

# CUSTOMER SATISFACTION AND CUSTOMER LOYALTY – A CASE STUDY IN AUTOMOBILE SERVICE CENTRE

Ranjesh Singh<sup>1</sup> and Tarun Kumar Yadav<sup>2</sup>

<sup>1</sup>M.Tech Scholar, Mechanical Engineering, BTIRT Sagar (M.P.)

<sup>2</sup>Asst. Prof., Mechanical Engineering, BTIRT Sagar (M.P.)

\*\*\*

**Abstract-** The thesis emphasized the role and the significance of consumer loyalty and satisfaction. Customers are the connection to a business success. The objective of this research is to contemplate the idea of customer loyalty, customer satisfaction and its relationship. Different techniques that have been generally used to quantify customer satisfaction and the result aftereffects of having faithful customers are presented. The thesis presents best practices and the applicable proposal on the best way to improve Pratibha Wheel Pvt. Ltd. Customer satisfaction level. This outcome was cultivated utilizing a quantitative and qualitative research method by means for a questionnaire. The questionnaire was distributed into three different parts, various choice questions, open questions and customer's opinions at long last. the research uncovers that the current service level of Pratibha Wheel Pvt. Ltd. can be set apart as positive and customers are satisfied with the service.

**Key Words:-** Customer Loyalty, Customer Satisfaction, Marketing, Relationship, Service Quality, Value, Feedback System, Operation Planning, SWOT analysis, Distribution Channel.

## INTRODUCTION

Customers are those people who purchase products and services from the market or business that address their wants and needs. Customers buy items to meet their desires as far as money. Checking on norm of customer service as a major aspect of the corporate culture of the organization permits discovering increasingly successful ways to deal with its turn of development and implementation. The organization should ensure that they are offering full service, identical to their money related value.

This study was chosen to be completed following one year of the author's working involvement with **Pratibha Wheels Bilashpur**. As the developing enthusiasm of the organization's creation among Bilashpur customers is escalated, the plan to make service quality of customer satisfaction research, in view of the customer's perspective, was an obvious end result for the final thesis.

Different purposes behind creation the study are additionally significant:

- No past research has been made around there of studies in the organization
- Intensively developing interest among customers
- Personal wide work involvement with service department

## DATA ANALYSIS AND RESULTS

In managing any life issue, it is frequently discovered that data nearby are deficient, and henceforth, it gets important to collect data that are reasonable. There are a few techniques for collecting data which contrast impressively in a setting of money costs, time and different assets at the removal of the researcher (**Kothari 2004**).

### Analysis of Questionnaire

A questionnaire review was led among customers who has been taking the service from Pratibha Wheel Pvt. Ltd. The inquiries were made in two configurations; 11 inquiries were alternative question while 4 questions were open ended questions. In the open-end question area customer was encouraged to give their important remarks, suggestions and recommendation for additional improvement of services and fulfillment of their satisfaction and loyalty. The reason to incorporate open-ended

inquiries in the overview was that customers can communicate whatever they felt missing. The chart underneath shows the outcome abstracted through the investigation of questionnaires.

**Duration Of The customers**

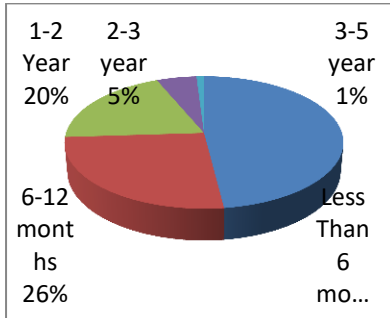


Figure 1. Duration of the customers

Figure 1 expresses that most of customers (48%) is taking service from less than 6 months. It has had the option to increase numerous new customers as appeared in a figure 1 approximately 48%. Thus, 26% of the customers has been utilizing the services for 6-12 months. While 19% customers has been utilizing for over 1-2 years.

**Pratibha Wheel Pvt Ltd employees understands the needs of customers**

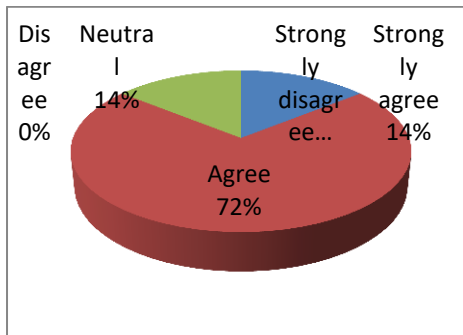


Figure 2

Here as per figure 2, 72% of the customers concur that Pratibha Pvt Ltd comprehend the needs of the customers. Additionally, 14 % of customers unequivocally concur Pratibha Pvt Ltd comprehend the necessities where 14% are neutral on this inquiry it is found in the figure 2 there was no customers who thinks Pratibha Pvt Ltd doesn't comprehend the requirements of the customer; 0% on disagree and strongly disagree.

**Satisfaction by the Service**

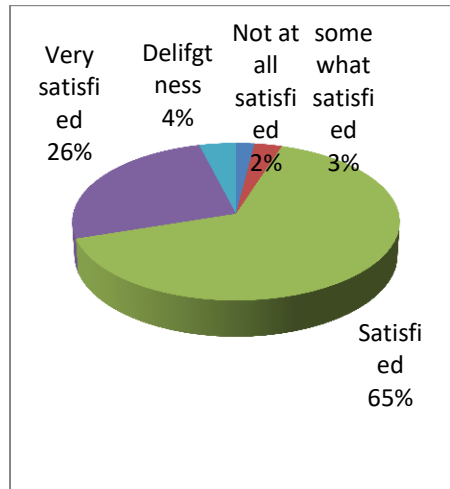


Figure 3

Figure 3 shows that most of the customers were satisfied with **Pratibha Wheel Pvt Ltd** service for example 65%, which involved 65% out of the all out number of customers. The explanation behind including this question was to discover the satisfaction level of the customer by Pratibha Wheel service simultaneously the principle motivation behind the paper was additionally to locate the degree of satisfaction. The figure expresses that there were no any respondents who were not satisfied at all. It explains that Pratibha Wheel is doing incredible in its field.

**Does Pratibha Wheel meet your needs?**

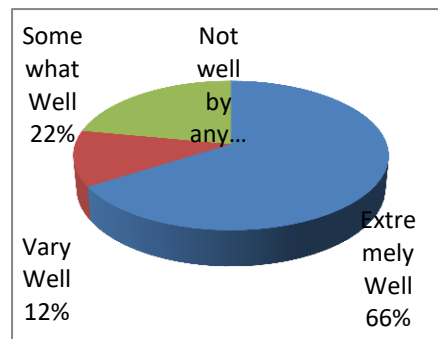


Figure 4

In this study question, about how well Pratibha Wheel addresses customer needs, 66% of the respondents addressed very well and 12% on extremely well. Though 22% reacted somewhat well and there were 0% on not well by any means. This investigation uncovers that most of the customer was treated with well by Pratibha Wheel through its service.

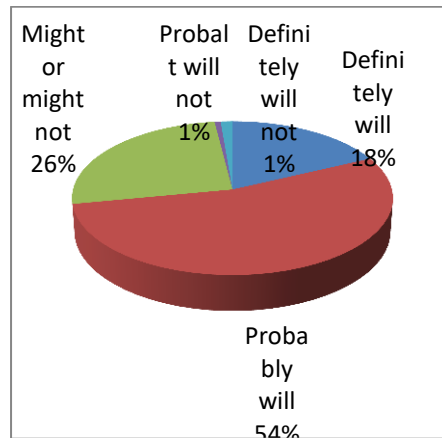
**Repurchase the service of the Pratibha Wheel Pvt Ltd**



Figure 5

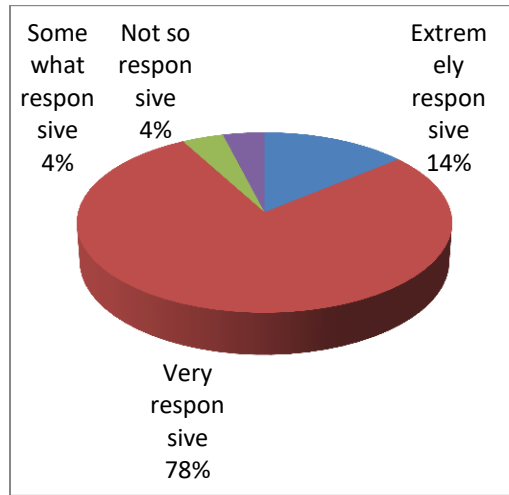
Figure 5 shows that how likely respondents might want to repurchase the service in future. The purpose for remembering this question for this review was to discover the customer loyalty towards Pratibha Wheel services. As indicated by the overview, 55% of the customers were very likely to repurchase Pratibha Wheel service once more. 17% reacted for extremely likely and 25% reacted on to somewhat likely. The outcome shows that 97% of the customers will repurchase Pratibha Wheel service again this implies they will keep purchasing services from the organization.

**Would you recommended Pratibha Wheel service to others?**



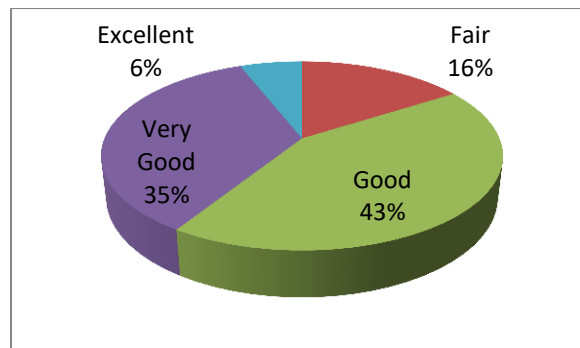
In the event that the customers are exceptionally satisfied with the services, at that point it discovers that there is the chance of developing the marketing channels. From the above pie-chart, 54% of the customers (practically 50% of the entire respondents) are likely to recommended Pratibha Wheel to other people. Though, 18% of the customers appear to have the highest degree of satisfaction, subsequently, 26% of the respondents to definitely recommend the service to other people.

**Pratibha Wheel response level to question and concerns about the service**



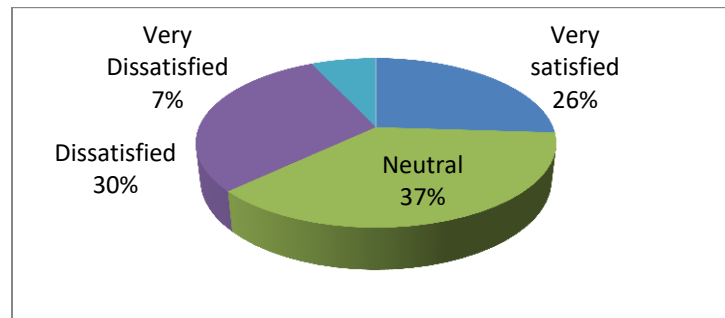
The above figure presents the positive outcomes about Pratibha Wheel response level to question and concerns regarding the services. All the respondents of the Pratibha Wheel are getting a reaction with respect to their interests and question about the services. 78% of the respondents' expresses that Pratibha Wheel has been very responsive to the questions and worries about the services. While, 14% of the respondents' expresses that Pratibha Wheel is extremely responsive. The figure additionally appears there are a sure level of customers who didn't completely concur that, Pratibha Wheel is responsive with respect to worry of the customers.

**Value of Pratibha Wheel service compared with the price**



From the above figure, we can see that 43% of the respondents are satisfied with the services compared with the cost, while 6% of the respondents are highly satisfied with Pratibha Wheel service and cost. Be that as it may, 8% of the respondents appear to be dissatisfied with the services of the Pratibha Wheel service in regards to the cost. Likewise, 16% of the clients feel that the value of service is fair. While, 6% of the respondents are highly satisfied with Pratibha Wheel service and cost. Be that as it may, 35% of the respondents feel the value of the cost is generally excellent.

### Satisfaction with the amount of contact between service provider and service receiver



The gray segment of diagram shows 37% of the respondents are in neutral with the measure of contact between Pratibha Wheel. While 30% of the absolute respondents felt that the communication between the organization and the customer was not satisfied.

In the interim, 27% of the respondents were satisfied with the contact among Pratibha Wheel and the respondents. Despite the fact that the percent is still not exactly other, 7% of the customers need to have a satisfactory measure of the contact and talk about the issues that they are facing.

### CONCLUSION

Hence, it is critical to the organization to comprehend what exactly the customers need and how to pick up loyalty for the effective business. To make it more clear, satisfied customers are the ones who make the chance of the new customers. During the examination, the author made sense of if the customers are happy with the quality of the service and play out the demand as indicated by the customer's interest. The contextual investigation of this research was Pratibha wheel situated in bilashpur. The explanation for picking this organization was it was the most ideal choice with respect to the theme customer satisfaction and customer loyalty. In light of the study it tends to be said that however most of customers are satisfied with the service given by Pratibha wheel, the organization needs to comprehend its weakness and work hard for the improvement that can meet customers perceived service level.

### References

- [1] Kothari, R. C. 2004. Research Methodology: Methods and Techniques. New Delhi: New Age International (P) Limited Publishers.
- [2] Akber, M. & Kumar, P.A. (2012). Behavioural Study on Select Car Owners in Vellore District. International Journal of Multidisciplinary Research 2(3), 281-301.
- [3] Asadollahi, A., Jahanshahi, A.A., & Nawaser, K. (2011). A comparative study to determine Customer Satisfaction from After-sales services in the Automotive Industries. Asian Journal of Business Management Studies, 2(3), 124-134.
- [4] Ashley, C., & Varky, S. (2009). Loyalty and its Influence on Complaining Behaviour and Service Recovery Satisfaction. Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behaviour, 22(1), 21-35.
- [5] Avi, B. & Fadil, T. (2011). Implementing customer focused service concept in Auto Workshops in Israel, International Conference -Marketing-from information to decision, 4th Edition, 59-71.
- [6] Balakrishnan, M. & Raj, J. V. P. (2011). Conceptualization of Model for Studying Consumer Purchase Behaviour of Passenger Cars. International Journal of Research in Finance & Marketing, 1(5), 80-115.
- [7] Banerjee, S. & Singh, P. (2013). Impact of After Sales Service on consumers buying behaviour for consumer durables: with special reference to Air Conditioners. International Journal of Applied Services Marketing Perspectives (IASMP), 2(2), 369-374.
- [8] Chang, H.H., Wang, Y., & Yank, W. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. Total Quality Management and Business Excellence, 20(4), 423-443.
- [9] Dua, K. & Savita (2013). A study on Customer Satisfaction with reference to Tata Motor Passenger Vehicles. International Journal of Advanced Research in Management and Social Sciences, 2(4), 68-83.

- [10] Duffy, D. L. (2003). Internal and External factors which affect customer Loyalty. *Journal of Consumer Marketing*, 20(5), 480-485.
- [11] Fornell, C., Johson, M.D., Anderson, E.W., Cha, J., & Bryang, B.E. (1996). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(October), 7-18.
- [12] Gosney, J. W. & Boehm, T.P. (2000). *Customer Relationship Management essentials*. California: Prima Publishing.
- [13] Guzman, F. (2005). A Brand Building Literature Review. *The ICFAI Journal of Brand Management*, 2 (3), 30-48.
- [14] Heskett, J.L., Sasser, W.E. & Schlesinger, L.A. (1997). *The Service Profit Chain- How leading companies link profit and growth to loyalty, satisfaction and value*. New York: The Free Press.
- [15] Joshi, S.P. (2013). Consumer Behavior for Small Cars: An Empirical Study. *Journal of Research in Management & Technology*, II (February), 47-52.
- [16] Karthik, G. & Ramya, N. (2014). Brand Preference of Passenger Cars in Tiruchirappalli District – An Overview. *Golden Research Thoughts*, 3(7), 50- 63.
- [17] Mahapatra, S.N, Kumar, J., & Chauhan, A. (2010). Consumer Satisfaction, Dissatisfaction and Post Purchase Evaluation: An empirical study on Small Size Passenger cars in India. *International Journal of Business and Society*, 11(2), 97-108.
- [18] McIlroy, A., & Barnett, S. (2000). Building customer relationships: do discount cards work? *Managing Service Quality*, 10(6), 347-55.
- [19] Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York, NY: Irwin=McGraw-Hill.
- [20] Oliver, R.L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special issue), 33-44.
- [21] Rao, V. R., & Kumar, R. V. (2012). Customer Satisfaction towards Tata Motors. *South Asian Journal of Marketing and Management Research*, 2(4), 127-150.
- [22] Rigopoulou, I.D., Chaniotakis, I.E., Lymperopoulos, C., & Siomkos, G.I. (2008). After-sales service quality as an antecedent of customer satisfaction: the case of electronic appliances. *Managing Service Quality*, 18 (5), 512-527.
- [23] Sudharshan, G. (2010). A Study of Customer Satisfaction on After Sales and Service Conducted At Arpita Bajaj Hassan. Available at: <http://www.slideshare.net/hemanthcrpatna/a-study-of-customer-satisfaction- Bibliography 198 on-aftersales-and-service-conducted-at-arpita-bajaj-hassan>. [Accessed 25 February 2011].
- [24] Zeithaml, V.A., Bitner, M.J. & Gremler, D.D. (2006). *Services Marketing: Integrating Customer Focus across the Firm*. 4th Edition. Boston: McGraw-Hill.