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CUSTOMER'S PERCEPTION TOWARDS SERVICE QUALITY OF AUTOMOBILE INDUSTRY

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Abstract

Quality of service has an indirect effect on a company's performance. Companies must find out what their customers need, want, and perceive. One of the most important elements in customer satisfaction and company profitability is the quality of service . In addition, managers need to identify weaknesses and consider planning for quality improvement, thereby improving efficiency, profitability, and overall performance. Because of that, interest in this area has increased during recent decades and researchers have started to find the best way of measuring customer perspective. The present study represents thecustomer's perception towards service quality of automobile industry. Convenient sampling technique is used to collect the questionnaire. The study used descriptive research method Questionnaire is used. A sample of 245 employees was completed. The customer of the automobile customers are agreed that the company provide prompt services and also they are received the message from the company when the service will be performed exactly. However, the respondents are felt that the employees are busy to respond to solve the customer queries.

Keyword*:* Service quality, Reliability, Responsiveness, Tangibles, Assurance, Empathy,

Introduction

Service quality is a key determinant of an organization's reputation and profitability. Companies that want to improve their reputation and generate more profits must constantly measure and improve the quality of their services. Service quality measures a company's service delivery against customer expectations. This service quality definition confirms that customers have certain expectations and standards of how the company should deliver services to fulfill their needs. Firms with high service quality match or exceed customer expectations. On the other hand, companies that fall below customer standards and expectations risk a negative reputation due to poor service quality.

The ability of a company to satisfy customer needs and maintain a competitive advantage is dependent on the quality of its services. This is true across all industries. For this reason, companies need to conduct market research to identify customer needs. Subsequently,

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market research will allow the firm to measure its service quality and determine if it addresses those needs. Customer feedback provides valuable information regarding consumer tastes, preferences, and market trends. These metrics allow service providers to determine quality standards that guarantee the best customer experience.

Service quality refers to the overall excellence or superiority of a service as perceived by consumers (Zeithaml 1988). Significant changes in the service environment due to AISA can consequently affect service quality perceptions (Rust & Oliver 1993). Accordingly, while various scales have been developed to better measure service quality across contexts involving different types of service agents (Seth, Deshmukh&Vrat 2005), to the best of my knowledge no studies have focused on better understanding the measurements that adequately capture AISA service quality (cf. Meyer-Waarden et al. 2020; Morita et al. 2019).

The importance of service quality and the significance of a quality management system can't be overstated. By managing services' quality, a company develops a support structure for its entire business. High-quality service management in the form of a QMS immediately demonstrates to customers and prospects that your company is seriously committed to meeting their needs, which is a distinct competitive advantage.

Besides providing credibility, there are other benefits to good quality management. Service industries can use a QMS to achieve:

- ✓ Improved services
- ✓ Increased productivity
- ✓ Reduced waste
- ✓ More employee engagement
- ✓ Better regulatory compliance
- ✓ Healthier bottom lines

Implementing a service industry quality management system gives your company the necessary tools to improve its processes and increase customer satisfaction. This, in turn, can lead to repeat business, which lowers the cost of business acquisition

In 1985, Parasuraman, A., Zeithaml, V.A. and Berry, L.L. identified have originally identified ten major constituent of service quality relative to the service industry. These were tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding the customer. In 1988 Parasuraman et al. developed the SERVQUAL instrument which reputed for the measurement of service quality. The SERVQUAL instrument items consist of the following the five dimensions and are explained below:

(1) Reliability. This dimension denotes the potential to perform the service reliably and accurately.

(2) Responsiveness. This dimension represents the willingness to help customers/guests while providing prompt service.

(3) Tangibles. This dimension refers to the visual factors, i.e. the Physical facilities, equipment, and appearance of employees.

(4) Assurance. This dimension refers to employees' awareness/knowledge of the service in addition to courtesy and their ability to communicate trust and confidence.

(5) Empathy. This dimension refers to the extent to which the employees care and provide personal/personalised attention to his customers.

The majority of studies done in relation to health care have been based upon the SERVQUAL scale (Suki and Chiam Chwee Lian (2011); Rohini and Mahadevappa 2006; Strawderman (2005); Lim and Tang 2000). Even though there has been many criticism of the SERVQUAL model, service quality literature in healthcare still suggests that SERVQUAL has a good reliability and provides a suitable measurement for perceived service quality (Kilbourne, Duffy, and Giarchi, 2004; Wong, 2002; Lam, 1997; Babakus and Mangold, 1992; Taylor and Cronin, 1994; Reidenbach and Sandifer-Smallwood, 1990) Rohini et al., 2006 used the SERVQUAL framework and applied SERVQUAL factors in their study, they assessed both the perceptions of patients and the hospital management. The study showed that there was a gap between patient's perceptions and expectations in addition to management's perception of patients' expectations and patient's expectations. Moreover, SERVQUAL was also used as a functional method used to evaluate the gap between patients' preferences and their actual experience, which identified areas for improvement (Pakdil and Harwood, 2005). The SERVQUAL instrument has proved to effective in showing the gap between patients' perception and their actual experience, which resulted in the identification drawback in the system (Pakdil and Harwood, 2005).

Research methodology

The present study represents thecustomer's perception towards service quality of *automobile industry*. Convenient sampling technique is used to collect the questionnaire. The study used descriptive research method Questionnaire is used. A sample of 245 employees was completed. Further, find out the customer's perception towards service quality of *automobile industry*. Next, mean and standard deviation is computed from the data.

Analysis and discussion

Tangibility

It shows the physical aspects of the services as physical facilities, appearance of personnel and tools used for the provision of services. Tangibility refers to the services which are physically observed by the customer. It includes modern looking equipment, materials associated with the service. These qualities are representing the tangibility and evaluate the capability of service providers.

Table 1 Respondents opinion towards Tangibility

Statements	Mean	S.D	C.V
Modern looking equipments	5.41	1.38	0.25
Physical facilities are visually appearing	4.58	1.54	0.33
Materials are visually appealing	5.16	1.54	0.29

Source: Primary data computed

Tangibility has been measured with the four statements. Respondents are asked to rate their opinion for each statements. Mean and standard deviation values are calculated for each statement that is displayed in the table 1. The mean values are ranged from 5.48 to 4.58. It is noted that the respondents are highly rated that the automobile industryis having modern looking equipments (5.41) followed by the materials (5.12). But, appearing of physical facility is secured low mean score than others. Further, co-efficient of variation value is indicated the modern looking equipment is having least variation.

It is found that the customer are very much appreciated that the modern looking product. However, lacking with visual appearance of physical facilities.

Reliability

Reliability is the ability to perform services dependably and accurately in a consistent manner. Reliability is to convey the trust to performing services and show the sincerity to solve the problem of customers. Reliability means ability to perform the service at designated time. It include the performance of services right at the first time and error free records and perform the promised services dependably and accurately.

Table 2 Opinion towards reliabilities

Statements	Mean	S.D	C.V
Promises to do something by a certain time	5.01	1.58	0.31
A sincere interest in solving problem	4.40	1.70	0.38
Performs the services right the first time.	4.96	1.35	0.27
Provides its services at the time it promises to do so.	5.06	1.47	0.29
Insists on error free records	4.73	1.74	0.36

Source: primary data

Table 2 explains the respondents opinion towards reliability service of the automobile industry. Reliability has been measured with the five statements. Respondents are asked to rate their opinion for each statements. Mean and standard deviation values are calculated for each statement. The mean values are ranged between 5.06 to 4.40. From the mean values, the

customer are expressed that the automobile industryprovides the services as the automobile industrypromised is secured higher mean score (5.06) followed promises to do something by a certain time (5.01), the automobile industryperforms the services right the first time (4.96) and the automobile industryinsists on error free records (4.73) and the automobile industryshows a sincere interest in solving problem (4.40). It is found that the automobile industry provides its services at the time it promises and the automobile industry promises to do something by certain time factors are rated higher among the respondents. The calculated co-efficient variation for automobile industry performed well services at first time itself is found to be low. It shows that the respondents are satisfied with promised services done by the automobile industry.

Responsiveness

Responsiveness means service provider's willingness to help the customers and provide prompt services. It refers to the respond to the customers request and inform to customers about the services and latest technology. This dimension reflects the willingness or readiness of employees to provide immediate services to customers.

Table 3 Opinion towards Responsiveness

Statements	Mean	S.D	C.V
Tell exactly when services will be performed	4.78	1.61	0.33
Employees give prompt service	4.96	1.58	0.31
Always willing to help	4.57	1.58	0.34
Never too busy to respond to the queries	4.15	1.74	0.41

Source: Primary data computed

Table 3 shows the respondent opinion towards responsiveness of the automobile industry. Responsiveness has been measured with the four statements. Respondents are asked to rate their opinion for each statements. Mean and standard deviation values are calculated for each statement. The mean values are ranged from 4.96 to 4.75. It is noted that the respondents are highly rated that the automobile industryemployees provide prompt services (4.96) followed by the automobile industryemployees exactly tell when services will be performed (4.78), employees are always willing to help (4.57). But, they are too busy to respond the customer queries. The calculated co-efficient variation is found to least for the statement employees given prompt service. The customer of the automobile industryare agreed that the automobile industryprovide prompt services and also they are received the message from the automobile industrywhen the service will be performed exactly. However, the respondents are felt that the automobile industryemployees are busy to respond to solve the customer queries.

Assurance

Assurance is related to behavior of employee, the employee should have ability to inspire the trust and confidence. It include safe transfer of goods, employee should have

knowledge to answer the customer's questions and consistently courteous with customers. It indicates the employees' knowledge, courtesy and their ability to convey trust and confidence.

Table 4 Opinion towards Assurance

Statement	Mean	S.D	C.V
The behavior of employees insists confidence	5.16	1.32	0.25
Safe in transfer of goods	5.51	1.49	0.27
Employees are consistently courteous	4.92	1.63	0.33
Have the knowledge to answer the questions	4.93	1.58	0.32

Source: Primary data computed

Table 4 indicates the respondents opinion towards assurance of the automobile industry. Assurance has been measured with the four statements. Respondent are asked to rate their opinion for each statements.

Mean and standard deviation values are calculated for each statements behavior of employees insists confidence. Mean values are ranged between 4.92 and 5.51. It is noted that the respondents are highly rated towards that the automobile industryis safety for transactions (5.51) followed by the employees behaviors (5.16), automobile industryemployees have the knowledge to answer the questions (4.93), employees are consistently courteous (4.92). The calculated co-efficient variation is found to be least for the statement behavior of employee insists confidence. It is found that the customers of the automobile industryare perceived better service relating to safe transaction confidence building by the behavior employee.

Empathy

Empathy refers to the caring individual attention provide to customers. The customers in automobile industryare related to different social background so employee should emphasize personal attention to customers and understand the specific need of customers. It also includes operating time convenient for all customers.

Table 5 Opinion towards Empathy

Statements	Mean	S.D	C.V
Gives individual attention	4.55	1.69	0.37
Convenient operating hours to all its customers	4.66	1.67	0.35
Gives personal attention	4.08	1.74	0.42
Best interest at heart	4.94	1.57	0.31
Understand the specific needs.	4.39	1.54	0.35

Source: Primary data computed

Table 5 portrays the respondents opinion towards empathy of the automobile industry. Empathy has been measured with the four statements. Respondents are asked to rate their opinion for each statements. Mean and standard deviation values are calculated for each statement. Mean values are ranged from 4.08 to 4.94. It is noted that the respondents are highly rated towards the best interest at the heart (4.94), followed by the convenient operating hours of the automobile industryto all its customers (4.66), the automobile industrygive individual attention (4.55), employees of the automobile industryunderstand the specific needs(4.39), and the personal attention of the employee (4.08). The calculated co-efficient of variation indicates that employees do the services best interest at heart. It is found that the automobile industrydo the services as a best interest of the customer and also have the convenient operating hours. But, there is lack of personal attention of the employees towards their customers.

Conclusion

The results showed that the customers were given more importance to service quality dimension. The customer were given more importance to modern looking equipment , do the services as promised, prompt services, safe transaction and do the services as whole heartedly. Customer value is an asset to the automobile industry. Hence, in order to maintain the customer, the organization needs to ensure that the right products and services, supported by the right promotion and making it available at the right time for the customers. Having a good recovery process for a dissatisfy customer is a very important and necessary process for any service organization.

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