, Phule., Sachin, Chandrakant, Vyavhare. (2022) studied that positive correlation between Hyundai Motors' after-sales service quality and customer satisfaction, highlighting the role that service excellence has in sustaining customer satisfaction and loyalty.

Vivi, Aryska., Nabila, Zahra, Irfany., Dilla, Caroline, Khairunnisa' (2022) found that customers who receive after-sales services are more likely to make repeat purchases and help the company's sales in the future. Also identified a key component of after-sale support is warranty, which gives consumers peace of mind about the quality of the product and the lack of manufacturing faults.

According to **Charles, Adusei., Isaac, Tweneboah-Koduah (2019)**, in the automotive business, it is imperative to prioritize customer demands, such as maintaining documentation accuracy and using maintenance to solve problems, in order to increase satisfaction with customers.

3. RESEARCH METHODOLOGY

Gorakhpur has been chosen as the study area for this research. The sampling frame is the total number of automobile services rendered at the Gorakhpur Showroom in the calendar year 2023. 341 car owners make up the sample size that is chosen at random for the sample collection. Both primary and secondary sources are used to get data. The conceptual framework and the supporting literature review are drawn from secondary sources. One tool used to gather primary data is a structured questionnaire. The tool comprised closed-ended questions that addressed the study's goals. The percentage method and coefficient of variation are used to examine data. The mean (+-) standard deviation is used to calculate the satisfaction levels.

4. ANALYSIS OF THE STUDY

Table 03: Respondent's Profile

Respondent's Profile	Categories	No. of Respondent
Gender	Male	312 (92%)
	Female	29 (8%)
	Total	341(100%)
Income	Less than 50,000	65(19%)
	50,000-1,00,000	123(36%)
	1,00,000-1,50,000	105(31%)
	1,50,000 and above	48(14%)
	Total	341(100%)
Car used (In Years)	0-3	178(52%)
	3-6	102(30%)
	6 and above	61((18%)
	Total	341(100%)

Table no.3 shows the respondents profile. Of the 341 samples that were gathered, 312 (92%) of the respondents are male, and 29 (8%) are female. According to the respondents' income status, 19% of car owners fall below 50,000 income range. 36 % of the participants fall within the income bracket of 50,000 and 1,00,000 while 14% of the respondents in the survey earn 1,50,000 and above. 30% of the respondents said they have driven a Hyundai vehicle between 3 to 6 years. 18% of sample respondents have driven a Hyundai vehicle for 6 or more than 6 years. A large number of respondents i.e.52% said that they have driven the car less than 3 years.

Table 04: Type of Service

Car Service Type	No. of Responses
Free Service	176(52%)
Paid Service	165(48%)
Total	341(100%)

Hyundai Company provides free car service period is mention in table 02 for different models of car. Customers that use paid services must pay the entire amount payable. Table No. 04 indicates that out of 341 responses, 176 (52%) respondents bring their cars to Hyundai showroom during free servicing period. Of the 341 participants, 165 (or 48%) Hyundai vehicle owners bring their vehicles to the Gorakhpur showroom for paid service. As a result, the data is handled and examined according to users of paid and free services.

Free After Sales Service of Customer Car

The opinions of a sample of respondents who are brand-new automobile owners and receive free services from the company dealership are covered in this part.

Table 05: Satisfaction of services during warranty period (free after sales service)

Satisfaction	No. of Respondent
Yes	102(58%)
No	74(42%)
Total	176(100%)

In table 5, The satisfaction response of new automobile owners who provided free services (period displayed in Table 02) indicate that (58%) of the 176 respondents who provided free services in the show room expressed satisfaction while 42% of the respondents express dissatisfaction with the free services provided by the Hyundai showroom in Gorakhpur.

Table 06: Willingness to service in Authorized Service Centre after the warranty period

Willingness to service after warranty period	No. of Respondent
Yes	48(27%)
No	86(49%)
Not Decided	42(24%)
Total	176(100%)

Table 6 presents the views of current automobile owners regarding their future plans to continue receiving services from the company showroom. The data makes it clear that 27% of respondents take their cars in for services in a showroom during warranty period. Out of 176 respondents, 86 (49%) have chosen not to take their automobile to the service center for repairs after the warranty has expired. It has also been identified that 42% of Hyundai car users are unsure about whether to keep using the company's showroom for auto repairs.

Table 07: Satisfaction Level who avail free car service

Satisfaction Level	Low (<1.32)	Medium (1.32-4.08)	High (>4.08)	Total
No of Responses	9	161	6	176
In percentage	5%	92%	3%	100%

The degree of satisfaction expressed by car owners who provided free service in the Hyundai showroom is displayed in Table 7. 2.70 is the computed average score, and 1.38 is the standard deviation. A score of 4.08 or above is considered to be highly satisfied, a score of 1.32 or below is considered low satisfaction, and a score in the middle range is considered medium satisfaction. Table No. 7 makes it evident that just 3% of car owners who provide free services are highly satisfied. 5% of drivers are not very satisfied. 92% of Hyundai vehicle owners are moderately satisfied with the company's free servicing.

Car users who paid for the service

The viewpoints of the respondents who are paying customers of the Hyundai company showroom in Gorakhpur are the subject of this section of the analysis.

Table 08: Satisfaction among paid car service user

Satisfaction	Satisfied	Not Satisfied	Total
No. of Respondent	64	101	165
In percentage	39%	61%	100%

The satisfaction of paid automobile users is displayed in Table No. 8. Out of 165 customers, it is clear that 101 (61%) are not satisfied. The company's after-sales services able to satisfy 64 customers, or 39% of the total. According to this data, the percentage of dissatisfied consumers who paid for auto repairs at the Hyundai showroom in Gorakhpur is higher than the percentage of satisfied customers.

Table 09: Satisfaction level among customers who paid for car services

Satisfaction Level	Low (< 3.38)	Medium (3.39-4.42)	High (>4.42)	Total
No. of Responses	14	32	18	64
In percentage	22%	50%	28%	100%

The level of satisfaction among users of paid cars is displayed in Table No. 9. 3.91 is the average mean, while 0.51 is the standard deviation. According to the table, 28% of the paid customers report being very satisfied. For 50% of car owners, the degree of satisfaction is medium, and for 22% of consumers, it is low.

Table 10: Dissatisfaction level among customers who paid for car services

Dissatisfaction Level	Low (<1.98)	Medium (1.96-5.23)	High (>5.23)	Total
No. of Responses	19	54	28	101
In Percentage	19%	53%	28%	100%

Table No. 10 is used to analyze the levels of dissatisfaction. 3.60 is the computed mean, while 1.63 is the calculated standard deviation. Table suggests that 34% of drivers of paid cars are highly dissatisfied. For 44% of the consumers, the level of dissatisfaction is medium, and for 22% of the customers, it is low.

Table 11: Car Service Frequency at Hyundai Service Center and Satisfaction

Satisfaction \ Frequency	Satisfied	Dissatisfied	Total
Regular	47(71%)	19(29%)	66(100%)
Sometime	21(34%)	41(66%)	62(100%)
Rarely	4(11%)	33(89%)	37(100%)
Total	52	93	165

Table No. 11 displays customer satisfaction as well as the frequency of auto maintenance at the Hyundai showroom. Of the 165 responses, 66 customers regularly use the company's showroom. Out of the 66 responses, 71% of regular customers are satisfied with the car service, while 29% are not. Out of 165 customers, 62 occasionally brought their cars to the company showroom for maintenance. 66% customers express dissatisfaction. The table makes it evident that 89% (33 out of 37) of rarely Hyundai showroom visiting respondents are dissatisfied with car service.

Table 12: Coefficient of variation (CV) factors among customers who are satisfied

No.	Services	Mean	Standard Deviation (SD)	CV (%)
1.	Spare Parts Availability	4.09	0.99	24.20
2.	Technician Skill	3.92	0.93	23.72
3.	Change of engine oil and filter and brake oil	3.86	0.83	21.50
4.	Delivery Time	3.87	1.23	31.78
5.	Car Wash	3.98	0.79	19.84
6.	Part Replacement	2.96	1.12	37.84
7.	Service Charge	2.67	0.98	36.70

The characteristics that are reliable and consistent for the satisfied customers are examined through Table No. 12. Reliability and consistency are assessed using the coefficient of variation, or CV. The formula (standard deviation/mean) x 100 is used to get the coefficient of variation. Less is more reliable and consistent when it comes to CV values. It is clear that the factor car washes found major factor for customer satisfaction.

Table 13: Coefficient of variation (CV) factors among customers who are not satisfied

No.	Services	Mean	Standard Deviation (SD)	CV (%)
1.	Spare Parts Availability	2.87	1.34	46.69
2.	Technician Skill	2.93	1.23	41.98
3.	Change of engine oil and filter and brake oil	2.63	1.27	48.29
4.	Delivery Time	1.21	0.29	23.97
5.	Car Wash	2.32	1.22	52.59
6.	Part Replacement	2.23	1.08	48.43
7.	Service Charge	1.54	0.63	40.91

Customers who pay for services but not satisfied are presented in table no. 13. The main factors influencing automobile owners' dissatisfaction is 'Delivery Time'.

Table 14: Customers' preference to service in future as per their experience

Preference for car service in future	Satisfied	Dissatisfied	Total
Hyundai Service Centre in Gorakhpur	33(54%)	6(6%)	39
Hyundai Service Centre other than Gorakhpur	19(31%)	24(23%)	43
Local Workshop	9(15%)	74(71%)	83
Total	64(100%)	101(100%)	165

The preference of consumers to provide service in the future is shown in Table No. 14. It was discovered that 54% satisfied customers serviced their car at the Hyundai service center in Gorakhpur. 31% of satisfied customers found that they were satisfied for their car servicing other than Gorakhpur Hyundai showroom. 15% of satisfied customers still prefer car servicing in local workshop in future. Among dissatisfied customers very rare i.e. 6% car users wants to visit Hyundai service center in Gorakhpur. 23% of dissatisfied customers prefer to visit Hyundai Service Centre other than Gorakhpur. A large number of dissatisfied customers (71%) prefer to do car servicing from local workshop.

5. FINDING OF THE STUDY

1. 58% respondents are satisfied while 42% of respondents are not satisfied among 176 respondents who provided free services in Hyundai showroom in Gorakhpur.
2. 92 % respondents fall in moderate level of satisfaction who avail free car service.
3. Among the 165 respondents who paid for servicing, 61 % are not satisfied and 39% are satisfied. Thus, the percentage of dissatisfied consumers who paid for auto repairs at the Hyundai showroom in Gorakhpur is much higher than the percentage of satisfied customers.
4. It was identified that 50 respondent were in moderate level of satisfaction who paid for their car servicing.
5. The major factors that are associated with customers' satisfaction and dissatisfaction were Car Wash and Delivery Time respectively.

6. CONCLUSION AND SUGGETION

In every business in the world, customers are highly important. Every business's primary goal is to draw in prospective customers while also satisfying its present customers. Instead of focusing on bringing in prospective customers, businesses prioritize keeping current customers. The Hunyadi Company Showroom offers both paid and free car services for its vehicles. In the study it was found 58% of car users who were given free services were satisfied. Remaining 42% respondents were not satisfied with the free service provided at Hyundai service center in Gorakhpur. Among the paid users also 61% of the users were not satisfied with the after sales service provided by Hyundai service center in Gorakhpur.

Various factors of after sales service affect customers' satisfaction. Hyundai car users who provided service at Gorakhpur showroom were found that they were not very satisfied with various factors of after sales service excluding car washing. Delivery time was identified as major issue of customer dissatisfaction. Hyundai service centers in Gorakhpur need to enhance their after sales service strategies to reduce dissatisfaction among the car users and increase relationship with them.

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