

**MEASUREMENT OF SERVICE QUALITY FOR  
ABT MARUTHI SERVICE STATION  
COIMBATORE**

A PROJECT REPORT

Submitted by

**M.KEERTHIKA**

**Reg. No. 0820400021**

In partial fulfilment of the requirements  
for the award of the degree

Of

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**KCT Business School**

Department of Management Studies

**Kumaraguru College of Technology**

**(An autonomous institution affiliated to Anna University, Coimbatore)**

**Coimbatore – 641 006**

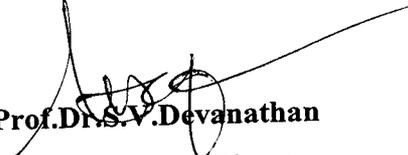


DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY (AUTONOMOUS)  
COIMBATORE

**BONAFIDE CERTIFICATE**

Certified that this project titled "MEASUREMENT OF SERVICE QUALITY FOR ABT MARUTHI SERVICE STATION, COIMBATORE" is the bonafide work of Ms. M.KEERTHIKA who carried out this project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

  
Mr. V. Kaarthikheyan  
Faculty Guide

  
Prof. Dr. S. V. Devanathan  
Director

Evaluated and viva-voce conducted on .....11-09-2009.....

  
Examiner I

  
Examiner II

*CERTIFICATE*





# ABT MARUTI

(A Division of ABT Limited)

 **MARUTI  
SUZUKI**  
*Count on us*

69, Arokiyasamy Road (West), R.S.Puram, Coimbatore - 641 002.  
Phone : 2541608, 2543607, 2555699, Fax : 2550940

September 4, 2009

## To Whomsoever It May Concern

This is to certify that **Ms.KEERTHIKA.M** (RegnNo -0820400021) MBA student of **KCT BUSINESS SCHOOL** has successfully completed the project under the title **“MEASUREMENT OF SERVICE QUALITY FOR ABT MARUTI SERVICE STATION COIMBATORE”** in **ABT Maruti** from 19-6-2009- 24-7-2009.

Her commitment and dedication shown in completing the project is excellent. We wish her success in all her future endeavours.

For ABT Maruti



R.P.MANICKAM

MANAGER SALES

*DECLARATION*



## **DECLARATION**

I hereby declare that the dissertation entitled “**MEASUREMENT OF SERVICE QUALITY FOR ABT MARUTHI SERVICE STATION, COIMBATORE**” submitted for the Master of Business Administration degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.



**Signature of the candidate**

**(M.KEERTHIKA)**

*ACKNOWLEDGEMENT*



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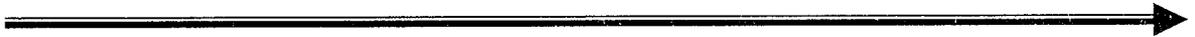


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*INTRODUCTION*



## **CHAPTER -1**

### **INTRODUCTION**

#### **1.1. BACKGROUND OF THE STUDY**

Purchase decisions of the automobiles are based on the after sale services that are provided by the dealers. Therefore the dealers concentrate more in the services that are provided to the customers. ABT Maruti has been the pioneer in the service provided to the customers of Maruti vehicles. The services are integrated in the service station. With the growth of the automobile market, there is a specific need to satisfy the customers' needs as few other dealers have emerged in the market. The research is to measure the service quality provided by ABT Maruti Service Station Coimbatore.

## 2.2 REVIEW OF LITERATURE

### **Performance measurement of the after-sales service network-Evidence from the automotive industry**

#### **Authors**

Paolo Gaiardelli Department of Industrial Engineering, Università di Bergamo, Viale Marconi 5-24044, Dalmine, Italy

Nicola Saccani Department of Mechanical and Industrial Engineering, Università di Brescia, Via Branze 38-25123, Brescia, Italy

Lucrezia Songini Department of Accounting and Finance, Università Commerciale Luigi Bocconi, Via Sarfatti 25-20136, Milano, Italy

The after-sales activities are nowadays acknowledged as a relevant source of revenue, profit and competitive advantage in most manufacturing industries. Top and middle management, therefore, should focus on the definition of a structured business performance measurement system for the after-sales business. In addition, since many actors are involved along the after-sale service supply chain, an integrated and multi-attribute set of measures needs to be designed consistently at every level of the supply chain. Nonetheless, little attention was devoted by scientific and managerial literature to this topic. The paper aims at filling this gap, and proposes an integrated framework for the after-sales network performance measurement, and provides an empirical application to two automotive case companies and their official service network. The cases show that performance measurement systems of different supply chain actors should be aligned in order to achieve strategic consistency.

In particular, the performance of different actors at the process level of the framework concurs in determining the after-sales service overall performance towards the final customer. In addition, linkages at other levels (mainly the business and activity ones) may be needed or helpful in ensuring consistency between strategic and operational objectives, inside the organisations and thus for the whole supply chain.

### **Service Quality Grounded in Customer Experiences, Affect and Relationships - Gabler**

So far the focus in research on service quality has been mainly on the cognitive dimensions and on quality factors linked to service episodes and critical incidents. However, there is a need to go beyond cognitive assessment (Edvardsson 2005). Quality of service has been defined and measured as the outcome of expected service compared to perceived service as delivered (Brady/Cronin 2001; Parasuraman et al. 1991). “According to the customer-oriented point of view, high service quality is given and received if the expectations of the customers, with respect to the relevant quality attributes, are fulfilled or more than fulfilled. In the supplier-oriented point of view, quality is given if the expectations of the supplier, regarding the fulfillment of defined performance standards, are met” (Stauss/Mang 1999, p. 331). This approach emphasizes cognitive assessment but does not explicitly pay attention to emotions. Furthermore, it is not clear what is meant by service, nor is the relationship context emphasized.

Lawrence CARSTAR Quality Collision Service

**CARSTAR** is the largest network of quality collision repair centres in Canada. You can expect the same quality and consistent standards in every one of our locations....nationwide. **CARSTAR** is an industry leader with service innovations that make the repair and claims process simpler, quicker and more efficient. Working with its insurance partners, **CARSTAR**

Canada is dedicated to changing the image and performance of the collision repair industry and building a new level of consumer confidence in the industry

### **Customer satisfaction in Services**

The purpose of this thesis “A Context Analysis of **Customer satisfaction in Services**“, is to examine selected elements, which have influence on **customer satisfaction** in services. The investigation is conducted bot from a theoretical and empirical point of view. The theoretical analysis considers four dimensions. The first dimension is concerned with the service company’s internal services, which have an indirect influence on the overall customer satisfaction. It focuses on internal services which involves an analysis of operations, processes, and activities which influence the behavior of employees within service companies, e.g. internal marketing decision making processes, management styles, communication patterns, empowerment, and employee motivation.

Author: Mohammad Rafiqul Islam

### **IMPACT OF SERVICE QUALITY, TRUST, AND CUSTOMER SATISFACTION ENGENDER CUSTOMERS LOYALTY?**

By

**Mohammad Muzahid Akbar<sup>1</sup> and Noorjahan Parvez<sup>2</sup>**

#### **ABSTRACT**

This research has proposed a conceptual framework to investigate the effects of customers’ perceived service quality, trust, and customer satisfaction on customer loyalty. To test the conceptual framework, structural equation modeling (SEM) has been used to analyze the data

collected from 304 customers of a major private telecommunication company operating in Bangladesh. The results of the study indicate that trust and customer satisfaction are significantly and positively related to customer loyalty. Customer satisfaction has found to be an important mediator between perceived service quality and customer loyalty. A clear understanding of the postulated relationships among the studied variables might encourage the mobile service provider(s) to figure out appropriate course of action to win customers' trust by Providing better services in order to create a loyal customer base.

### **1.3. OBJECTIVES OF THE STUDY:**

#### **PRIMARY OBJECTIVE**

To measure the effectiveness of Service Quality provided by ABT Maruti Service Station, coimbatore.

#### **SECONDARY OBJECTIVE**

- To access the various attributes expected out of the service quality for maruthi vehicles.
- To study the customers perceptions shown towards service quality provided by ABT Maruti.

### **1.4. STATEMENT OF PROBLEM**

The study is undertaken to Measure the Service Quality provided by ABT Maruti. The study focuses on the various attributes which are preferred by the customers and also the service qualities provided to the customers since the repurchase decisions are based on the services that are provided.

### **1.5. SCOPE OF THE STUDY**

Customer retention is the strategy followed by the organization in services sector. A company has to satisfy the customers in order to retain them. For retaining the existing customers, companies need to know about the expectations and the perceptions of the customers. This can be done with the help of studying the service quality dimensions pertaining to customers. By using this company can reduce the gap existing between expectations and perceptions of customers by enhancing the service quality.

### **LIMITATIONS OF THE STUDY**

- The study is restricted only to 95 respondents
- The research cannot be generalized as it is conducted in ABT maruthi, Coimbatore.

## 1.6. PROFILE OF THE ORGANIZATION

**ABT MARUTI** is a leading Maruti Dealer in Tamil Nadu, with branches in Chennai, Coimbatore, Madurai, Trichy, Salem, Pollachi and Karur. Abt Maruti was the first Maruti dealership in TamilNadu, since 1984, presently on an average, about 600 Maruti cars are sold between its branches, while about 7000 cars per month are serviced in the various workshops of ABT Maruti, spread around TamilNadu. Our total customer base is more than 1 lakh in number. ABT Maruti is known for its strong work ethics and consistent quality output with courtesy. ABT Maruti is a part of parent Company ABT Limited which itself is a part of **Sakthi Group of Companies**. **Mr.M.Manickam**, eldest son of 'Arutselvar' Sri.N.Mahalingam, is the **Managing Director** and **Vice Chairman of ABT Group**. Sri.N.Shanmugasundaram is the Chief Executive. Our Administrative Office (AO) is located at Coimbatore. **Operations** of ABT Maruti consist of Sales and Services of Maruti Cars and sale of Maruti Genuine Spare Parts (MGP). For operational efficiency, ABT Maruti operations are divided into two regions, geographically.

- a) Chennai
- b) Coimbatore, Madurai and Trichy

*METHODOLOGY*



## **CHAPTER – II**

### **METHODOLOGY**

#### **2.1. TYPE OF STUDY**

##### **Descriptive Design**

The research is descriptive in nature as the study was done to measure the service quality.

#### **2.2 SAMPLING DESIGN**

##### Probability Sampling

The sample was selected based on the random sampling method. The target sample for the study is the customers of ABT Maruti.

#### **2.3 Method of Data collection:**

The method of data collection is very much from the primary source. The data is collected mainly through questionnaire. The respondents were approached personally.

#### **2.4 Sample size and area of data collection**

From the population the sample of 95 has been selected for the study. The samples are the users of ABT Maruti Vehicles in coimbatore.

#### **2.5 Tools of Analysis**

The analysis is done with the percentage and weighted average method. The percentage method has been chosen because the method provides the accurate results and weighted average provides the importance of the factors in the study.

*DATA ANALYSIS AND INTERPRETATION*



## CHAPTER – III

### ANALYSIS AND INTERPRETATION

#### 3.1. PERCENTAGE ANALYSIS

TABLE-3.1.1

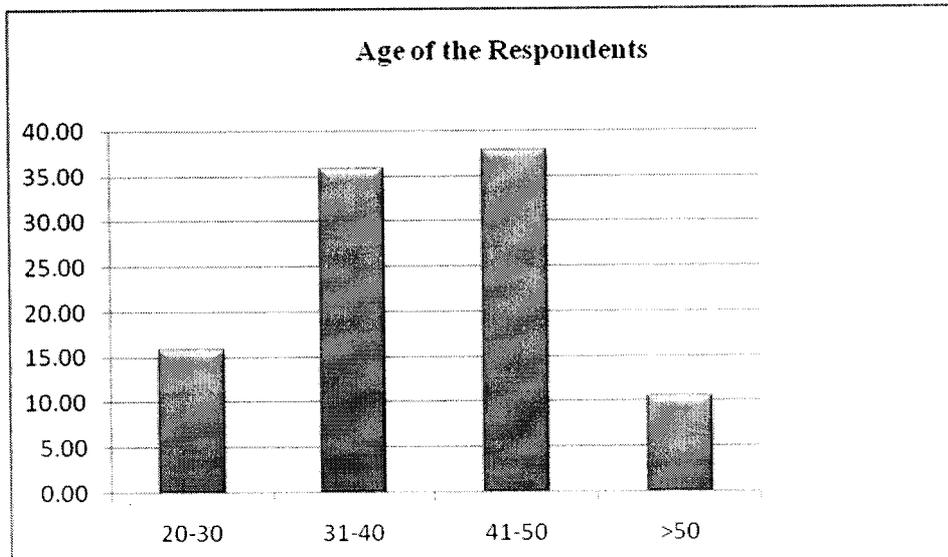
TABLE SHOWING THE AGE OF THE RESPONDENTS

Age	No of respondents	Percentage
20-30	15	15.79
31-40	34	35.79
41-50	36	37.89
>50	10	10.53

The above table shows that 15.79% of the respondents belong to the age group of 20-30, 35.79% of the respondents belong to the age group of 31-40, 37.89% of the respondents belong to the age group of 37.89%, 10.53% of the respondents belong to the age group of greater than 30.

### CHART-3.1.1

#### CHART SHOWING THE AGE OF THE RESPONDENTS



**TABLE-3.1.2**

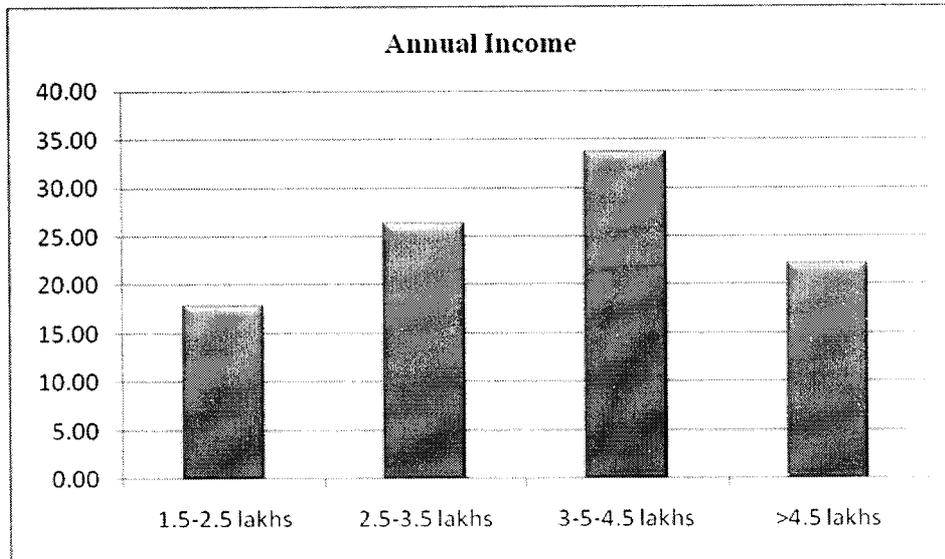
**TABLE SHOWING THE ANNUAL INCOME OF THE RESPONDENTS**

<b>Annual Income</b>	<b>No of Respondents</b>	<b>Percentage</b>
1.5-2.5 lakhs	17	17.89
2.5-3.5 lakhs	25	26.32
3-5-4.5 lakhs	32	33.68
>4.5 lakhs	21	22.11

The above table shows that 17.89% of the respondents earn an annual income of 1.5-2.5 lakhs, 26.32% of the respondents earn 2.5-3.5 lakhs, 33.685 of the respondents earn 3.5-4.5 lakhs, and 22.11% of the respondents earn more than 4.5 lakhs.

**CHART -3.1.2**

**CHART SHOWING THE ANNUAL INCOME OF THE RESPONDENTS**



**TABLE-3.1.3**

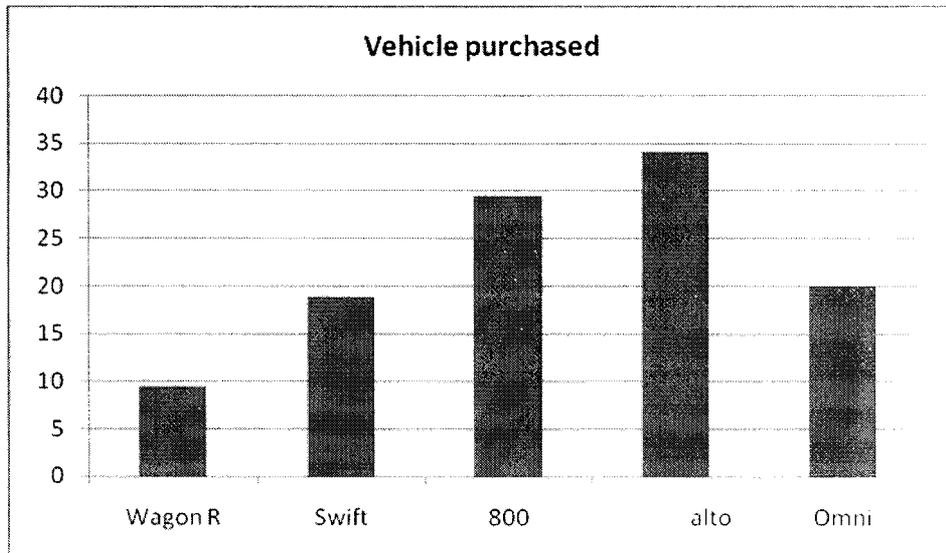
**TABLE SHOWING THE VEHICLE PURCHASED BY THE RESPONDENTS**

<b>Vehicle Purchased</b>	<b>No of respondents</b>	<b>Percentage</b>
Wagon R	16	9.41
Swift	33	18.82
800	26	29.41
alto	13	34.12
Omni	7	20

From the above table it is known that 9.41% of the respondents have purchased Wagon R, 18.82% of the respondents have purchased swift ,29.41% of the respondents have purchased 800,34.12% of the respondents have purchased alto and 20% of the respondents have purchased omni. So it is concluded that maruti 800 is sold more because it is cost effective.

**CHART-3.1.3**

**CHART SHOWING THE VEHICLE PURCHASED BY THE RESPONDENTS**



**TABLE-3.1.4**

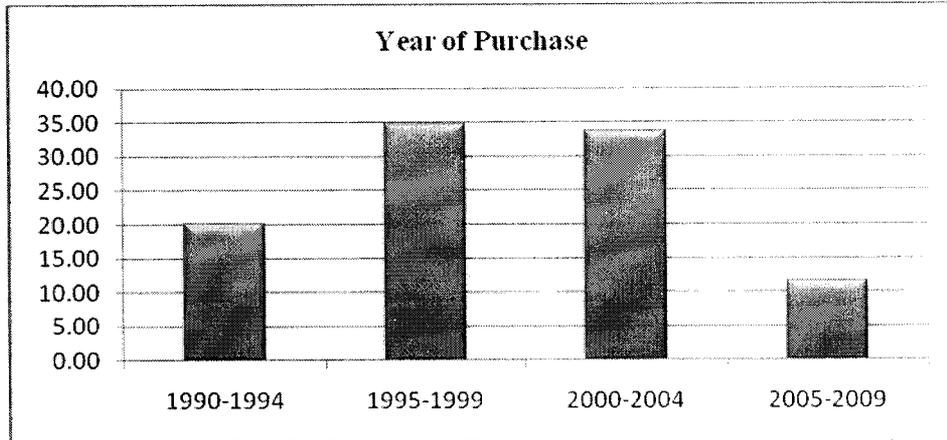
**TABLE SHOWING THE YEAR OF PURCHASE**

<b>Year of purchase</b>	<b>No of respondents</b>	<b>Percentage</b>
1990-1994	19	20.00
1995-1999	33	34.74
2000-2004	32	33.68
2005-2009	11	11.58

The above table shows that 20% of the respondents have purchased their vehicles in the year 1990-1994, 34.74% of the respondents have purchased their vehicles in the year 1995-1999, 33.68% of the respondents have purchased their vehicle in the year 2000-2004, 11.57% of the respondents have purchased in the year 2005-2009.

**CHART-3.1.4**

**CHART SHOWING THE YEAR OF PURCHASE**



**TABLE -3.1.5**

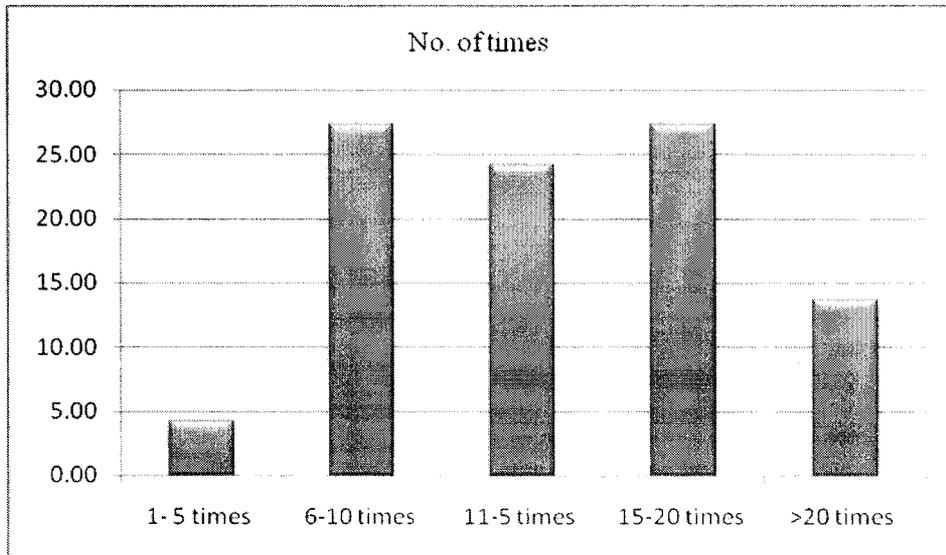
**TABLE SHOWING THE NUMBER OF TIMES THE RESPONDENTS HAVE GIVEN  
THE VEHICLE FOR SERVICE**

<b>No of times</b>	<b>No of respondents</b>	<b>Percentage</b>
1- 5 times	4	4.21
6-10 times	26	27.37
11-5 times	23	24.21
15-20 times	26	27.37
>20 times	13	13.68

The above table shows that 4.21% of the respondents have given the vehicle for service for 1-5 times, 27.37% has given the vehicle for service for 6-10 times, 24.21% of the respondents have given the vehicle for service for 11-15 times, 27.37% has given of the respondents have given the vehicle for service for 15-20 times and 13.68% has given it for more than 20 times. So it is concluded that many of the respondents have purchased their vehicles 5 years back.

**CHART -3.1.5**

**CHART SHOWING THE NUMBER OF TIMES THE RESPONDENTS HAVE GIVEN  
THE VEHICLE FOR SERVICE**



**TABLE-3.1.6**

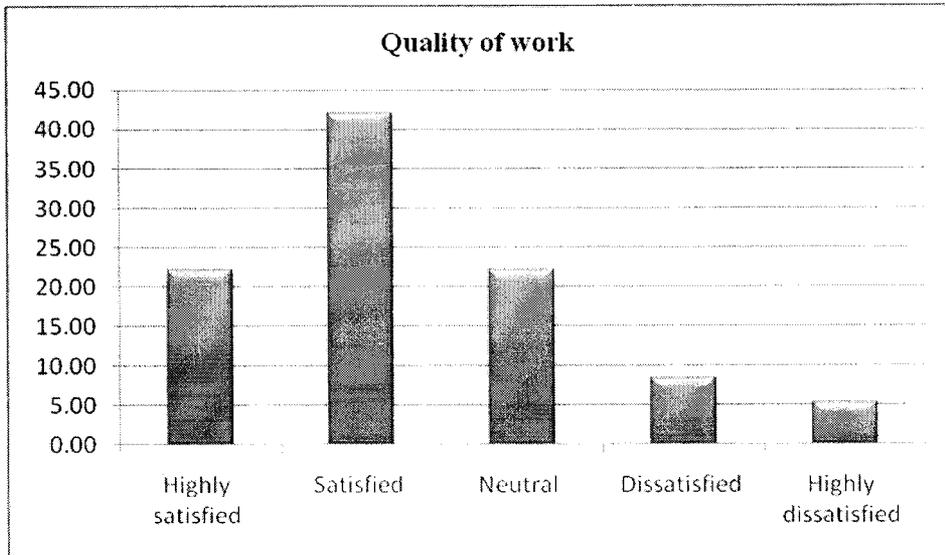
**TABLE SHOWING THE SATISFACTORY LEVEL OF THE RESPONDENTS  
REGARDING QUALITY OF WORK**

<b>Quality of work</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly satisfied	21	22.11
Satisfied	40	42.11
Neutral	21	22.11
Dissatisfied	8	8.42
Highly dissatisfied	5	5.26

The above table shows that 22.11% of the respondents are highly satisfied with the service provided, 42.11% of the respondents are satisfied with the service provided, 22.11% of the respondents are neither satisfied nor dissatisfied with the service provided, 8.42% of the respondents are dissatisfied with the service provided, 5.26% of the respondents are highly dissatisfied with the service provided to the customers. So it is concluded that the customers are satisfied with the quality of work performed due to increase in efficiency after the service.

**CHART-3.1.6**

**CHART SHOWING THE SATISFACTORY LEVEL OF THE RESPONDENTS  
REGARDING QUALITY OF WORK**



**TABLE-3.1.7**

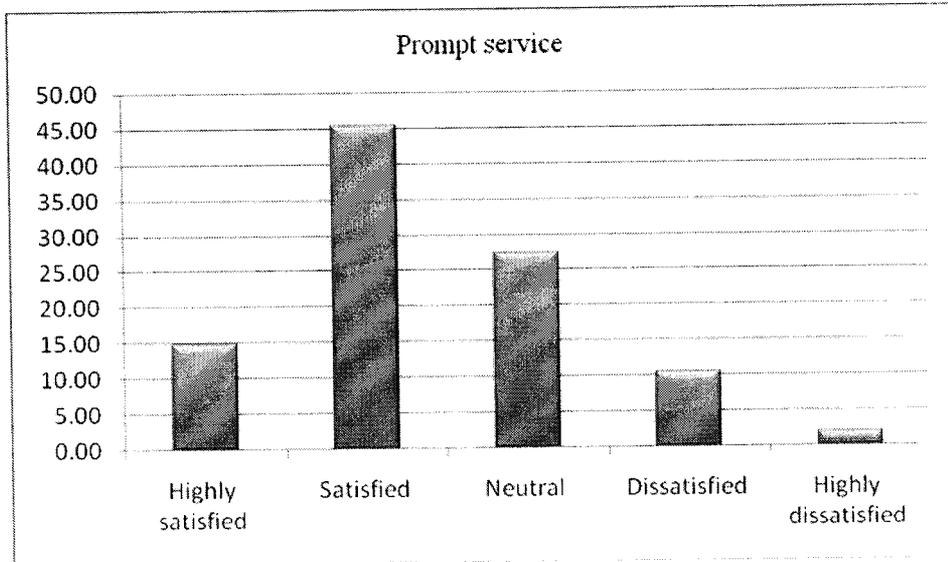
**TABLE SHOWING THE PROMPT SERVICE RECEIVED BY THE RESPONDENTS**

<b>Prompt service</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly satisfied	14	14.74
Satisfied	43	45.26
Neutral	26	27.37
Dissatisfied	10	10.53
Highly dissatisfied	2	2.11

The above table shows that 14.74% of the respondents are highly satisfied with the prompt service provided, 45.26% of the respondents are satisfied with the prompt service provided, 27.37% of the respondents are neutral with the prompt service provided, 10.53% of the respondents are dissatisfied with the prompt service provided, 2.11% of the respondents are highly dissatisfied with the prompt service provided. So it is concluded that majority of the customers are satisfied with the prompt service because they can get the appointments easily.

CHART-3.1.7

CHART SHOWING THE PROMPT SERVICE RECEIVED BY THE RESPONDENTS



**TABLE-3.1.8**

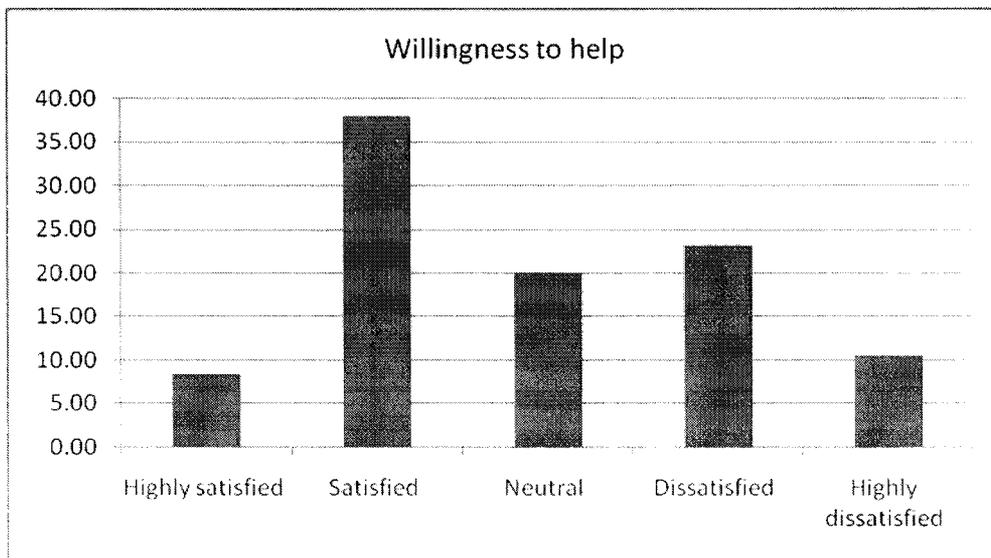
**TABLE SHOWING THE WILLINGNESS OF THE EMPLOYEES TO HELP THE CUSTOMERS**

<b>Willingness to help</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly satisfied	8	8.42
Satisfied	36	37.89
Neutral	19	20.00
Dissatisfied	22	23.16
Highly dissatisfied	10	10.53

The above table shows that 8.42% of the respondents are highly satisfied with the willingness of the employees to help the customers, 37.89% of the respondents are satisfied with the willingness of the employees to help the customers, 20% of the respondents are neutral with the willingness of the employees to help the customers, 23.16% of the respondents are dissatisfied with the willingness of the employees to help the customers, 10.53% of the respondents are highly dissatisfied with the willingness of the employees to help the customers. So it is concluded that majority of the customers are satisfied that the employees are willing to help them so that the needs can be explained.

**CHART-3.1.8**

**CHART SHOWING THE WILLINGNESS OF THE EMPLOYEES TO HELP THE CUSTOMERS**



**TABLE-3.1.9**

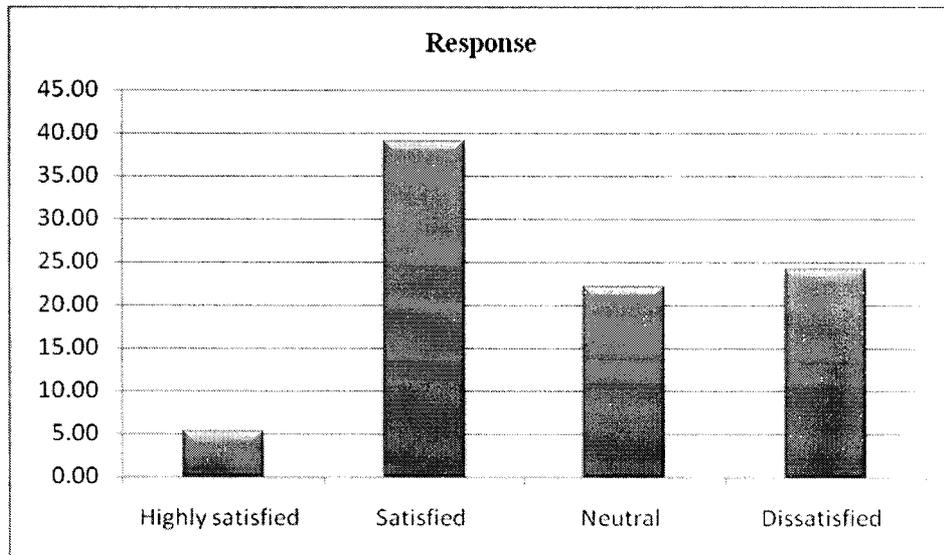
**TABLE SHOWING THE RESPONSE GIVEN TO THE CUSTOMERS**

<b>Response</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly satisfied	5	5.26
Satisfied	37	38.95
Neutral	21	22.11
Dissatisfied	23	24.21
Highly dissatisfied	9	9.47

The above table shows that 5.26% of the respondents are highly satisfied with the response given to the customers, 38.95% of the respondents are satisfied with the response given to the customers, 22.11% of the respondents are neutral with the response given to the customers. 24.21% of the respondents are dissatisfied with the response given to the customers, 9.47% of the respondents are highly dissatisfied with the response given to the customers. So it is concluded that majority of the customers are satisfied with the response given to them.

**CHART-3.1.9**

**CHART SHOWING THE RESPONSE GIVEN TO THE CUSTOMERS**



**TABLE-3.1.10**

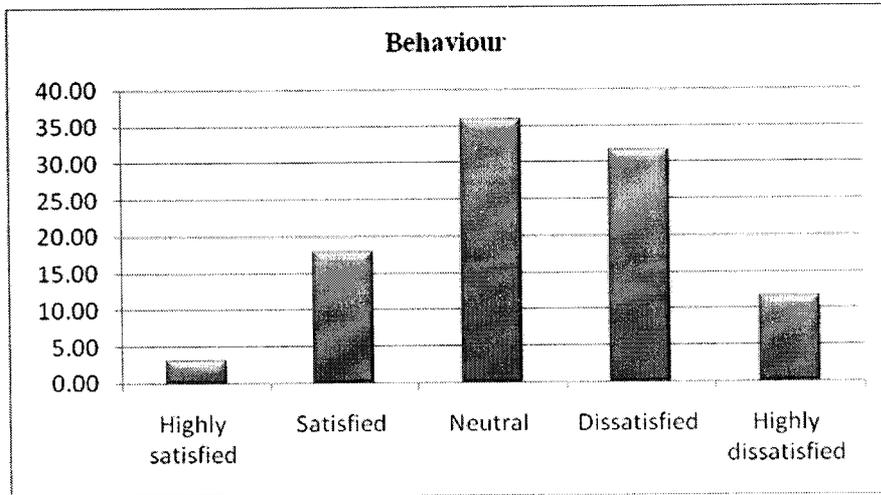
**TABLE SHOWING THE BEHAVIOR OF THE EMPLOYEES**

<b>Behavior</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly satisfied	3	3.16
Satisfied	17	17.89
Neutral	34	35.79
Dissatisfied	30	31.58
Highly dissatisfied	11	11.58

The above table shows that 3.16% of the respondents are highly satisfied with the behavior of the employees, 17.89% of the respondents are satisfied with the behavior of the employees, 35.79% of the respondents are neutral with the behavior of the employees, 31.58% of the respondents are dissatisfied with the behavior of the employees, 11.58% of the respondents are highly dissatisfied with the behavior of the employees. So it is concluded that the behavior of the employees are not satisfactory to the customers as equal treatment is given to all of them.

**CHART -3.1.10**

**CHART SHOWING THE BEHAVIOR OF THE EMPLOYEES**



**TABLE -3.1.11**

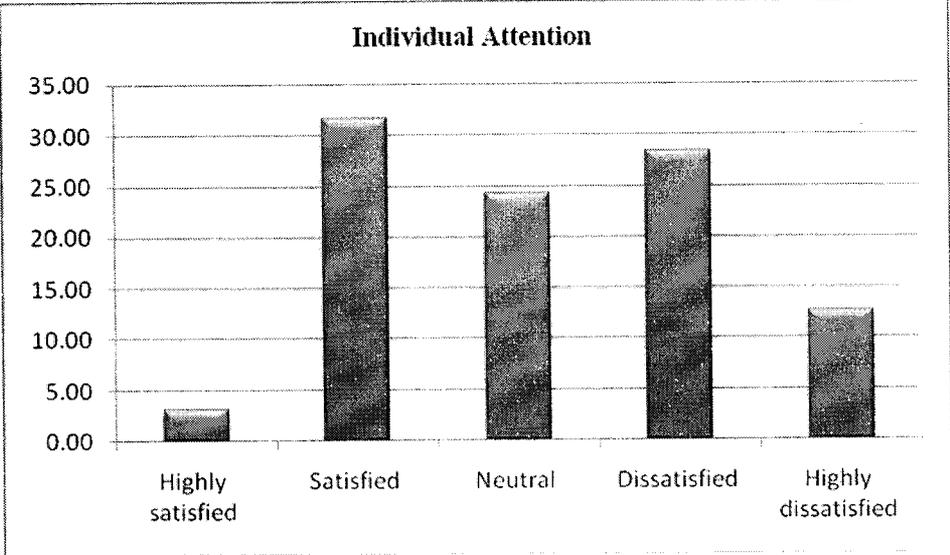
**TABLE SHOWING INDIVIDUAL ATTENTION GIVEN TO THE CUSTOMERS**

<b>Individual Attention</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly Satisfied	3	3.16
Satisfied	30	31.58
Neutral	23	24.21
Dissatisfied	27	28.42
Highly Dissatisfied	12	12.63

The above table shows that 3.16% of the respondents are highly satisfied with the individual attention given to the customers, 31.58% of the respondents are satisfied with the individual attention given to the customers, 24.21% of the respondents are neutral with the individual attention given to the customers, 28.42% of the respondents are dissatisfied with the individual attention given to the customers, 12.63% of the respondents are highly dissatisfied with the individual attention given to the customers. So it is concluded that the customers are satisfied with the individual attention given so that their needs can be fulfilled.

**CHART - 3.1.11**

**CHART SHOWING INDIVIDUAL ATTENTION GIVEN TO THE CUSTOMERS**



**TABLE-3.1.12**

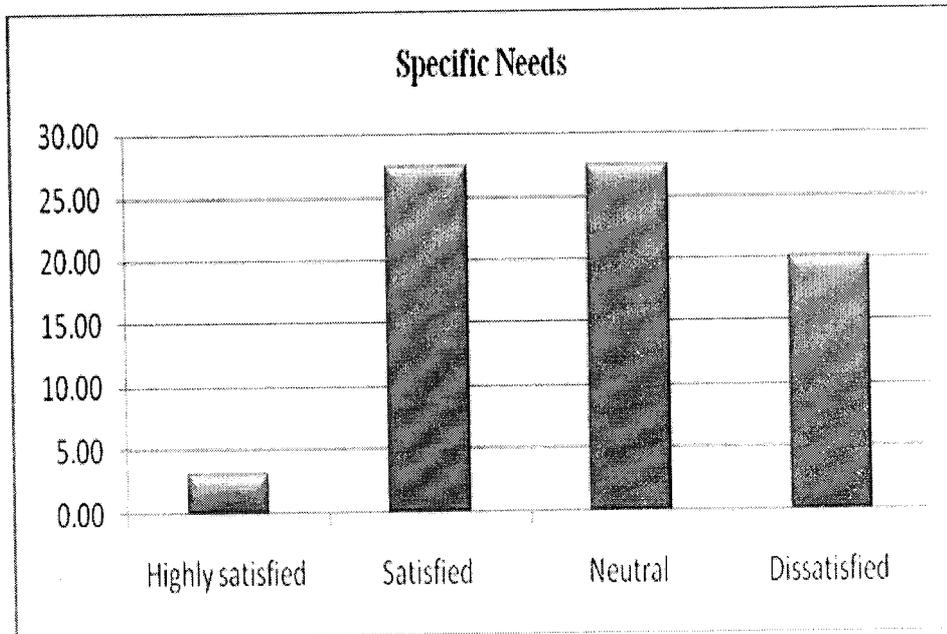
**TABLE SHOWING WHETHER THE EMPLOYEES UNDERSTAND THE SPECIFIC  
NEEDS**

Specific Needs	No of respondents	Percentage
Highly Satisfied	3	3.16
Satisfied	26	27.37
Neutral	26	27.37
Dissatisfied	19	20.00
Highly Dissatisfied	10	10.53

The above table shows that 3.16% of the respondents are highly satisfied that the employees understand the specific needs of the customers, 27.37% of the respondents are satisfied that the employees understand the specific needs of the customers, 27.37% of the respondents are neutral that the employees understand the specific needs of the customers, 20% of the respondents are dissatisfied that the employees understand the specific needs of the customers, 10.53% of the respondents are highly dissatisfied that the employees understand the specific needs of the customers. So it is concluded that the customers are satisfied that the service is done based on their specific needs.

**CHART-3.1.12**

**CHART SHOWING WHETHER THE EMPLOYEES UNDERSTAND THE SPECIFIC  
NEEDS**



**TABLE-3.1.13**

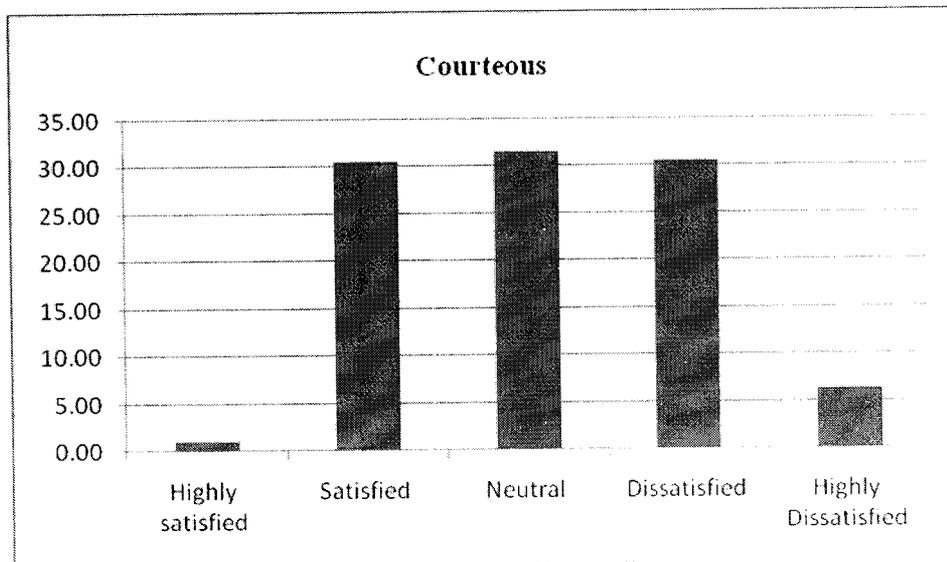
**TABLE SHOWING WHETHER THE EMPLOYEES ARE COURTEOUS**

<b>Courteous</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly Satisfied	1	1.05
Satisfied	29	30.53
Neutral	30	31.58
Dissatisfied	29	30.53
Highly dissatisfied	6	6.32

The above table shows that 1.05% of the respondents are highly satisfied that the employees are courteous to the customers, 30.53% of the respondents are satisfied that the employees are courteous to the customers, 31.58% of the respondents are neutral that the employees are courteous to the customers, 30.53% of the respondents are dissatisfied that the employees are courteous to the customers, 6.32% of the respondents are highly dissatisfied that the employees are courteous to the customers. So it is concluded that majority of the customers feel that the employees are not courteous to the customers.

**CHART-3.1.13**

**CHART SHOWING WHETHER THE EMPLOYEES ARE COURTEOUS**



**TABLE-3.1.14**

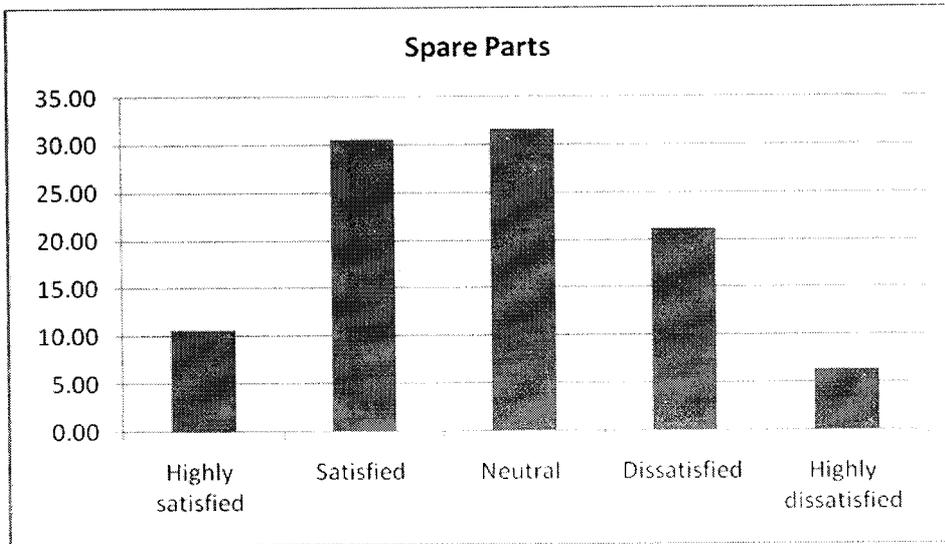
**TABLE SHOWING THE AVAILABILITY OF SPARE PARTS**

<b>Spare Parts</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly Satisfied	10	10.53
Satisfied	29	30.53
Neutral	30	31.58
Dissatisfied	20	21.05
Highly Dissatisfied	6	6.32

The above table shows that 10.53% of the respondents are highly satisfied with the spare parts available, 30.53% of the respondents are satisfied with the spare parts available, 31.58% of the respondents are neutral with the spare parts available, 21.05% of the respondents are dissatisfied with the spare parts available, 6.32% of the respondents are dissatisfied with the spare parts available. So it is concluded that majority of the customers feel that the spare parts must be made available promptly.

**CHART-3.1.14**

**CHART SHOWING THE AVAILABILITY OF SPARE PARTS**



**TABLE-3.1.15**

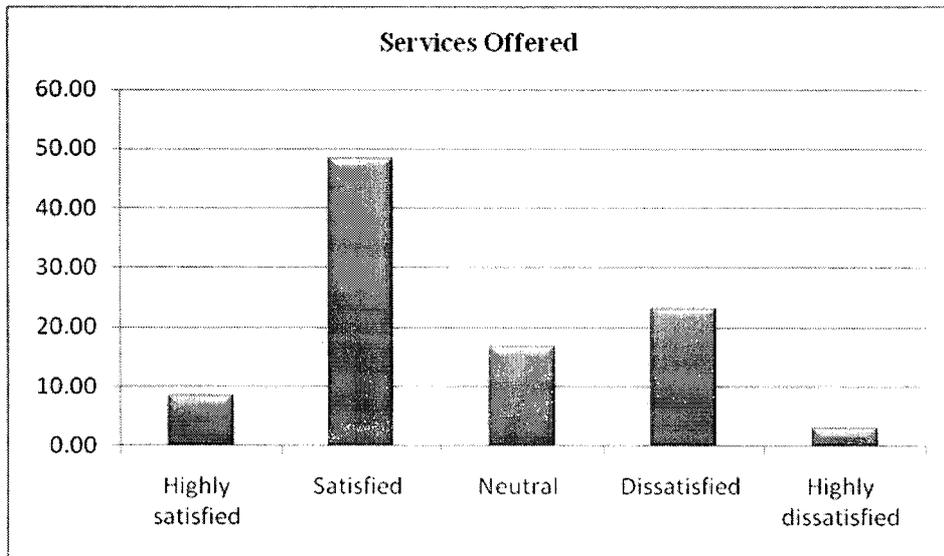
**TABLE SHOWING THE SERVICE OFFERED TO THE CUSTOMERS**

<b>Service Offered</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly Satisfied	8	8.42
Satisfied	46	48.42
Neutral	16	16.84
Dissatisfied	22	23.16
Highly Dissatisfied	3	3.16

The above table shows that 8.42% of the respondents are highly satisfied with the services offered, 48.42% of the respondents are satisfied with the services offered, 16.84% of the respondents are neutral with the services offered, 23.16% of the respondents are dissatisfied with the services offered, 3.16% of the respondents are highly dissatisfied with the services offered. So it is concluded that the customers are satisfied with the service provided due to its efficiency.

**CHART-3.1.15**

**CHART SHOWING THE SERVICE OFFERED TO THE CUSTOMERS**



**TABLE-3.1.16**

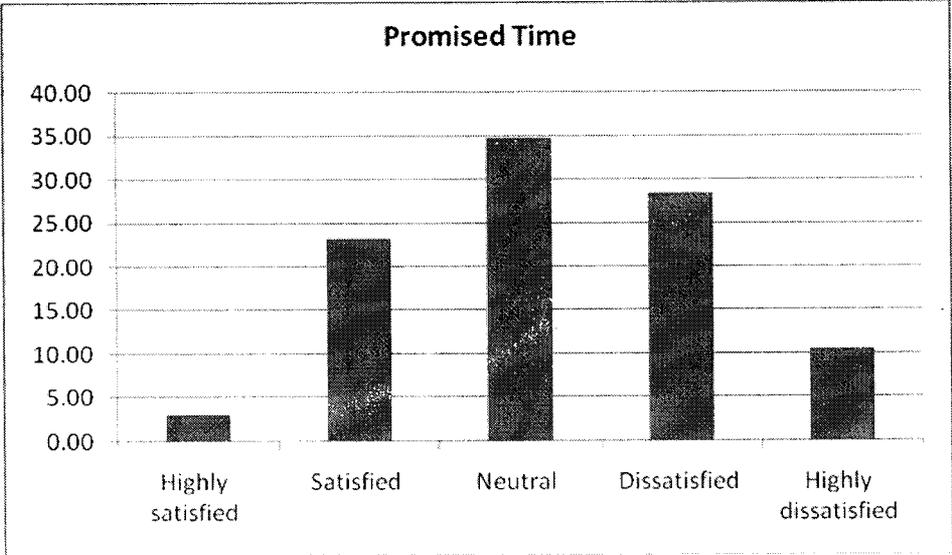
**TABLE SHOWING WHETHER THE VEHICLE IS DELIVERED ON THE PROMISED TIME**

<b>Promised Time</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly Satisfied	3	3.16
Satisfied	22	23.16
Neutral	33	34.74
Dissatisfied	27	28.42
Highly Dissatisfied	10	10.53

The above table shows that 3.16% of the respondents are highly satisfied with the delivery of the vehicle in the promised time, 23.16% of the respondents are satisfied with the delivery of the vehicle in the promised time, 34.74% of the respondents are neutral with the delivery of the vehicle in the promised time, 28.42% of the respondents are dissatisfied with the delivery of the vehicle in the promised time, 10.53% of the respondents are highly dissatisfied with the delivery of the vehicle in the promised time. So it is concluded that the customers feel that the vehicle must be delivered on the promised time if not the service quality will be reduced.

**CHART-3.1.16**

**CHART SHOWING WHETHER THE VEHICLE IS DELIVERED ON THE PROMISED TIME**



**TABLE-3.1.17**

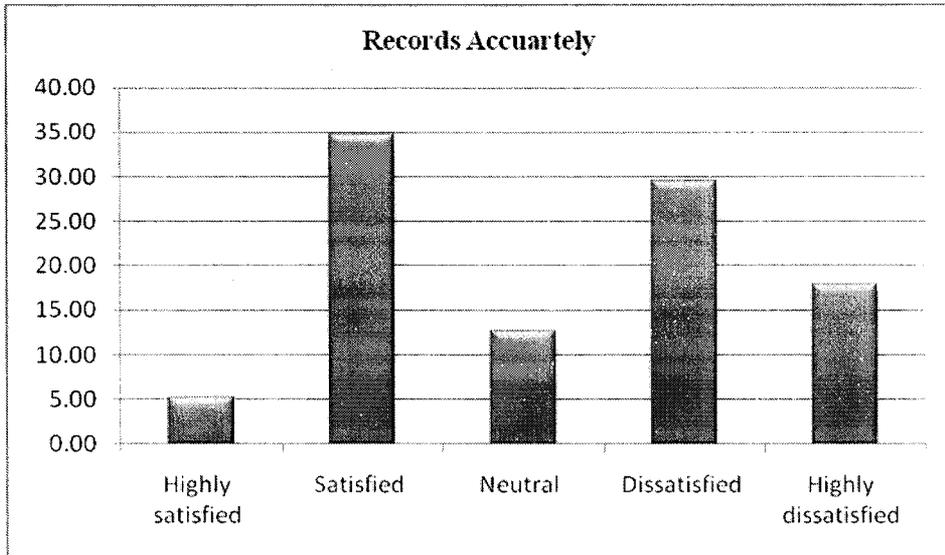
**TABLE SHOWING WHETHER THE RECORDS ARE MAINTAINED ACCURATELY**

<b>Records Accurately</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly Satisfied	5	5.26
Satisfied	33	34.74
Neutral	12	12.63
Dissatisfied	28	29.47
Highly Dissatisfied	17	17.89

The above table shows that 5.26% of the respondents are highly satisfied with the records maintained, 34.74% of the respondents are satisfied with the records maintained, 12.63% of the respondents are neutral with the records maintained, 29.47% of the respondents are dissatisfied with the records maintained, 17.89% of the respondents are highly dissatisfied with the records maintained.

**CHART-3.1.17**

**CHART SHOWING WHETHER THE RECORDS ARE MAINTAINED ACCURATELY**



**TABLE-3.1.18**

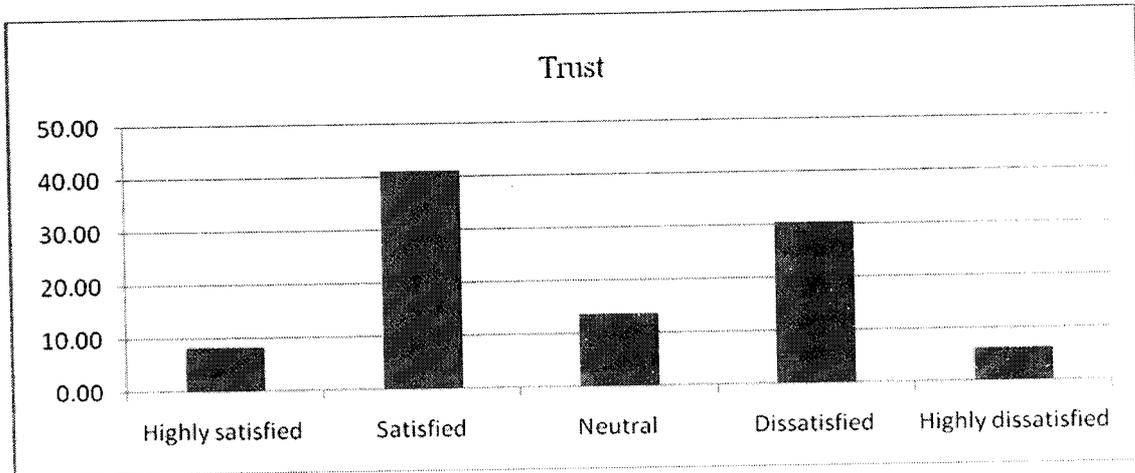
**TABLE SHOWING WHETHER THE EMPLOYEES CAN BE TRUSTED**

<b>Trust</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly Satisfied	8	8.42
Satisfied	39	41.05
Neutral	13	13.68
Dissatisfied	29	30.53
Highly Dissatisfied	6	6.32

The above table shows that 8.42% of the respondents say that the employees can be highly trusted, 41.05% of the respondents say that the employees can be trusted, 13.68% of the respondents say that the employees can be neutral, 30.53% of the respondents say that the employees can be distrusted, 6.32% of the respondents say that the employees can be highly distrusted.

**CHART-3.1.18**

**CHART SHOWING WHETHER THE EMPLOYEES CAN BE TRUSTED**



**TABLE-3.1.19**

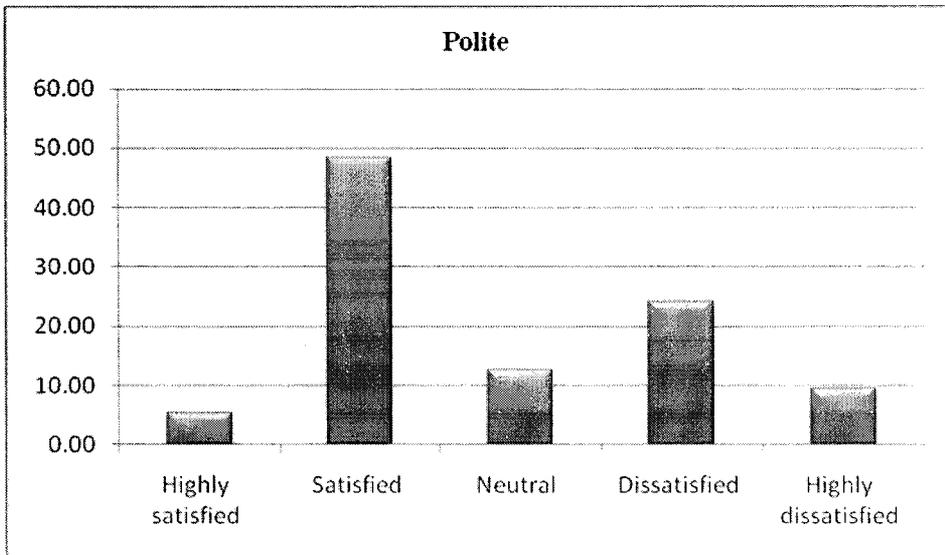
**TABLE SHOWING WHETHER THE EMPLOYEES ARE POLITE**

<b>Polite</b>	<b>No of respondents</b>	<b>Percentage</b>
Highly Satisfied	5	5.26
Satisfied	46	48.42
Neutral	12	12.63
Dissatisfied	23	24.21
Highly Dissatisfied	9	9.47

The above table shows that 5.26% of the respondents are highly satisfied that the employees are polite, 48.42% of the respondents are satisfied that the employees are polite, 12.63% of the respondents are neutral that the employees are polite. 24.21% of the respondents are dissatisfied that the employees are polite, 9.47% of the respondents are highly dissatisfied that the employees are polite.

**CHART-3.1.19**

**CHART SHOWING WHETHER THE EMPLOYEES ARE POLITE**



**TABLE-3.1.20**

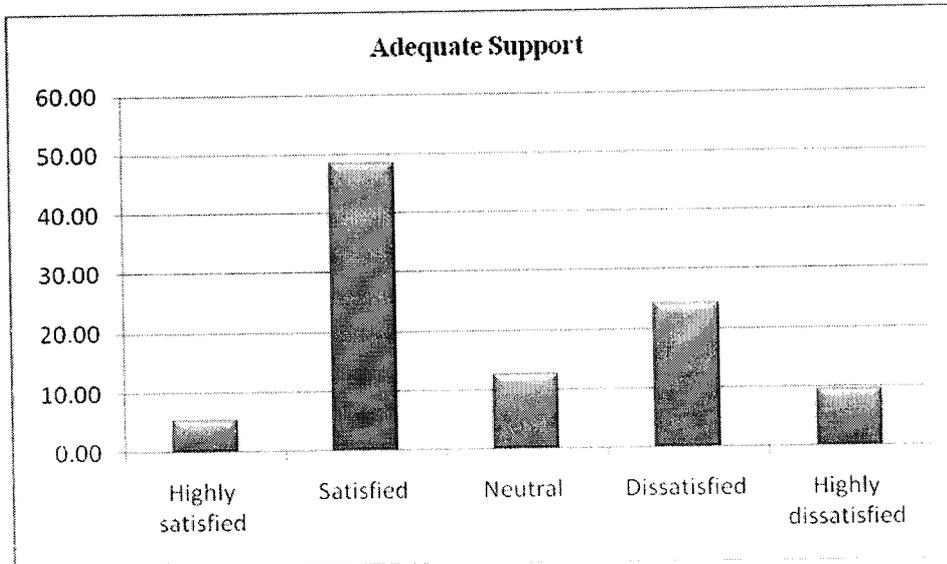
**TABLE SHOWING WHETHER THE EMPLOYEES GET ADEQUATE SUPPORT  
FROM THE MANAGEMENT**

<b>Adequate Support</b>	<b>No of Respondents</b>	<b>Percentage</b>
Highly Satisfied	7	7.37
Satisfied	22	23.16
Neutral	30	31.58
Dissatisfied	18	18.95
Highly Dissatisfied	18	18.95

The above table shows that 7.37% of the respondents are highly satisfied that the employees get adequate support to perform the job, 23.16% of the respondents are satisfied that the employees get adequate support to perform the job, 31.58% of the respondents are neutral that the employees get adequate support to perform the job, 18.95% of the respondents are dissatisfied that the employees get adequate support to perform the job, 18.95% of the respondents are highly dissatisfied that the employees get adequate support to perform the job.

**CHART-3.1.20**

**CHART SHOWING WHETHER THE EMPLOYEES GET ADEQUATE SUPPORT  
FROM THE MANAGEMENT**



**TABLE-3.1.21**

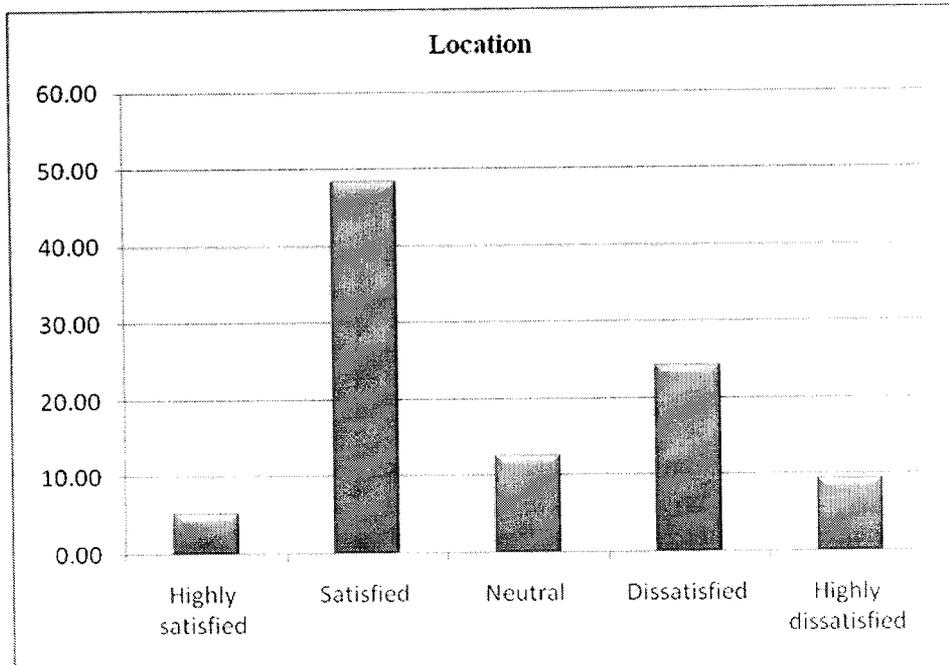
**TABLE SHOWING WHETHER THE LOCATION IS CONVENIENT**

<b>Location</b>	<b>No of Respondents</b>	<b>Percentage</b>
Highly Satisfied	26	27.37
Satisfied	38	40.00
Neutral	20	21.05
Dissatisfied	10	10.53
Highly Dissatisfied	1	1.05

The above table shows that 27.37% of the respondents are highly satisfied with the location, 40% of the respondents are satisfied with the location, 21.05% of the respondents are neutral with the location, 10.53% of the respondents are dissatisfied with the location, 1.05% of the respondents are highly dissatisfied with the location. So it is concluded that the location of the service station is easily accessible.

**CHART-3.1.21**

**CHART SHOWING WHETHER THE LOCATION IS CONVENIENT**



**TABLE-3.1.22**

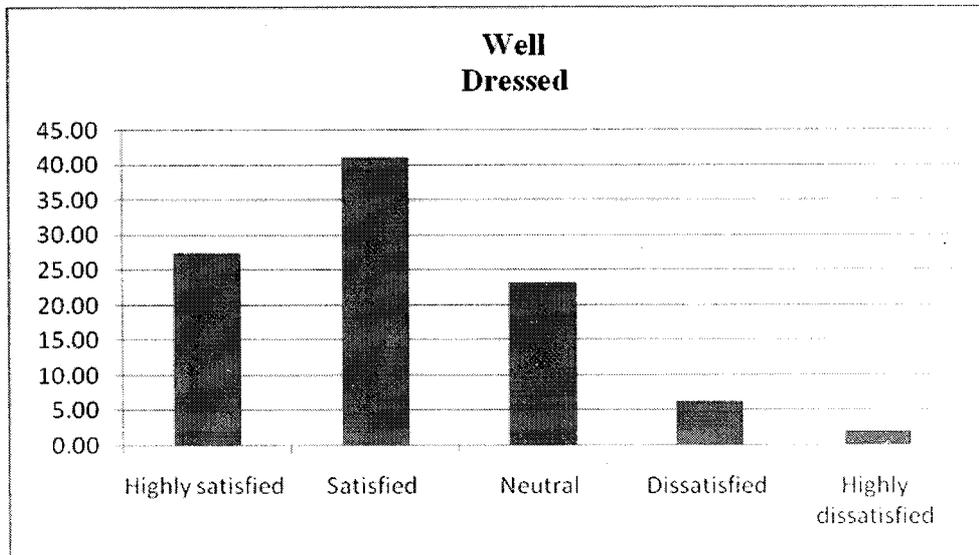
**TABLE SHOWING WHETHER THE EMPLOYEES ARE WELL DRESSED**

<b>Well Dressed</b>	<b>No of Respondents</b>	<b>Percentage</b>
Highly Satisfied	26	27.37
Satisfied	39	41.05
Neutral	22	23.16
Dissatisfied	6	6.32
Highly Dissatisfied	2	2.11

The above table shows that 27.37% of the respondents are highly satisfied that the employees are well dressed, 41.05% of the respondents are satisfied that the employees are well dressed, 23.16% of the respondents are neutral that the employees are well dressed, 6.32% of the respondents are dissatisfied that the employees are well dressed, 2.11% of the respondents are highly dissatisfied that the employees are well dressed.

**CHART-3.1.22**

**CHART SHOWING WHETHER THE EMPLOYEES ARE WELL DRESSED**



**TABLE-3.1.23**

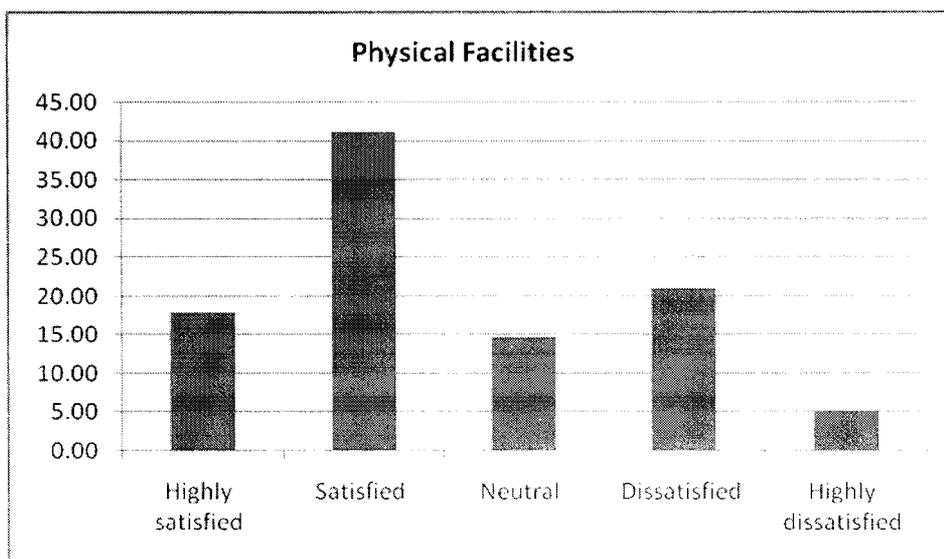
**TABLE SHOWING WHETHER THE PHYSICAL FACILITIES ARE VISUALLY  
APPEALING**

<b>Physical Facilities</b>	<b>No of Respondents</b>	<b>Percentage</b>
Highly satisfied	17	17.89
Satisfied	39	41.05
Neutral	14	14.74
Dissatisfied	20	21.05
Highly dissatisfied	5	5.26

The above table shows that 17.89% of the respondents are highly satisfied with the physical facilities available, 41.05% of the respondents are satisfied with the physical facilities available, 14.74% of the respondents are neutral with the physical facilities available, 21.05% of the respondents are dissatisfied with the physical facilities available, 5.26% of the respondents are highly dissatisfied with the physical facilities available.

**Chart-3.1.23**

**Chart showing whether the physical facilities are visually appealing**



**Table-3.1.24**

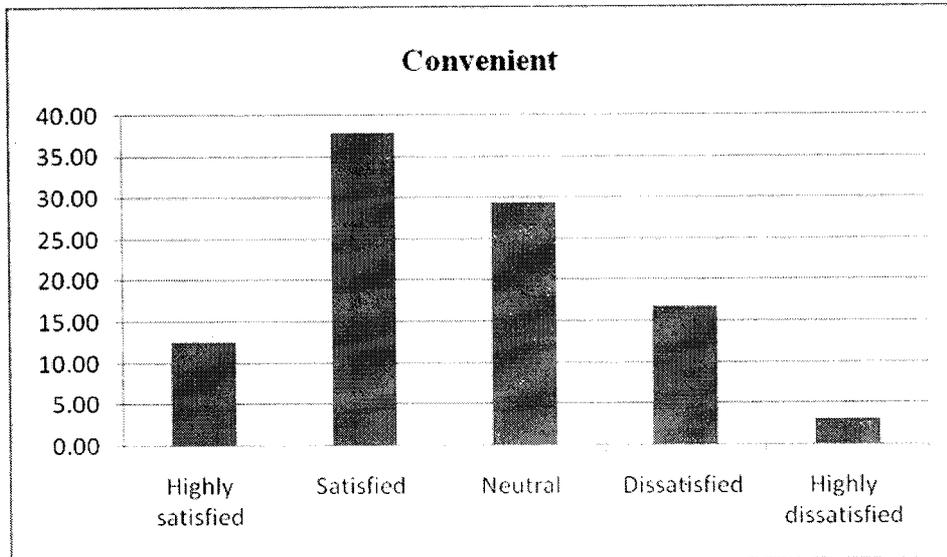
**Table showing whether the working hours is convenient**

<b>Convenient</b>	<b>No of Respondents</b>	<b>Percentage</b>
Highly Satisfied	12	12.63
Satisfied	36	37.89
Neutral	28	29.47
Dissatisfied	16	16.84
Highly Dissatisfied	3	3.16

The above table shows that 12.63% of the respondents are highly satisfied with the working hours, 37.89% of the respondents are satisfied with the working hours, 29.47% of the respondents are neutral with the working hours, 16.84% of the respondents are dissatisfied with the working hours 3.16% of the respondents are highly dissatisfied with the working hours.

**Chart -3.1.24**

**Chart showing whether the working hours is convenient**



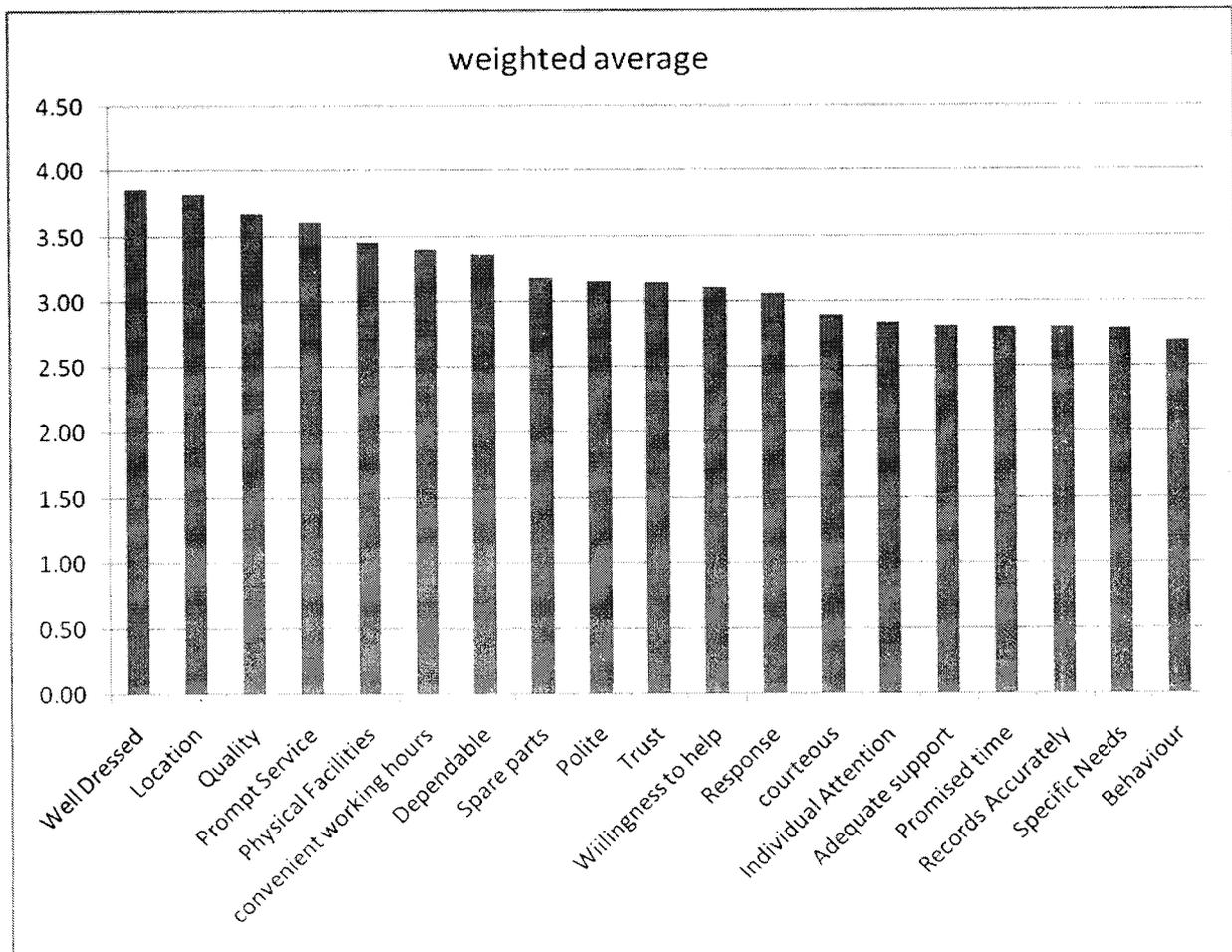
**Table-3.2.1****Table showing the weightage give to the various attributes.**

<b>S.No</b>	<b>Attributes</b>	<b>Weighted Average</b>	<b>Rank</b>
1	Behavior	3.67	19
2	Individual Attention	3.60	14
3	Specific Needs	3.11	18
4	Courteous	3.06	13
5	Quality of work	3.67	3
6	Prompt service	3.60	4
7	Willingness to help	3.11	11
8	Response	3.06	12
9	Spare parts	3.18	8
10	Dependable	3.36	7
11	Promised time	2.80	16.5
12	Records accurately	2.80	16.5
13	Trust	3.15	10
14	Polite	3.16	9
15	Adequate support	2.81	15
16	Location	3.82	2
17	Well dressed	3.85	1
18	Physical facilities	3.45	5
19	Convenient Timing	3.40	6

From the above table tangible dimensions and responsiveness have more weightage when compared with the other dimensions of service quality.

**CHART-3.2.1**

**CHART SHOWING THE WEIGHTED AVERAGE OF THE VARIOUS ATTRIBUTES**



*FINDINGS AND SUGGESTIONS*



## **FINDINGS**

- Majority(37.80%) of the respondents belong to the age group of 41-50.
- Majority(33.68%) of the respondents earn an annual income of 3.5-4.5 lakhs.
- Majority(34.12%) of the respondents have purchased Alto.
- Majority(34.74% ) of the respondents have purchased their vehicles in the year 1995-1999.
- Majority(27.37%) of the respondents have given the vehicle for service for 15-20 times.

## **FINDINGS REGARDING RESPONSIVENESS DIMENSION**

- Majority(42.11%) of the respondents are satisfied with the service provided.
- Majority (45.26%)of the respondents are satisfied with the prompt service provided.
- Majority(37.89) of the respondents are satisfied with the willingness of the employees to help the customers.
- Majority(38.95%)are satisfied with the response given to the customers.

## **FINDINGS REGARDING EMPATHY DIMENSION**

- Majority(35.79%) of the respondents are neutral with the behavior of the employees.
- Majority(31.58%) of the respondents are satisfied with the individual attention given to the customers.
- Majority(27.37%) of the respondents are satisfied and neutral that the employees understand the specific needs of the customers.

- Majority(31.58%) of the respondents are neutral that the employees are courteous to the customers.

### **FINDINGS REGARDING RELIABILITY DIMENSION**

- Majority (31.58%)of the respondents are neutral with the availability of the spare parts.
- Majority(48.42%)of the respondents are satisfied with the services offered.
- Majority(34.74%) of the respondents are neutral with the delivery of the vehicle on the promised time.
- Majority(34.74%) of the respondents are satisfied with the records maintained.

### **FINDINGS REGARDING ASSUARANCE DIMENSION**

- Majority(41.05%) of the respondents say that the employees can be trusted.
- Majority(48.42%) of the respondents are satisfied that the respondents are polite.
- Majority of the respondents are neutral that the employees get adequate support to perform the job.

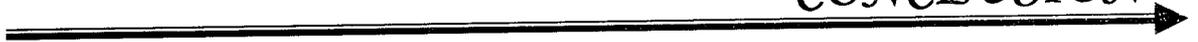
### **FINDINGS REGARDING TANGIBLES DIMENSION**

- Majority(40%) of the respondents are satisfied with the location.
- Majority(41.05%) of the respondents are satisfied that the employees are well dressed.
- Majority(41.05%) of the respondents are satisfied with the physical facilities available.
- Majority(37.89%) of the respondents are satisfied with the working hours.

## **SUGGESTIONS**

- The over all quality of the service provided must be maintained in the same level as the customers are satisfied with the service provided.
- The customers feel that the employees are not willing to help them hence the employees can change the way in which they approach the customers.
- The specific needs of the individuals are not met upto their expectations hence the employees can pay more attention in listening to the needs of the customers.
- The dimensions of reliability, assurance and tangibles can be maintained at the same level.
- The dimensions of empathy and responsiveness can be improved in order to meet the expectations of the customers.

*CONCLUSION*



## **CHAPTER - IV**

### **CONCLUSION:**

From the processed information it is concluded that the overall service provided by ABT Maruti service station is satisfactory. The expectations of the customers are identified and it is found that the expectations are met. The customers expect that the employees must understand the specific needs and pay individual attention to them. Tangible dimensions and responsiveness have more weightage when compared with the other dimensions of service quality.

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*APPENDIX*



## APPENDIX

### QUESTIONNAIRE

#### MEASUREMENT OF SERVICE QUALITY PROVIDED BY ABT MARUTI SERVICE STATION

##### Personal profile

Name :

Age : a.20-30 b.31-40 c.41-50 d.50

Annual income : a.1-2.5 lakhs b.2.5-3.5 lakhs c.3.5-4.5 lakhs d. >4.5 lakhs

Vehicle purchased : a. Wagon R b. Swift c.800 d.Alto e.omni

Year of purchase : a.1990-1994 b.1995-1999 c.2000-2004 d.2005-2009

1. How many times you have given your vehicle for service?

a. 1-5 times b.6-10 times c.11-15 times d.15-20 times e.more than 20 times

2. Are you satisfied with the quality of work performed?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

3.Are you satisfied with the prompt service provided?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

4.Are you satisfied that the employees are willing to help?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

5.Are you satisfied that the employees response to the requests promptly?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

6. Are you satisfied with the behavior of the employees towards the customers?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

7. Employees provide individual attention to the customers?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

8. The employees understand the specific needs of the customers?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

9. The employees are courteous to the customers?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

10. Do they arrange for the spare parts in the required time?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

11. The service offered to a customer is dependable?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

12. The vehicle is delivered in the promised time?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

13. The records are maintained accurately?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

14. The employees can be trusted?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

15. The employees are polite?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

16. The employees get adequate support to perform their job?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

17. Whether the location is easily accessible?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

18. Whether the employees are well dressed?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

19. whether the physical facilities are visually appealing?

a . Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

20. whether the working hours are convenient?

a . Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. highly dissatisfied.