

# An Analysis of Service Quality and Customer Satisfaction of Hyundai Service Centre in Bardoli City

Mrs. Komal D. Patel

Research Scholar

Ambaba Commerce College, MIBM & DICA-Sabargam

Dr. Ashish K. Desai

Head of the Department, Accountancy

D. R. Patel and R. B. Patel Commerce College, Bharthana (Vesu), Surat

## Abstract

The main objective of this paper is to analyse the customer satisfaction and service quality. For that purpose, 50 respondents of Hyundai has been taken. The data has been collected by framing a questionnaire. To analyse the data, statistical techniques has been applied. After analysing, it has been found that customers of Hyundai are satisfied with the services in Bardoli city.

**Key words:** Service quality, Customer satisfaction, Hyundai service centre.

## 1. INTRODUCTION

The automobile industry is having a strong multiplier effect on the growth of a country. It generate a significant employment opportunities by developing transport sector and industrial sector. Consumers are becoming more sophisticated in their requirements and demanding higher standards of service. In this competitive scenario, service quality and customer satisfaction is an essential aspect for automobile service provider. There are many factor which affect the customer satisfaction like price, look, service, performance, like, dislike of the customer. It is the best predictor of the future behaviour of the customer. Customer satisfaction leads to the customer loyalty and to maintain the loyalty company should make all there possible try to retain their customer.

## 2. LITRATURE REVIEW

**Mohd. Talha khan et al. (2015)** emphasis on gap between customer expectations and perceptions in Hero, Bajaj and Honda two wheeler. Customer are satisfied with the services provided by automobile company is also evaluated by using SERVQUAL model. For analysis the data was collected in the form of questionnaire from the users of Hero, Bajaj and Honda two wheeler automobile service industries. The hypothesis of the study is analysed using Paired t test. The study found that there was significant gap in overall service quality for Hero and Honda two wheeler automobile service industries and there was no such significant gap was found in the overall quality for Bajaj two wheeler automobile service industries.

Asadollahi, A. et al. (2011) discussed on service quality and customer satisfaction in automobile after sales services in two Indian companies and one foreign company. The research methodology defined in this study is performed in two phases The results of the rate of customer satisfaction of after sales service for three

companies in every five dimensions were analysed separately. The two Indian companies have no significant difference in all the dimensions but showed a meaningful significant difference with other foreign company in all the dimensions.

Mohd Javed et. al. (2015) stressed on four wheeler automobile service Industries in which there are some gaps in between perceived and expected service and this thing directly affect the customer satisfaction and its market and brand value. This paper also gives an idea about latest techniques and methods used by the previous authors in different years. SERVQUAL model has been used and concluded that the customer satisfaction is most important part of any industry. So it is the main responsibility of service industries to improve customer satisfaction and quality of service which is beneficial to enhance the no. of new customers.

### 3. Objectives of the Study

1. To know whether customer are satisfied or not.
2. To know which demographic factor affect the customer satisfaction and customer buying behaviour.
3. To study the users opinion regarding the performance of Hyundai car in Bardoli city

### 4. RESEARCH HYPOTHESIS

**H0:** There is no relationship between personal factor like Age, Gender, income, occupation and customers buying behaviour and satisfaction levels of customers selected variables of Hyundai.

**H1:** There is no relationship between personal factor like Age, Gender, income, occupation and customer buying behaviour and satisfaction levels of customers selected variables of Hyundai

### 5. RESEARCH METHODOLOGY

#### Research design and data collection

Qualitative as well as Quantitative research has been adopted. The present study used exploratory and descriptive research design. In exploratory research design in-depth interview has been conducted from respondent of Bardoli city through convenience sampling. The primary data has been ascertain from structured questionnaire and secondary data has been collected from personal interviews of the respondent, magazine, websites etc.

#### Statistical tools & technique

Statistical tools like Percentage Analysis, Chi-square test and 5 point likert scale has been used to analyse the data.

### 7. R

**1) Reliability Test for the Items Measuring Satisfaction Level of the Respondents regarding services provided by car service centre**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .959             | 82         |

The above table clear that data are totally reliable to make further study.

**2) Income Category of Respondents**

| Income                | Frequency | Percent      |
|-----------------------|-----------|--------------|
| 2,00,000 to 4,00,000  | 19        | 38.0         |
| 4,00,000 to 6,00,000  | 23        | 46.0         |
| 6,00,000 to 8,00,000  | 4         | 8.0          |
| 8,00,000 to 10,00,000 | 2         | 4.0          |
| 10,00,000 onwards     | 2         | 4.0          |
| <b>Total</b>          | <b>50</b> | <b>100.0</b> |

The above table indicate that 38 percent respondent are in the income group of between 2,00,000 to 4,00,000.46 percent respondent are in income group of between 4,00,000 to 6,00,000. 8 percent of the respondent are in the income group of between 6,00,000 to 8,00,000. And equal number of respondent are in the income group of 8,00,000 to 10,00,000 and 10,00,000 onward respectively.

**3) Age wise Classification of the Respondents**

| Age          | Frequency | Percent      |
|--------------|-----------|--------------|
| 18 to 25     | 4         | 8.0          |
| 26 to 35     | 26        | 52.0         |
| 36 to 45     | 15        | 30.0         |
| 46 to 55     | 5         | 10.0         |
| <b>Total</b> | <b>50</b> | <b>100.0</b> |

The above table indicated that 52 percent of the respondents are in the age group of 26 to 35years, 30 percent of the respondents are in the age group of 36 to 45 years, 10 percent of the respondents are in the age group of 46-55 years and remaining 08 percent of the respondents are in the age group of 18 to 25 years. It is concluded that majority of the respondents are in the age group of 25 to 35 years.

**4) Gender wise Distribution of Respondents**

| Gender       | Frequency | Percent      |
|--------------|-----------|--------------|
| Male         | 40        | 80.0         |
| Female       | 10        | 20.0         |
| <b>Total</b> | <b>50</b> | <b>100.0</b> |

The above table shows that 80 percent of the respondents are male and only 10 percent of the respondents are female. It is concluded that majority of the respondents are male.

### 5) Occupational Division of Respondents

| occupation       | Frequency | Percent      |
|------------------|-----------|--------------|
| Service          | 24        | 48.0         |
| Business         | 18        | 36.0         |
| Farmer           | 3         | 6.0          |
| other profession | 5         | 10.0         |
| <b>Total</b>     | <b>50</b> | <b>100.0</b> |

Above table indicate that 48 percent of the respondents are Service people, 36 percent of the respondents are businessman and 10 percent of the respondents are in other profession and 6 percent of the respondents are farmer. It is concluded that majority of the respondents are service group.

### 6) Category of car division of Respondents

| Category      | Frequency | Percent      |
|---------------|-----------|--------------|
| Small car     | 10        | 20.0         |
| Sedan car     | 31        | 62.0         |
| SUV car       | 4         | 8.0          |
| Hatchback car | 5         | 10.0         |
| <b>Total</b>  | <b>50</b> | <b>100.0</b> |

It is clear from the above table that majority of the respondent use sedan car (62%). 20 % percent of the respondents use small car and 5 percent of the respondent use hatchback car. Lowest number of respondent use SUV car.

### 7) Relationship between gender and using category of the car.

#### Chi-Square Tests

|                              | Value                    | df | Asymptotic Significance<br>(2-sided) |
|------------------------------|--------------------------|----|--------------------------------------|
| Pearson Chi-Square           | <b>4.456<sup>a</sup></b> | 3  | <b>.216</b>                          |
| Likelihood Ratio             | 6.187                    | 3  | .103                                 |
| Linear-by-Linear Association | .589                     | 1  | .443                                 |
| N of Valid Cases             | 50                       |    |                                      |

The calculated value is 0.216 which less than the table value of 4.456 so that It concluded that the null hypothesis is accepted. There is no significant difference between gender and category of car size.

### 8) Relationship between occupation and using category of the car.

#### Chi-Square Tests

|                              | Value               | df | Asymptotic Significance<br>(2-sided) |
|------------------------------|---------------------|----|--------------------------------------|
| Pearson Chi-Square           | 12.194 <sup>a</sup> | 9  | .203                                 |
| Likelihood Ratio             | 13.243              | 9  | .152                                 |
| Linear-by-Linear Association | 2.026               | 1  | .155                                 |
| N of Valid Cases             | 50                  |    |                                      |

The calculated value is 0.203 which less than the table value of 12.194 so that it concluded that the null hypothesis is accepted. There is no significant difference between occupation and category of car size.

## 9) Relationship between income and category of the car

Chi-Square Tests

|                              | Value              | df | Asymptotic Significance<br>(2-sided) |
|------------------------------|--------------------|----|--------------------------------------|
| Pearson Chi-Square           | 9.240 <sup>a</sup> | 12 | .682                                 |
| Likelihood Ratio             | 9.730              | 12 | .640                                 |
| Linear-by-Linear Association | .059               | 1  | .808                                 |
| N of Valid Cases             | 50                 |    |                                      |

The calculated value is 0.682 which less than the table value of 9.240 so that it indicate that that the null hypothesis is accepted. There is no significant difference between income and category of car size.

## 10) Relation of customer satisfaction and other personal factor

### 1) Relationship between age and customer satisfaction

Chi-Square Tests

|                              | Value               | df | Asymptotic Significance<br>(2-sided) |
|------------------------------|---------------------|----|--------------------------------------|
| Pearson Chi-Square           | 18.232 <sup>a</sup> | 12 | .109                                 |
| Likelihood Ratio             | 19.327              | 12 | .081                                 |
| Linear-by-Linear Association | .092                | 1  | .761                                 |
| N of Valid Cases             | 50                  |    |                                      |

From the above table it is clear the calculate value is 0.109 which is less than 18.232 so that null hypothesis is accepted. There is no relationship between age and customer satisfaction.

### 2) Relationship between gender and customer satisfaction

Chi-Square Tests

|                              | Value              | df | Asymptotic Significance<br>(2-sided) |
|------------------------------|--------------------|----|--------------------------------------|
| Pearson Chi-Square           | 1.461 <sup>a</sup> | 4  | .834                                 |
| Likelihood Ratio             | 1.995              | 4  | .737                                 |
| Linear-by-Linear Association | .178               | 1  | .673                                 |
| N of Valid Cases             | 50                 |    |                                      |

The calculated value is 0.834 which less than the table value of 1.461 so that it indicate that that the null hypothesis is accepted. There is no significant difference between gender and customer satisfaction

### 3) Relationship between occupation and customer satisfaction

Chi-Square Tests

|                              | Value               | df | Asymptotic Significance<br>(2-sided) |
|------------------------------|---------------------|----|--------------------------------------|
| Pearson Chi-Square           | 25.130 <sup>a</sup> | 12 | .014                                 |
| Likelihood Ratio             | 16.024              | 12 | .190                                 |
| Linear-by-Linear Association | 2.736               | 1  | .098                                 |
| N of Valid Cases             | 50                  |    |                                      |

The calculated value is 0.014 which less than the table value of 25.130 so that it concluded that the null hypothesis is accepted. There is no significant difference between occupation and customer satisfaction.

### 4) Relationship between income and customer satisfaction

Chi-Square Tests

|                              | Value               | df | Asymptotic Significance<br>(2-sided) |
|------------------------------|---------------------|----|--------------------------------------|
| Pearson Chi-Square           | 11.878 <sup>a</sup> | 16 | .752                                 |
| Likelihood Ratio             | 14.528              | 16 | .559                                 |
| Linear-by-Linear Association | .040                | 1  | .842                                 |
| N of Valid Cases             | 50                  |    |                                      |

The calculated value is 0.752 which less than the table value of 11.878 so that it indicate that that the null hypothesis is accepted. There is no significant difference between income and customer satisfaction.

## 8. FINDINGS

1. Cronbach's Alpha is .959 and it indicate that this questionnaire is highly reliable for measuring satisfaction
2. From the analysis it has been found that 80 percent of respondent, 48 percent of the respondents doing service, 62 percent of the respondent using sedan car and 46 percent respondent are in income group of between 4,00,000 to 6,00,000.
3. By using Chi-Square Tests it has been found that there no relationship between age, gender, income, occupation and customer satisfaction.

## 9. CONCLUSION

The consumers are satisfied regarding the good looking, performance, resale value, behaviour service employee and safety of the Hyundai cars. They are ready to recommend it to others also.the study also conclude that if the above factors are well manage there is no personal factor affect the customer satisfaction.