Assessment of Customers Satisfaction on Quality Path with an Significant Representation

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Abstract

Customer satisfaction directly represents the development of your organization. Market is so volatile, driven by customer. To satisfy customer, quality improvement shall be keenly observe and done. To achieve customer loyalty product should be completely quality driven. Maintaining quality is key factor to gain devotion of customer and producing extended monetary gain for organization. This paper presents how service quality affects customer satisfaction. The Customer Expectation describes the different types, levels, zones of tolerance and model of customer services expectations. Customer Perception describes customers observe service, how they assess whether they feel quality services and satisfy with it. Paper includes a case study which describes in brief the information of companies selected for study. It describes the research methodology for the case study and various statistical methods for calculating results.

Keywords: Perceptible, customer satisfaction, service quality, quality service.

1. Introduction

Indian automobile sector is going through high time. As soon as the person purchases a vehicle and ensuring that the vehicle runs properly is the responsibility of the company through its authorized services centres network so after sales, services parts is the essential for improving the customer satisfaction Thus companies tries to achieve this by opening state of art service centres to satisfy every need of its customer. thus after sales, service in automobile sector not only includes selling and providing spare parts as and when desired and required but also giving almost care to customers satisfaction by providing repairing,testing,spare parts, listing to and then solving customers complaints regarding the functioning of the vehicle.

Customer satisfaction is a measure of how your organizations total product performs in relation to a set of customer requirements. To satisfy customers need is becoming important aspect for organizations. Satisfied customer always carry mouth publicity as promotion domain. (Terry G. Vavra, 1998).

Review of literature.

According to gronrroos,1984,European perspective, It considers additional aspects other than the process of service delivery for instance. Quality of service is depend on lead time (time period between place order and received order) Technical efficiency (how that product actually performs) and support system (timely services provided by organization)

How much is customer is satisfied it can be calculated from the gap between what he expected and what he get. More the gap more will be dissatisfaction, objective shall be to decrease this gap. By providing proper support system it can be reduces.

Table: 1 Models to measure Quality Services

Author	Model	Main characteristics	Application
Teas	Model of ideal Performance	Use five quality scopes	Trade stores
Croin and Taylor	SERVPERF,Q=P	Use five quality scopes	Different types of facilities
Bolton Bolton and Drew and Drew	Assessment model of service and value.	Use four quality scopes	Telephone facilities
Brown and Swartz	Q=E-D	Use ten quality scopes	Medicinal surgery
Parasuraman et.al.,	SERVOQUAL	Use five quality scopes	Different types of facilities
Gronroos	There is no mathematical representation.	Quality is a function of prospects effect and image	Different types of facilities

When investigated it becomes clear that there is no consensus on which model is more fitting in general sense. SERVQUAL gives fitting results.

2.Important Terms

Following are the important terms used

2.1 Service Quality.

Service quality can be defined as "Fit for Purpose"

Measurement of the above-mentioned service quality gaps had been developed by Parasuraman, Zeitharnal and Berry (1988).They presented the SERVQUAL Concepts using following equation

SERVQUAL Score (Q) = Perception Score(P) - Expectation Score (E)

According to above equation more positive scores reflects higher perceived quality and vice versa. There are four types of service quality namely:-
1) Technical quality 2) Functional quality 3) Physical quality 4) Corporate quality. Service quality dimensions

Within most service industry consumer use basically same type of criteria seem to fall 10 key categories labeled "service quality determinants". These determinants are listed below. Overlap among 10 determinants may exist.

Determinants of service quality are:

1) Responsiveness 2) Reliability 3) Competence 4) Assess 5) Courtesy 6) Communication 7) Credibility 8) Security 9) Security 10) Understanding

These 10 service determinants were collapsed into 5 dimensions because of the overlap across the ten criteria.

The five dimensions are as: 1) Responsiveness 2) Reliability 3) Communication 5) Security

Perceptible: Noticeable expected things of what one have perception.

Responsiveness : Willingness to help customer and provide prompt service.

Reliability : Approach to perform the promised service dependably and accurately.

Communication : Keeping customer informed in language they can understand

Security : Freedom from risk.

2.2 Customers Expectations

Fulfillment and happiness are strongly influenced by customer expectations. By expectations approach researchers mean an array of possible outcomes that reflect what might ,could, should, or had better not happen. There are several different kind of expectations.

The ideal hope is what would happen under the best of circumstances. It is useful as a indicator of excellence. On the other hand end of the scale are the minimally acceptable level (the threshold at which mere satisfaction is achieved),and the worst possible levels (the worst outcome that can be imagined).(V.A.Zeiththaml,M.J.Bitner,2006).Experience is not only thing that shapes expectations. Hopes may also be affected by advertising, word of mouth and personal limitations.

2.3 Customer Perception

How customers observe services in terms of quality of the service and how satisfied they are overall with their experiences. These customer oriented terms quality and satisfaction have been the focus of attention for executives and researcher, alike over the last decade or more. service quality and customer satisfaction are the two important aspects on which organization has to emphasize.

2.4 Customer satisfaction

Everyone knows what satisfaction is until asked to give a definition then it seems, nobody knows. Satisfaction means that the customers assessment of product or service in terms of does acquired product fit for use as per requirement and more importantly how that product or service makes you feels. Failure to meet needs and expectations is assumed to results in dissatisfaction with the product or service.

Following elements determines customer's satisfaction:

1) Product and Service Features 2) Consumer Emotions 3) Service Perception 4) Internal Measure 5) Customer measure

2.5 Questioner Sample

Customer Survey

Company Name:- -------   Customer Name:---------

Model:-   ------------------   Address:--------------------

Male/Female: ------------   Age: -----------------------

Qualification:- ---------   Occupation:---------------

Section-A (Customer Expectation)

1-Strongly differ 2-Differ 3-Neither differ nor approve 4-Approve 5-Strongly approve

	Q.No.	Qualities	1	2	3	4	5
	1	They should have cleanness in showroom?					
For Sale	2	They should have drinking good water facility?					
	3	Their employees should be well outfitted and appear neat?					
	4	Customer should be able to fill safe in their transaction?					
For service	1	They should give service at the right quality?					
	2	They should remind about next service?					
	3	They should help when problem occur?					

Section-B (Customer Perception)

	Q.No	Qualities	1	2	3	4	5
	1	They should have cleanness in showroom?					
Sale	2	They should have drinking good water facility?					
	3	Their employees should be well outfitted and appear neat?					
	4	Customer should be able to fill safe in their transaction?					
For Service	1	They should give service at the right quality?					
	2	They should remind about next service?					
	3	They should help when problem occur?					

3. Incident Study

This case study carried out at the dealer outlet of two major Four Wheeler Products. This Incident was carried out within two four wheeler company Where P= Perception And   E= Expectation.

DATA GATHERING: - Data collected from 70 respondents and from four outlets of four Wheeler dealers. Customer expectation and perception about services where collected with the help of questioner, with the help of this data we find quality gap of services. The format was divided in four section that are Gender, age, Education and Profession. Section uses five point like scale ranging from (1=strongly disagree and =strongly agree). Data was analyzed by software

4. Results

Dimension wise variations in service quality quality(service station)

Dimension	Sample size	(P)	(E)	Gap
Perceptible	70	3.68	4.03	-0.35
Reliability	70	2.89	4.72	-1.58
Response	70	3.15	4.62	-1.47
Communication	70	3.82	4.72	-0.90
Security	70	3.51	4.65	-1.14

Dimension wise variations in service quality (showroom)

Dimension	Sample size	(P)	(E)	Gap
Perceptible	70	3.39	4.12	-0.73
Reliability	70	3.16	4.57	-0.67
Response	70	3.37	4.49	-1.22
Communication	70	3.48	4.55	-1.07
Security	70	3.51	4.65	-1.14

Reliability shows more gaps (-1.58) in service station and -1.22 in Showroom, authority need to address this.

Graphical representation of above data

Dealer 1

1) Dimension wise variations in service quality quality in service station

Dimension	Sample size	(P)	(E)	Gap
Perceptible	70	3.57	4.03	-0.46
Reliability	70	2.85	4.48	-1.63
Response	70	3.12	4.61	-1.49
Communication	70	3.70	4.70	-1.00
Security	70	3.30	4.64	-1.34

2) Dimension wise variation in service quality in showroom

Dimension	Sample size	(P)	(E)	Gap
Perceptible	70	3.27	4.04	-0.77
Reliability	70	3.80	4.48	-0.68
Response	70	3.21	4.53	-1.32
Communication	70	3.31	4.59	-1.28
Security	70	3.31	4.60	-1.29

As above table shows Reliability in case of service station shows more gap and Response showing maximum gap. Authority need to address this.

Dealer 2

1) Dimension wise variations in service quality 2) Dimension wise variations in service quality

<table>
<tr><td colspan="5" align="center">(Service station)</td></tr>
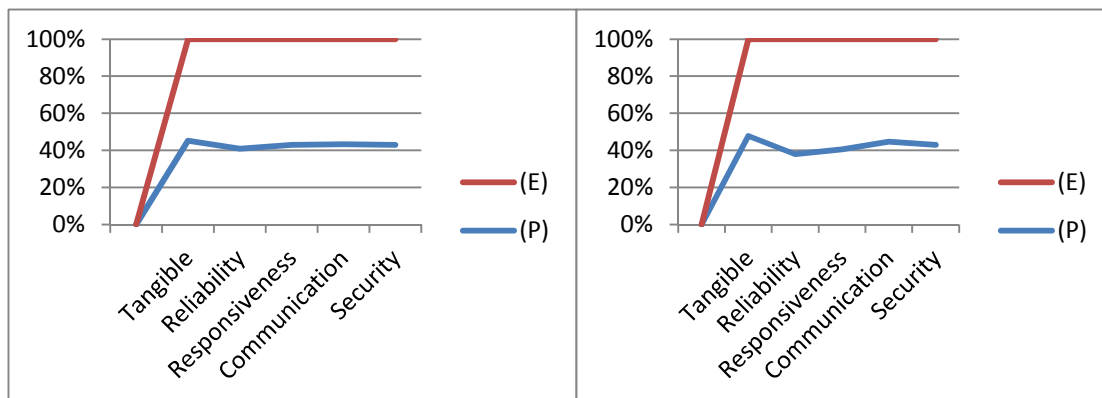<tr><td>Dimension</td><td>Sample size</td><td>(P)</td><td>(E)</td><td>Gap</td></tr>
<tr><td>Perceptible</td><td>70</td><td>3.52</td><td>4.00</td><td>-0.48</td></tr>
<tr><td>Reliability</td><td>70</td><td>2.72</td><td>4.47</td><td>-1.76</td></tr>
<tr><td>Response</td><td>70</td><td>3.03</td><td>4.56</td><td>-1.53</td></tr>
<tr><td>Communication</td><td>70</td><td>3.07</td><td>4.73</td><td>-1.03</td></tr>
<tr><td>Security</td><td>70</td><td>3.30</td><td>4.59.</td><td>-1.28</td></tr>
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<tr><td colspan="5" align="center">(Showroom)</td></tr>
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<tr><td>Perceptible</td><td>70</td><td>3.22</td><td>4.05</td><td>-0.83</td></tr>
<tr><td>Reliability</td><td>70</td><td>3.13</td><td>4.51</td><td>-1.38</td></tr>
<tr><td>Response</td><td>70</td><td>3.17</td><td>4.52</td><td>-1.35</td></tr>
<tr><td>Communication</td><td>70</td><td>3.29</td><td>4.55</td><td>-2.26</td></tr>
<tr><td>Security</td><td>70</td><td>3.31</td><td>4.59</td><td>-1.28</td></tr>
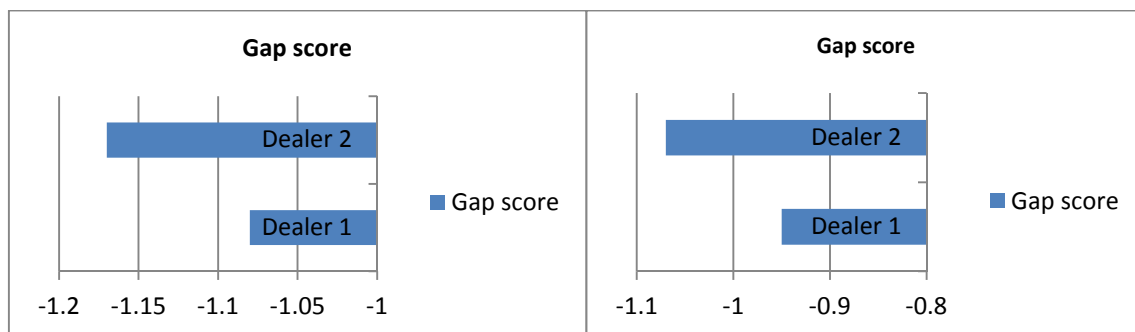</table>

Reliability and Communication have more Gap authority has to focus on it.

Overall service Gap score of four authorized dealer service industry are (Avg)

For service station   2) For Service showroom

Company	Gap score
Dealer 1	-1.08
Dealer 2	-1.17

Company	Gap score
Dealer 1	-0.95
Dealer 2	-1.07

Graphical representation of above data

5. Suggestion and Conclusion

This survey shows that there is huge gap between expectation and perception on the scale of service quality. To heel this gap following safety measure can be taken.

To reduce reliability gap : Provide prompt service by increasing man power as required.

To reduce responsiveness: Help the customer whenever they require, Deliver the vehicle as per they require.

To reduce perceptible gap: Provide services on holiday. Most of the people can take advantage of it.

To increase security: - Provide freedom from risk..

At organizational level it is suggested to do brainstorming on above suggestions and it can be decrease service quality gap which allow them to increase customers footprints as well as preservation. Company image, market status and hence income. Instead of preserving on their

achievements, service industry should continuous monitor and periodic assessment the service quality levels so as to avoid loss of service quality.

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