

# **Role of Customer Service to develop as an Entrepreneur in Automobile Service Sector**

**Dr. Jyoti Bhanage**

*Associate Professor, IICMR, Pune - 411044, Maharashtra*

**Abstract:** The automobile sector is also one of those sectors which play a significant role in growth of the economy. Today, growth of any industry is completely depended upon the service provided to their customers to fulfill their needs. Globalization has caused growth in the economy with the help of various business sectors. Consumer loyalty assumes an essential job as it manages clients and their needs. Today showcase is more clients in order and considered as the ruler by comprehension and investigating their desires and observations and afterward giving them best administration quality before deal and above all after deals. This research paper will offer all the necessary information and guidelines to become a flourishing entrepreneur of automobile service sectors.

**Keywords:** Customer Satisfaction, Expectations, Service Quality, Perceptions

## **Introduction**

The automobile service sector is vibrant in nature. Service centre provides more competitive advantage where new services are continually being launched to satisfy the customer's needs. Service quality is the quality of services provided by the service centres. When a customer purchases a vehicle, they expect better quality of service in terms of performance, mileage, appearance, etc. Customer satisfaction is the customer's evaluation of a product or service has met their needs and prospect. The customers compare perceived service with expected service and accordingly decide whether continue to trust their services and brand loyalty. The increments and decrements in the number of customer are depended upon how much the customer is satisfied with the performance of service centres.

In automobile service sector, to become an entrepreneur is imperative to comprehend the client and keep them happy by giving best quality administration this will help in drawing in more clients and picking up fame.

## **Literature Review**

Service quality has been defined differently by different people. We have accepted the definition by Parasuraman et al., (1988, p.5), which defines service quality as the discrepancy between a customers' expectation of a service and the customers' perception of the service offering. Measuring service quality has been one of the most recurrent topics in management literature,

Parasuraman et al., (1988), Cronin et al., (1992). This is because of the need to grow valid instruments for the systematic evaluation of firms' performance from the customer point of view; and the association between perceived service quality and other key organizational outcomes. Parasuraman et al., 1988, developed a conceptual model of service quality where they identified five gaps that could impact the customer's evaluation of service quality.

These gaps were:

**Gap 1: Customer expectation - management perception gap:**

Service firms may not always understand what features a service must have in order to meet customer needs and what levels of performance on those features are needed to bring deliver high quality service. This results to affecting the way customers evaluate service quality.

**Gap 2: Management perception - service quality specification gap:**

This gap arises when the company identifies what the customers want but the means to deliver to expectation does not exist. These could affect service quality perception of the customer.

**Gap 3: Service quality specifications - service delivery gap:**

Companies could have guidelines for performing service well and treating customers correctly, but these do not mean high service quality performance is assured. This affects the delivery of service which has an impact on the way customers perceive service quality.

**Gap 4: Service delivery - external communications gap:**

Companies can neglect to inform customers of special efforts to assure quality that are not visible to them and this could influence service quality perceptions by customers.

**Gap 5: Expected Service - perceived service gap:**

From their study, it showed that the key to ensuring good service quality is meeting or exceeding what customers expect from the service and that judgment of high and low service quality depend on how customers perceive the actual performance in the context of what they expected.

“Parasuraman et al. (1988) identified 97 attributes which were found to have an impact on service quality. These 97 attributes were the criteria that are important in assessing customer's expectations and perceptions on delivered service”. These attributes were categorized into ten dimensions and later subjected the proposed 97 item instruments for assessing service quality through two stages in order to purify the instruments and select those with significant influences (Parasuraman et al., 1988).

The first purification stage came up with ten dimensions for assessing service quality which were; tangibles, reliability, responsiveness, communication, credibility, security, competence,

courtesy, understanding, knowing, customers, and 21 access. They went into the second purification stage and in this stage, they concentrated on condensing scale dimensionality and reliability.

They further reduced the ten dimensions to five which were:

1. Tangibility: physical facilities, equipment, and appearance of personnel.
2. Reliability: ability to perform the promised service dependably and accurately.
3. Responsiveness: willingness to help customers and provide prompt service.
4. Assurance: knowledge and courtesy of employees and their ability to inspire trust and confidence.
5. Empathy: caring individualized attention the firm provides to its customers.

## **Research Objective**

The objective of the research is to provide current service quality level of an automobile service centres and giving an overall idea about how the quality of service station should be when the entrepreneur is stepping foot in automobile service centres.

We tried to focus on two-fold objectives first to find which servqual parameters is mainly focused by automobile service centres. Second to suggest how the service centres should do to overcome customers dissatisfaction.

## **Research Methodology**

- i. Research Type: Descriptive Type with Qualitative and Quantitative Approach.
- ii. Data Collection Methods:
  - Primary Data - The primary data was collected by doing survey in two-wheeler and four-wheeler authorized automobile service centres and by collecting their Customer Feed backforms.
  - Secondary Data - From Internet, Different books of research methodology and information of service quality.
  - Sampling:
  - Type of Sampling - Convenient sampling.

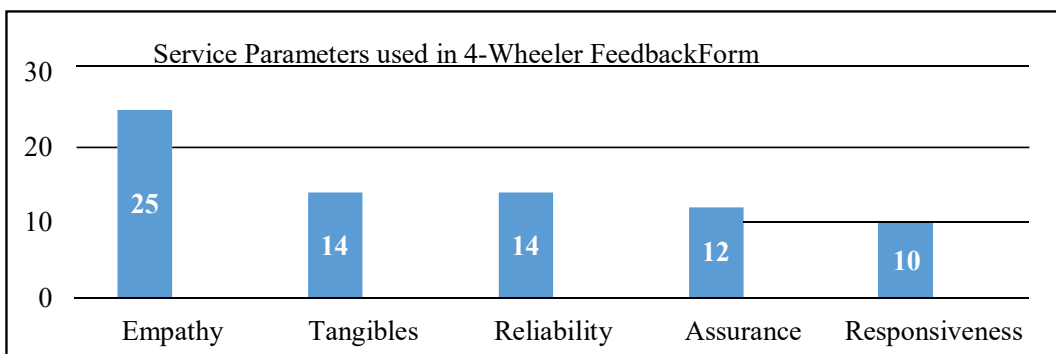
- Sample area - Pune and PCMC.
- Sample size - 2-Wheeler authorised service centres - 20  
4-Wheeler authorised service centres - 20

## Data Analysis

Data analysis is done by identifying the service quality parameters used in the customer feedback forms provided by authorised automobile service centres.

**Table 1. Main parameters of servqual used in 4-wheeler customer feedback form**

Row Labels	Count of Remark
Tangibles	14
Reliability	14
Responsiveness	10
Assurance	12
Empathy	25
Grand Total	75

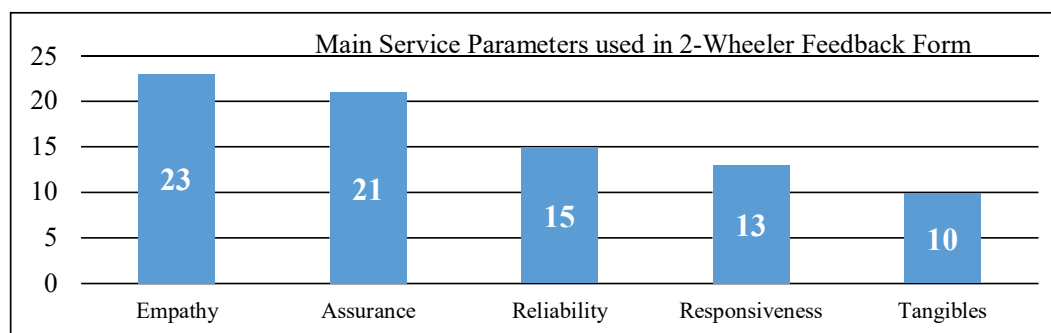


**Bar Chart 1**

From bar chart no 1: It is observed that 4-Wheeler Authorized Service Centres put questions related to the Servqual parameters in their Customer Feedback Forms where Empathy is given first importance and second importance is given to parameters Tangibles and Reliability whereas Assurance and Responsiveness is given very less preferred.

**Table 2. Main parameters of servqual used in 2-wheeler customer feedback forms**

Row Labels	Count of Remark
Empathy	23
Assurance	21
Reliability	15
Responsiveness	13
Tangibles	10
Grand Total	82

**Bar Chart 2**

From bar chart number 2, 2-Wheeler Authorized service centre has given ample importance to service parameter Empathy and second importance is given to parameters of Assurance. Reliability is given moderate importance then Responsiveness. Tangibles are not given significant importance.

## Findings

- i. For four-Wheeler Authorized Automobile Service Centre: According to Bar chart no 1 Empathy is given first importance and second importance is given to parameters Tangibles and Reliability whereas Assurance and Responsiveness is very less preferred.
- ii. For two-Wheeler Authorized Automobile Service Centres: According to Bar chart no 2, Empathy is given first importance and second importance is given to parameters of Assurance, Reliability is given moderate importance then Responsiveness. Tangibles are not given significant importance.

## Suggestions

- i. In the automobile service sector should have full knowledge regarding automobile servicing and the most fundamental task is to understand all the service quality parameters that are Empathy, Responsiveness, Tangibles, Assurance and Reliability.
- ii. Start your business in the local area where customers can reach you easily. Your future customer is depended upon the present performance. So be reliable i.e. do service as promised precisely and dependably.
- iii. Recognize and think about the end to end customer experience. This will help all the key stakeholders in your service station to deepen their understanding of customer behaviour, actions and feelings. Document the problems to conquer future problems. Make use of latest technologies to keep in contact with the customers. Be humble and polite with the customers. Make use of most recent technologies which is time saving in service stations. This will definitely give you satisfied customers.

## Conclusion

The main aim of the study research is to provide current service quality level of an automobile service centres and giving in general idea about how the quality of service station should be when the entrepreneur is stepping foot in automobile service centres.

Findings show that among all the parameters of service quality, Service centres main focus is on Parameters like Empathy, Tangibles and Reliability parameters are mostly considered in service stations but while starting a new business it is necessary to consider all the parameters for keeping their customers satisfied and for the growth of their enterprise.

## Reference

- [1] Kothari, C. R. Business Research Methods
- [2] Ashwathappa, K. & Dessler, G. Human Research Management
- [3] Burke, C. The Keys to Customer Service Excellence with Shep Hyken by Screwvala, R. Dream with your own eyes: An entrepreneurial journey
- [4] Desai, V. Entrepreneurship Development & Product Management.
- [5] Available at: <http://em.m.wikipedia.org/wiki/ser>
- [6] Available at: [qualwww.ibef.org](http://qualwww.ibef.org)
- [7] Available at: [www.indianjournals.com/ijor](http://www.indianjournals.com/ijor)
- [8] Parasuraman, A., Zeithml, V.A. and Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring customer perceptions, *Journal of Retailing*, 64(1), 140-147.
- [9] Parasuraman, A., Zeithml, V.A. and Berry, L. L. (1993). Research note: More on Improving Service Quality Measurement, *Journal of Retailing*, 69(1), 140-147.
- [10] Available at: <https://brainmates.com.au/brainrants/the-customer-service-gap-model>

## II. Appendix:

Collected Customer Feedback Forms:

### Gagan Wings Honda

#### FEEDBACK FORM (SERVICE)

Dear Sir,  
We are thankful to you for spending little time for us while filling this feedback form. Your valuable inputs will enable us for continuous improvement of our service quality. Thanking you once again.

Customer Name : \_\_\_\_\_ Date : \_\_\_\_\_  
 Customer Address : \_\_\_\_\_  
 Model : \_\_\_\_\_  
 Tel. No. : \_\_\_\_\_ Regn.No.: \_\_\_\_\_

Sl. No.	Particulars	Excellent	Vary Good	Good	Fair	Poor
1	Overall Job card opening process	[ ]	[ ]	[ ]	[ ]	[ ]
2	Overall Service advisor performance	[ ]	[ ]	[ ]	[ ]	[ ]
3	Overall Workshop facilities	[ ]	[ ]	[ ]	[ ]	[ ]
4	Overall Quality of service/repair	[ ]	[ ]	[ ]	[ ]	[ ]
5	Overall Service Delivery	[ ]	[ ]	[ ]	[ ]	[ ]

ANY OTHER SUGGESTIONS/COMMENTS

---

WE APPRECIATE YOUR VALUABLE TIME WHICH YOU HAVE INVESTED IN OUR SERVICE TRACKER. YOUR VALUABLE OPINION AND CONTINUOUS SUPPORT IS OUR INSPIRATION TO SERVE YOU BETTER

### AUTO LOUNGE

AEC Classic Shop No. 6 to 11, Near Thomas Chowk, Chinchwad Pune

#### INSTANT FEEDBACK INSTANT REDRESSAL FORMAT (IFIR)

Dealer Code: IN3MHR08      Print Date: \_\_\_\_\_  
 Dealer Name: AUTO LOUNGE      Time: \_\_\_\_\_

निवाड्याचे नाव : \_\_\_\_\_ सेवा देणाऱ्याचे नाव \_\_\_\_\_  
 वाहन मॉडेल नंबर : \_\_\_\_\_

1) प्रत्युत कार्यालयीन कर्मचाऱ्यांकडून आपल्या वाहनकडे प्रवेशे आदरविधानपूर्वक असे वस्तुस्थिती विचारली का ?	होय	नाही
2) सेवा देणाऱ्याचे वेळ वेळाने आपली सेवा दिशेने काय ?	[ ]	[ ]
3) सेवा देणाऱ्याचा स्वडीकरणाला आणि कायदा अन्वये वाचकाक कायदा अन्वये काय कायदापूर्वी व काय पूर्ण कायदाअन्वये आवाजातील शिक्का देणे असे असे आवाजात कायदा काय ?	[ ]	[ ]
4) आपण ज्या ठिकाणी वाहन ठेवणे वेळ वेळाने आपले वाहन कायदाअन्वये आणि आपल्या ठिकाणी वाहन ठेवणे काय ?	[ ]	[ ]
5) वाचनाच्या सुट्यात आपण वाहन ठेवणे असे काय ?	[ ]	[ ]
6) कार्यालयीन कर्मचाऱ्यांचे आपले वाचकाक कायदा असे आहे, आपले वाहन कायदाअन्वये ठेवणे आपल्या वाचकाक काय ?	[ ]	[ ]
7) वाचनाच्या शिक्का अन्वये वाहन ठेवणे असे आपले वाचकाक काय ?	[ ]	[ ]
8) आपण वाचकाक वाचकाक कायदा अन्वये वाचकाक काय ?	[ ]	[ ]

5+ (10) \_\_\_\_\_

आपल्या वाचकाक वाचकाक काय ?

आपला अधिकार / सुट्या      निवाड्याचे नाव

### Feedback form

Dear Customer,  
Thank you for getting your vehicle serviced at our workshop. We would like to hear how we performed. Please spend a few moments to give us your valuable feedback in the following as it will help us in improving our services.

Please put a tick mark (✓) in the appropriate box

1. Is your vehicle performance satisfactory ?

Unsatisfactory	Average	Satisfactory
[ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ]

2. Service Center offered you the best deal ?

Yes  No

3. Is your vehicle delivered in promised delivery time ?

Yes  No

4. Is the service center people explained you the bill charges ?

Yes  No

5. How do you rate the Quality of working of your vehicle ?

Unsatisfactory	Average	Satisfactory
[ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ]

6. How do you rate the overall experience with entire service process this time ?

Unsatisfactory	Average	Satisfactory
[ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ]

Name : \_\_\_\_\_ Date : \_\_\_\_\_  
 Reg. No. : \_\_\_\_\_ Contact No. : \_\_\_\_\_  
 Service Advisor Name : \_\_\_\_\_ Customer Sign : \_\_\_\_\_

Internal Use >

Name of Mechanic : \_\_\_\_\_  
 If case of customer feedback, Action taken to resolve :

Service Advisor : \_\_\_\_\_ Workshop Incharge : \_\_\_\_\_  
 Sign : \_\_\_\_\_ Sign : \_\_\_\_\_

**myCafe** Customer Lounge Feedback Form

Dear Customer,  
 Thank you for getting your car serviced at our workshop. We would like to know your valuable feedback on facilities availed by you in our customer lounge. Please spare a few moments to answer the following, as it will help us in improving our services and making your next visit a more enjoyable one.

Please put a tick mark (✓) in the appropriate box.

- Were you offered tea/coffee and snacks in the customer lounge?  
 a) Yes  b) No
- Was the AC cooling proper in the customer lounge?  
 a) Yes  b) No
- Were adequate reading materials like newspapers/magazines available in the customer lounge?  
 a) Yes  b) No
- Was the television in the customer lounge working?  
 a) Yes  b) No
- Was the customer lounge clean?  
 a) Yes  b) No
- Was the sitting arrangement enough & comfortable in the customer lounge?  
 a) Yes  b) No
- How do you rate the customer lounge in terms of cleanliness, comfort & amenities?  

Unacceptable	Average	Good	Excellent
1 2 3 4	5 6 7	8 9	10
- Was internet facility available?  
 a) Yes  b) No
- While waiting in the customer lounge, was vehicle repair status update provided?  
 a) Yes  b) No

Suggestion: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Regn. no: \_\_\_\_\_ Contact telephone no.: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Birthday Date: \_\_\_\_\_

Thank you for your valuable feedback.

**ROYAL ENFIELD**

**ग्राहक दुरुस्ती सेवा अभिप्राय अर्ज**

श्रीमान् इन्दिराप्रसाद निवाडेअर्जित् उपासक !  
 आदर्श, सहायक स्वामी श्री, श्रीमान् इन्दिराप्रसाद तुम्हाला एवढा सोबत आदर्शित्व देणुन मला आनंद, खेळी मदीं खेळविल्यात (जे तुम्हाला अजुनय तुम्हाला आनंद, आनंदता वा अनुभवदायक एक खेळता अभिप्राय देण्यात ठेविली).

इमान नाम: \_\_\_\_\_ ब्राँड/मॉडेल: \_\_\_\_\_ आयडन: \_\_\_\_\_  
 इमरजवारी क्र.: \_\_\_\_\_ मशीन क्र.: \_\_\_\_\_

● तुम्हाला सुवादायक आदर्शित्व देणारा इन्दिराप्रसाद कार्यालयाच्या अनुभवदायक आदर्शित्व सुचवून देणारा.

	सोबत	नसा	कायदे
तुम्हाला वेळोवेळी / तुम्हाला आदर्शित्व सोबत वा स्वामी कार्यालयात आदर्शित्व देणारे वेळोवेळी / आदर्शित्व सोबतितर वेळोळी तुम्हाला पाठवून देणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
तुम्हाला सहाय्य देणारे वेळोळी सहाय्य देणारे वेळोळी वेळोळी आदर्शित्व देणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
तुम्हाला वेळोळी सुचवणे / कार्यालयात आदर्शित्व देणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

● जोबे सोबत सहाय्य देणारे वेळोळी आदर्शित्व

	सोबत	नसा	कायदे
जोबे सोबत सहाय्य देणारे वेळोळी आदर्शित्व देणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
जोबे सोबत सहाय्य देणारे वेळोळी आदर्शित्व देणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
जोबे सोबत सहाय्य देणारे वेळोळी आदर्शित्व देणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

● वेळोळी सुचवणे

	सोबत	नसा	कायदे
वेळोळी (सोबत) वेळोळी सहाय्य देणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
वेळोळी (सोबत) सहाय्य देणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
वेळोळी (सोबत) सहाय्य देणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

● तुम्हाला वेळोळी सहाय्य देणारे वेळोळी आदर्शित्व देणे ?  
 होय  एकदा  नसा

● तुम्हाला वेळोळी सहाय्य देणारे वेळोळी आदर्शित्व देणे ?  
 सोबत  कायदे  नसा

Note: Sale