

Service Quality and Customer Satisfaction towards Tata Indica at Vst Motors in Cuddalore.

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ABSTRACT: All successful companies build strong relationships with their Customers. In a competitive marketplace where business competes for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Service quality is an essential aspect for any service provider, it is obviously necessary to pay attention to the level of service provided. Customers are free to choose alternatives, and so if they perceive that they will get better service at a competitor, they can transfer some of their custom. This study attempts to measure Customer Satisfaction towards Service Quality of Tata Indica in VST MOTORS. The study was conducted only with Tata Indica customers. For this study, the main theme is service quality dimensions. Based on the five dimensions like tangibles, reliability, responsiveness, assurance, empathy, the research will be conducted with the type of descriptive method. The primary data was collected through questionnaire method. The questionnaire was framed with the help of literature support.

Index Terms-- Customer satisfaction, Service quality, tangibles, reliability, responsiveness, assurance and empathy.

1. INTRODUCTION

Quality

Quality is a strategic tool for attaining operational efficiency and improved business performance. Importance of quality to service firms and have demonstrated its positive relationship with profits, increased market share, returns on investment, customer satisfaction, and future purchase intentions.

Service Quality

Service quality is the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed (Gronroos, 1984; Parasuraman et al., 1985, 1988). Service quality has been defined as the degree and direction between customer service expectations and perceptions.

Customer Satisfaction

Customer satisfaction is a well known and established concept in several areas like marketing, consumer research, economic psychology, welfare-economics, and economics. The most common interpretations obtained from various authors reflect the notion that satisfaction is a feeling which results from a process of evaluating what has been received against what was expected, including the purchase decision itself and the needs and wants associated with the purchase (Armstrong & Kotler, 1996).

II ABOUT THE COMPANY

VSTMotors

The VST Motors Group is a well-recognized brand name in India's automobile dealership fraternity. The various companies in the group have long standing associations with multiple automobile manufacturers, generations of loyal customers, the local community and workforce and the finance and banking industry. The group comprises of various companies that deal in the retail and servicing of passenger cars, multi-utility vehicles and commercial vehicle across Tamilnadu.

VST Motors Ltd was incorporated on 11th July, 1949. Now comprises over 30 companies that operate in various fields like automotive dealership, automotive manufacturing and finance. The VST Group comprises of all sister concerns located in Karnataka and Tamilnadu. The group's turnover is over \$400 million per annum and the total work force of VST is over 2,200 employees.

Values of VST Motors

- Caring and Courtesy
- Initiative and Innovation
- Quality and Returns
- Trustworthiness and Reliability

Products

Tata Indica

The Tata Indica is a hatchback automobile range manufactured by Tata Motors of India. It is the first passenger car from Tata Motors and is also considered India's first indigenously developed passenger car.

Indica V1 and V2 (1998-present) (1st generation)

After launching first time Indica it under go many complaints from early purchasers, who claimed that the vehicle did not deliver horsepower and gas mileage as promised. In response to the customer complaints, Tata Motors re-engineered the internals of the car and launched it as Indica V2 (version 2), which solved most of the complaints and emerged as one of the most sought after cars in the Indian automobile industry.

Indica Vista (2nd generation)

The Indica Vista was unveiled at the 9th Auto Expo in New Delhi. The Indica Vista is not a facelift of the Indica. It is built on a completely new platform and shares nothing with the existing Indica. This new version is bigger than the previous Indica, it is 3,795 mm (149.4 in) long with a wheelbase of 2,470 mm (97.2 in).

III. NEED OF THE STUDY

The study was mainly undertaken to identify the Satisfaction level of Customer after services. Once the Satisfaction levels are identified, it would be possible for the management to take the necessary action to improve the customer services. Better Customer services will help the organization to be more efficient, quality services, and increase profits. This study will also help to analyze the employee behavior, while attending the customer complaints.

IV. SCOPE OF THE STUDY

This study will help VST motors to improve their service standard by identify the satisfactory level of customer after service. It will be helpful for the VST motors to identify the performance of their services and to rectify the grievance of the customer. From this study the company can also identify the needs and benefits of the customers and it will help to achieve the target in a short period. This project can be base for the students who are doing the project in the related area.

V. OBJECTIVES OF THE STUDY

- To study and observe the expectation of customer in service quality.
- To identify the factors which influence the customer satisfaction level.
- To identify the feedback of the customer on the performance of the service of VST motor limited.
- To mark suggestions for promotional measures to increase the customer satisfaction.

VI. REVIEW OF LITERATURE

Parasuraman, Zeithaml and Berry (1985) emphatically pointed out that the concept of quality prevalent in the goods sector is not extendable to the services sector. Being inherently and essentially intangible, heterogeneous, perishable, and entailing simultaneity and inseparability of production and consumption, services require a distinct framework for quality explication and measurement. One major contribution was to provide a terse definition of service quality. They defined service quality as 'a global judgment, or attitude, relating to the superiority of the service', and explicated it as involving evaluations of the outcome. Based on this conceptualization and operationalization, they proposed a service quality measurement scale called 'SERVQUAL.' The SERVQUAL scale constitutes an important landmark in the service quality literature and has been extensively applied in different service settings.

Cauchick Miguel et al (2007) have highlighted the fact that competitiveness and search for profits have called for more attention towards customer's satisfaction and increased organizations interest in service quality. SERVQUAL technique is applied on a multinational company service chain including one hundred shops located throughout the country, to assess quality service dimensions that are delivered through the perspectives of managers and customers. It was found that the certain quality dimensions and characteristics call for managerial attention. Responsiveness and assurance were found to be the most relevant to shop managers and customers, respectively. Quality improvement initiatives were proposed to enhance the service rendered by the car repair shops. The paper concludes that there are differences among the perspectives of shop owners and customers with regard to quality dimensions.

Rajagopal (2008) has analyzed the impact of market orientation strategies and performance of customer services on customer acquisition, retention and sales of automobiles which reveals overall performance of automobile dealers in Mexico. The study comprehends understanding on customer-dealer relationship in the automobile market segment referring to key factors which establishes service quality encompassing tangibility, responsiveness, trust, accuracy and empathy.

Berry, Brodeur (1990 and 1998) defined ten 'Quality Values' which influence satisfaction behavior, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation.

VII. RESEARCH METHODOLOGY

Descriptive research

The type of research used in this study is descriptive in nature. Descriptive research includes surveys and fact-finding enquiries of different kinds.

Population and Sample size

Population of the study is 1000. The total sample size is 120.

Method of Data Collection

The researchers can obtain data from primary data and secondary data. The primary data is collected using carefully formulated questions, designed to collect facts and options from the respondents. Secondary data was collected from various books, internet, journal and company records.

Statistical Tool

- Percentage Analysis
- One way Anova.

Limitation of the Study

- The study is based upon limited size of 120 samples.
- Inconvenience in meeting the customer for data collections.
- Feedback of the some customers may not be 100% true to their knowledge.

VIII. DATA ANALYSIS AND INTERPRETATION

- **Model of Tata Indica preferred by the Respondents:** From Percentage analysis it is inferred that, 58% of respondents preferred to the model of DLS, 28% of respondents preferred to the model of DLE and 14% of respondents preferred to the model of VISTA.
- **Factor induced to buy the product from VST MOTORS:** it is inferred that out of 100 % of the respondents, 37 % of the respondents are purchased the vehicle through own interest, 27% of the respondents are purchased the vehicle through advertisement, 21% of the respondents are purchased the vehicle because of goodwill, and remaining 15% of the respondents are purchased the vehicle through friends reference.
- **Service station is fully equipped:** it is inferred that, 19% of the respondents are strongly agree that the service station is fully equipped, 26% of the respondents feels agree, 38% of the respondents feels neutral, 13% of the respondents feels disagree and 4% of the respondents feels strongly disagree.

- **One way ANOVA in Service station is fully equipped – Age wise distribution of the sample:**

Service station is fully equipped	Sum of squares	df	Mean square	F	Sig
Between Groups	2.188	3	0.729	0.6	0.5
Within Groups	110.322	96	1.149		
Total	112.510	99			

It is inferred that calculated value of F is 0.635 which is less than the table value of 2.68 at 5% level of significance with the degree of freedom (3, 96). It is conclude that there is no significant between age group wise customers in terms of service station is fully equipped.

- **One way ANOVA in Employees are always willing to help you – Age wise distribution of the sample**

Employees are always willing to help you	Sum of squares	df	Mean square	F	Sig
Between Groups	3.019	3	1.006	1.1	0.3
Within Groups	82.741	96	0.862		
Total	85.760	99			

It is inferred that calculated value of F is 1.167 which is less than the table value of 2.68 at 5% level of significance with the degree of freedom (3,96). It is conclude that there is no significant between age group wise customers in terms of employees are always willing to help you.

- From one way ANOVA, it is conclude that there is no significant between model of Tata Indica car customer in terms of service station is fully equipped.
- From one way ANOVA, it is conclude that there is no significant between age group wise customers in terms of behavior of service personnel.
- From one way ANOVA, it is conclude that there is a significant between occupation wise customers in terms of complete and accurate information is provided to them before service.
- From one way ANOVA, it is conclude that there is a no significant between income wise customers in terms of solution to all the problems reported by customer.
- From one way ANOVA, it is conclude that there is no significant between model of Tata Indica car wise

customers in terms of solution to all the problems reported by customer.

IX. SUGGESTIONS AND RECOMMENDATIONS

- The company can periodically provide free service camp to their customer.
- The company would send service reminders regularly to their customers.
- To minimize the waiting time, company would appoint more service persons to deal with the customer problems and to explain the customers about the job done at the time of delivery.
- The company must instruct the workers not only to consider the job card they must also go through the vehicle and if they find any other extra jobs need to be done they must inform to the owner and then they go through the work.
- Executive will deliver the vehicle to the customer point, while the service will be completed.

X. CONCLUSION

In today's business, Customers are considered as the backbone of the company. Customer Satisfaction plays pivotal role in any company's improvement and it is the ultimate goal of any organization. During this project I came to know different views of the customers about the services provided by the service work stations. The study concentrates to find the satisfaction level of customers towards the service quality of Tata Indica in VST MOTORS and from the findings it can be concluded that majority of the customers are expecting to reduce the service rate and minimize the customer waiting time on both arrival and delivery of service. If these areas are improved systematically there is no doubt that customer will receive more satisfaction and the future of this company will be glorious in the field of automobile.

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