A Study on Customer Satisfaction with respect to After Sales Service at Revankar Motors

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Abstract: *The article discusses the degree of customer satisfaction with regard to the service offered by the automobile seller, as well as the key areas for customers in the service delivery process that directly affect how customers perceive the overall quality of the service, even after the sale. Every customer should generally anticipate receiving occasional servicing reminders, pick-up and drop-off assistance, minimal fees, etc. It also suggests that in order to keep a customer, it would be required to meet all of his expectations. A survey was conducted using structured questionnaire to collect data from customers who came in for car service, and coordination meetings with the staff members overseeing the Revankar Motors Private Limited Hubli workshops were held. According to the poll, customer after-sales service expectations are rising. Customers now expect more from dealers in terms of infrastructure and service facilities since they anticipate high-quality care with the newest technology and luxurious amenities. A dealer must always increase the bar for client pleasure. Because the customer is the one who ultimately determines the success of an enterprise on the market based on his level of satisfaction, the research's findings serve as a crucial foundation for management in order to create a service blueprint and decision-making process that can raise the standard of services.*

Keywords: *Customer satisfaction, decision-making process, infrastructure*

Introduction

The customer perceived satisfaction with the services provided by the car seller is discussed in the article, along with the crucial points for customers in the service delivery process that directly influence how customers view the overall quality of the services, even after the sale. Every

customer should typically expect to receive sporadic servicing reminders, assistance with prior appointment, just drive in, nominal expenses on services, etc. It also implies that in order to keep a customer, all of his expectations must be satisfied. Customers who came in for car repairs completed a standard questionnaire, and data collection meetings were arranged with the staff members in charge of the Revankar Motors Private Limited Hubli workshops. Customer after-sales service expectations are increasing, according to the survey. Because they anticipate receiving high-quality care with the newest technology and opulent amenities, they now demand more from dealers in terms of infrastructure and service facilities. A dealer must always raise the bar for customer satisfaction. The research's conclusions provide management with a crucial foundation for building a service blueprint and decision-making process that can raise the standard of services because the customer is the one who ultimately determines the success of an enterprise on the market based on his level of satisfaction.

Objectives:

1. To analyze level of customer satisfaction towards after sale car services at Revankar motors.

2. To know customers expectation towards the services provided by Revankar motors.

Rationale of the study:

i. The study is to analyse the customer satisfaction with respect to different age groups, income, and occupation of the customers.

ii. The study will examine the service quality in terms of understanding how to meet and exceed customer expectation.

iii. To understand the satisfaction of customer in various levels of the car services provided by Revankar motors.

iv. After analysing the customer's satisfaction and expectations towards the Revankar motors, to develop the suitable service mix.

Research Method

• **Research Design:** Descriptive.

• **Method of Sampling:** Non-Probability Convenience Sampling method.

• **Type of Data:**

 • **Primary Data:** Survey was conducted through questionnaire by face-to-face interview with customers.

 • **Secondary Data:** These consist of readily available information on company website, manuals, journals and database. And also, through observations, discussions with sales manager.

• **Sample size:** 100.

• **Analysis:** Data analysis is done by using SPSS - Graphs & charts.

Limitations:

• Respondents limited to only 100.

• Duration of study is 60 days.

• The responses collected are from customers visited during the month of July 2022.

Company Profile:

Revankar Motors Private Limited

Revankar Motors Private Limited is renowned for meeting the needs of its clientele satisfactorily. The company was founded in the year 2013. It can be found at TB Road, Deshpande Nagar, Hubli, 580029, CTS No. 165/A. Under the direction of Mr. Harish T. Revankar, the business acquired the dealership from Maruthi Suzuki India Limited, a well-known automaker, and opened a car showroom in Hubli's business district. This location has drawn many customers who want to purchase cars from us as well as take advantage of our showroom's insurance and other services all under one roof. After opening the car dealership in Hubli, the company took the initiative to open two more branch locations, one in Haveri and one in Dharwad. The two locations have a

healthy turnover. The company's two branches both offer sales and service activities related to care. After collaborating with Maruti Nexa, the company has now opened a second Maruti Nexa showroom in a well-known commercial area on Gokul Road in Hubli, aiming to attract high-end auto buyers. Many qualified individuals who have received training from M/s. Maruti Suzuki India Limited and are currently employed by the firm Revankar Motors Pvt Ltd are receiving a variety of employment opportunities from the company.

Vision:

To come up with new outlets in whole of North Karnataka and improve its sales and services along with creating more employment opportunities

Mission:

- To provide ample number of services and improve the quality of services.

- To ensure the profitability and growth of the company for the long-term benefit of their shareholders, customers and their employees.

Revankar Motors Profile

Organization	Revankar Motors
Authorized Service Center	Maruti Suzuki India Service Pvt Ltd.
Firm Established	31March,2013
Managing Partner	Harish Revankar Harini Revankar
No of Employees	110
Spare Parts Supplier	Maruti Suzuki Spare Parts Ltd
Vehicle Supplier	Maruti Suzuki Ltd
Contac tNo	0836-6613300
E-mail id	Revankarmotors.com
Address	T.B Road Opposite Revankar comforts, Deshpande Nagar, Hubli

Services Offered:

Car repair and Service Center

Numerous advantages are offered by service centers, including high-quality work performed by licensed and experienced technicians, genuine Maruti Suzuki parts and accessories, open evaluations, and technologically advanced solutions. At Maruti Suzuki Service, they take good care of the car with strict sanitization and quality checks in place. For the first three services, Maruti Swift provides free maintenance. After 1,000 km, 5,000 km, and 10,000 km, the first service, second, and third, respectively, should be performed. This includes a car wash and a free vehicle inspection. To ensure a secure and comfortable drive, they inspect 42 crucial components of the cars that are brought in for a checkup. After three services, they will bill you appropriately. A vehicle needs regular maintenance and preventive/seasonal inspections to operate efficiently. They offer annual repair contracts that allow you to pay a set amount each year for an unlimited number of repairs.

Maruti Insurance

With the assistance of the National Insurance Company, Bajaj Allianz, New India Assurance, and Royal Sundaram, Maruti Suzuki offers vehicle insurance to its customers.

Maruti Finance

Maruti claims that its finance program offers most competitive interest rates to its customers, which are lower by 0.25% to 0.5% from the market rates.

Maruti True Value

Maruti Suzuki provides its customers with Maruti True service, With the aid of this service, one can purchase, sell, or trade used Maruti or non-Maruti vehicles in India.

Maruti Driving School

International standards are used to create driving schools, where students participate in both classroom and practical training. These schools also teach a number of international customs,

including attitudes and behaviors on the road. Participants train on simulators before driving actual vehicles.

Literature Review

(Gotlieb, Grewal et al. 1994)in their research article entitled "Consumer Satisfaction and Perceived Quality: Complementary or Divergent Constructs?" In the study, the how the perceived service quality and level of customer satisfaction affect consumer behaviourist is discussed in relation to the conflicting models that have been proposed in the literature. Almost no explicit theoretical framework for integrating satisfaction and perceived quality models had been developed by 1994. In an effort to explain the connections between comfort of expectations, actual perceived service quality, level of satisfaction, situational control, and behavioural aspects, (Gotlieb, Grewal et al. 1994) developed a conceptual framework in the construction of a model. The study was used for the two models' contributions to the understanding of the relationship between these variables. The study's findings suggested that the focal and contextual aspects of expectations being disappointed have an impact on perceived quality before having an impact on a person's behaviour. The findings also confirmed that satisfaction influences behavioural intentions and that satisfaction influences perceived quality.

(Es 2012) The process how perceived satisfaction and/or quality influence behavioural intentions is discussed in the study in relation to the competing models that have been put forth in the literature. By 1994, hardly any explicit theoretical framework for combining models of satisfaction and perceived quality had been created. The development of a model was aided by the application of a theoretical framework in an effort to explain the relationships between disconfirmation of expectations, perceived quality, satisfaction, perceived situational control, and behavioural intentions (Gotlieb, Grewal et al. 1994). The two models' contributions to the comprehension of the relationship between these variables were contrasted in the study. The

results of the study suggested that expectations being disappointed in their focal and contextual aspects have an effect on perceived quality before having an effect on behaviour. The results supported the notions that satisfaction affects both behavioural intentions and perceived quality.

(Haq 2012)in order to investigate the factors influencing the brand loyalty of the consumers of the auto-mobile industry in the region of Pakistan using the European Customer Satisfaction Index (ECSI) model, the author conducted a study in Pakistan titled "Satisfaction towards Customer Loyalty in Auto-Mobile Industry of Pakistan." Customer loyalty in the Pakistani automotive industry is the subject of the study by Haq (2012). The study's authors used a quantitative approach and distributed 226 questionnaires to participants. It is noteworthy that 226 respondents completed the surveys. The typical respondent was 35 years old and had completed 14 years of education. 197 out of 226 respondents, or 87% of them, were men. 103 Individual clients, 24 Institutional clients, 46 Big Clients, 36 Medium Clients, and only 7 Small Clients were among the total respondents who took part in the study. Data analysis was carried out using CFA and SEM through the AMOS program. First, the findings showed a direct and positive relationship between customer expectations and perceived quality, value, and satisfaction. Second, the impact of perceived quality on customer satisfaction is negligible. Thirdly, customer loyalty suffers as a result of low customer trust. Fourthly, customer education has a favorable effect on customer satisfaction and loyalty. Finally, there is a clear and strong link between customer loyalty and customer satisfaction. Customers who are happier with a company are more devoted to it

(Izogo and Ogba 2015) In their research about Service quality, customer satisfaction, and loyalty in the automobile repair services sector," the authors sought to investigate the dimensional structure of the SERVQUAL scale in the Nigerian automobile repair industry and to determine the impact of the various dimensions of service

quality on both customer satisfaction and loyalty. SPSS was used along with a quantitative approach to conduct the study. The questionnaire had 32 items, of which 22 were used to gauge service quality, 5 to gauge customer satisfaction, and 5 to gauge customer loyalty. Different scales used in this modified questionnaire from current scales based on (Brady, Cronin, et al. 2002); (Zeithaml, Berry et al. 1996); and (Parasuraman, Zeithaml et al. 1994); (Olorunniwo and Hsu 2006). The conclusions drawn from 215 surveys and Data were analysed, the results suggested that the dimensional structure of the SERVQUAL scale did not correspond to the findings of earlier reports in the automotive services industry. In actuality, commitment was revealed to be a brand-new, distinct aspect of service quality. Additionally, the results showed that customer satisfaction and loyalty were significantly predicted by service quality dimensions. The degree of this impact was greatest when the commitment was considered as a new dimension.

Dr. P. Kannan Paulraj Ms. A. Dhana Bowrna (2019)an exploration studies of customer preferences vs. satisfaction with two-wheelers. The study's goals include analysing customer preferences for Suzuki two-wheelers, determining customer satisfaction levels, identifying the variables that affect customer satisfaction for Suzuki two-wheelers, and gauging customer satisfaction with VSMS Suzuki's after-sale services. This study's research design is primarily descriptive in nature.

Customer Satisfaction

Customer satisfaction is a term used to describe how satisfied a customer is with the goods and services they receive from a business. Customer satisfaction can be related to both products and services and can be felt in a variety of contexts. Customer expectations have a big impact on this extremely subjective evaluation. Depending on the circumstance and the product or service, customer satisfaction varies. A customer may be pleased with a good or bad experience, a choice of product or service, a salesperson, a place of business, a service provider, an attribute, or any of these.

Why Customer Satisfaction is Important

➢ Customer satisfaction affects a company's productivity and profitability.

➢ Return on investment, which is a measure of how well a business is performing, is directly and favorably impacted by customer satisfaction.

➢ A satisfied customer increases sales and positive word-of-mouth for the business, aids in gaining customer loyalty, and also serves as a lagging indicator of customer retention.

Customer Expectation

Customer expectations include everything that a customer expects from a product or service or organization. Customer expectation is created in the mind of a customer based upon their individual experience and what they have learned combined with the pre-existing experience and knowledge.

After Sales Service

Any service offered by a business following the purchase of its products is known as after sales service. A customer's purchase is maximized in terms of utility and value thanks to after-sales service. Retailers, manufacturers, or a third-party provider of customer service can offer it. Maintenance, repair, and upgrading are included in after-sales service. These services may be provided at a set or assured price.

Why after Sales Service?

➢ After-sales service has a strong impact on customer retention and satisfaction and also attracts repeat customers.

➢ After sale service influences customers trust on the brand and form lasting good relationships with the customer.

➢ An organization will eventually generate more revenue from a happy and satisfied customer.

➢ After-sales service significantly strengthen the relationship between the company and its customers.

Analysis and Interpretation

1. Age

Table No. 1: Age-wise Distribution of Respondents

Variables	Frequency	%age	Cumulative %
18- 30 years	10	10.0	10
31-40 years	57	57.0	67
above 40 years	33	33.0	100
Total	100	100.0	

From Table 1 we can say that out of 100 respondents 57% respondents are between 31-40 age group, 33% respondents are above 41 age group, 10% respondents are between 18-30 age group. From the above table we can say that most of the respondents are between 31-40 age groups who are using Maruti Suzuki cars.

2. Occupation

Table No.2: Occupation-wise Distribution of Respondents

Variables	Frequency	%age	Cumulative %
Agriculture	7	7	7
Business	41	41	48
Government job	21	21	69
Others	8	8	77
Private job	23	23	100
Total	100	100	

From Table.2 we can say that out of 100 Respondents 41% respondents are business man, 23% respondents are in private job, 21% are in government job, 7% are from agriculture background, 8% are other profession. From this we can say that most of the respondents are business man.

3. Monthly income

Table No. 3: Income-wise Distribution of Respondents

Variables	Frequency	% age	Cumulative %
25,000 - 50,000 Rs	46	46	46
50,000 - 80,000 Rs	32	32	32
Above 80,000 Rs	13	13	91
Below 25,000 Rs	9	9	100
Total	100	100	

From Table.3 we can say that out of 100 Respondents 46% respondents' monthly income is between 25,000-50,000 Rs, 32% respondents are having monthly income between 50,000-80,000 Rs, 13% respondents are having monthly income above than 80,000 Rs, 9% respondents are having monthly income less than 25,000 Rs. From this we can say that most of the respondent's monthly income is between 25,000-50,000 Rs.

4. Residential place

Table No. 4: Residence-wise Distribution of Respondents

Variables	Frequency	% age	Cumulative %
Rural	24	24	24
Urban	76	76	100
Total	100	100	

From Table.4 we can say that out of 100 Respondents 76% respondents are from urban, 24% respondents are from rural. From this we can say that most respondents are from urban.

5. Which Maruti Suzuki car you have?

Table No.5: Models of Maruti Suzuki Cars

Variables	Frequency	% age	Cumulative %
Maruti Suzuki Alto	3	3	3
Maruti Suzuki Baleno	10	10	13
Maruti Suzuki Brezza	10	10	23
Maruti Suzuki Celerio	8	8	31
Maruti Suzuki Ciaz	5	5	36
Maruti Suzuki Dzire	13	13	49
Maruti Suzuki Echo	7	7	56
Maruti Suzuki Ertiga	12	12	68
Maruti Suzuki Ignis	2	2	70
Maruti Suzuki S-cross	8	8	78
Maruti Suzuki Swift	11	11	89
Maruti Suzuki Wagon R	11	11	100
Total	100	100	

From Table 5 we can say that out of 100 Respondents 13% own Swift Dzire, 12% own Ertiga cars, 11% own swift car, 11% own Wagon R car, 10 % own Baleno car, 10% own Breeza cars, 8% own S-cross cars, 8% own Celerio, 7% own Echo car, 5% own Ciaz car, 3% own Alto car and 2% own Ignis car. From this we can understand that most respondents own Maruti Suzuki swift Dzire car.

6. How old is your car?

Table No.6: Age-wise Distribution of Cars

Variables	Frequency	% age	Cumulative %
0-2 years	23	23	23
2-5 years	59	59	82
5-10 years	17	17	99
more than 10 years	1	1	100
Total	100	100	

From Table 6 and Chart 6 we can say that out of 100 Respondents 59% of respondents cars are between 2-5 years old, 23% of respondents cars are between 0-2 years old, 17% of respondents cars are between 5-10 years old and 1% respondent car is more than 10 years old.

7. How often do you get your car serviced?

Table No.7: Frequency of Maintenance

Variables	Frequency	% age	Cumulative %
After breakdown	3	3	3
company remainder	26	26	29
Once in 3 months	29	29	58
Once in 6 months	42	42	100
Total	100	100	

From Table.7 we can say that out of 100 Respondents 42% respondents get their car service one in 6 months, 29% respondents get their car service one in 3 months, 26% respondents go to service as per company reminder and 3% respondents got their service done after breakdown. From this we can say that most people get their car service once in 6 months.

8. Did you avail free maintenance service from the company?

Table No.8: free maintenance service from the company

Response	Frequency	% age	Cumulative %
Yes	100	100	100

From Table 8 we can say that out of 100 Respondents 100% of the respondents avail free service from company. From this we can say that all the customers avail first three free maintenance services after sales.

9. Do you get service reminders from Revankar company regularly?

Table No.9: Regularity of Reminders

Responses	Frequency	% age	Cumulative %
NO	15	15	15
Yes	85	85	100
Total	100	100	

From Table.9 we can say that out of 100 Respondents 85%respondentsgetreminder call from Revankar and 15%respondentsdon'tget reminder calls from Revankar Company for service appointment. From this we can say that most people get reminder calls from company.

10. How do you book your appointment for car service?

Table No 10: Frequency of appointment for car service

Resposes	Frequency	% age	Cumulative %
Call and take appointment	39	39	39
Just drive in showroom	50	50	89
Online using company website	11	11	100
Total	100	100	

From Table.10 we can say that out of 100 Respondents 39 % respondents took call and take appointment mode, 50% respondents took just drive in showroom mode and 11% took online using company website mode to book the appointment.

11. Was the appointment scheduled as per your convenience?

Table No 11: Frequency of appointment schedule

Response	Frequency	% age	Cumulative %
NO	35	35	35
Yes	65	65	100
Total	100	100	

From Table.11 we can say that out of 100 Respondents 65% respondent's appointment was scheduled as per their convenience, 35% respondent's appointment was not scheduled as per their convenience. From this we can say that Most customers appointment were schedules as per their convenience.

12. Was the job estimation, delivery date and time, shared to you before leaving your car at service centre?

Table No. 12: Frequency of job estimation, delivery date and time from Service Center

Response	Frequency	% age	Cumulative %
NO	9	9	9
Yes	91	91	100
Total	100	100	

From Table.12 we can say that out of 100 Respondents 91% respondents got the details of job estimation, delivery date and time before leaving the dealer service centre and 9% respondents didn't get the details of job estimation, delivery date and time before leaving the dealer service centre. From this we can say that Most people got the details of job estimation, delivery date and time before leaving the dealer service centre.

13. Rate your satisfaction level on the basis of the following service parameters at Revankar motors.

13.1) Waiting time before service advisor attend

Table no 13(1): Waiting time before service advisor attend

Response	Frequency	% age	Cumulative %
Highly Satisfied	49	49	49
Neutral	6	6	55
Satisfied	45	45	100
Total	**100**	**100**	

From Table 13(1) we can say that, 49% respondents are highly satisfied, 45% respondents are satisfied, 12% respondents are neutral with waiting time before service advisor attend. From this we can say that most people are Highly satisfied with waiting time before service advisor attend.

13.2) Discussion with service advisor and his advice

Table no 13(2): Discussion with service advisor and his advice

Response	Frequency	% age	Cumulative %
Highly Satisfied	61	61	61
Neutral	1	1	62
Satisfied	38	38	100
Total	**100**	**100**	

From Table 13(2) we can say that, 61% respondents are highly satisfied, 38% respondents are satisfied and 1% is neutral. From this we can say that Most people are Highly satisfied with service advisor and his advice.

13.3) Availability of spare parts

Table no 13(3): Availability of spare parts

Response	Frequency	% age	Cumulative %
Highly Satisfied	50	50	50
Neutral	7	7	57
Not Satisfied	1	1	58
Satisfied	42	42	100
Total	100	100	

From Table 13(3) we can say that, 50% respondents are Highly satisfied, 42% respondents are satisfied, 7% respondents are neutral and 1% are not satisfied with availability of spare parts. From this we can say that most customers are Highly satisfied with Availability of spare parts.

13.4) Availability of discount on spares

Table no 13(4): Availability of discount on spares

Response	Frequency	% age	Cumulative %
Highly Satisfied	14	14	14
Neutral	35	35	49
Not Satisfied	4	4	53
Satisfied	47	47	100
Total	**100**	**100**	

From Table 13(4) we can say that, 14% respondents are highly satisfied, 47% respondents are satisfied, 35% respondents are neutral, 4% are not satisfied. From this we can say that some of the customer need discount on spare parts.

13.5) Service charges/repair charges were reasonable

Table no 13(5): Response for service charges/repair charges

Response	Frequency	% age	Cumulative %
Highly Satisfied	7	7	7
Neutral	57	57	64
Not Satisfied	5	5	69
Satisfied	31	31	100
Total	**100**	**100**	

From Table 13(5) we can say that, 57% respondents are neutral, 31% respondents are satisfied, 7% respondents are Highly satisfied 5% are not satisfied with service charges. From this we can say that most of the customer need discounts on service charges.

13.6) Labour charges

Table no 13(6): Response of labour charges

Response	Frequency	% age	Cumulative %
Highly Satisfied	19	19	19
Neutral	18	18	37
Satisfied	63	63	100
Total	**100**	**100**	

From Table 13(6) and we can say that, 53% respondents are satisfied 19% respondents are highly satisfied, 18% respondents are neutral. From this we can say that Most people are satisfied with labour charges.

13.7) Washing and cleaning quality of car

Table no 13(7): Response of washing and cleaning quality of car

Response	Frequency	% age	Cumulative %
Highly Satisfied	50	50	50
Neutral	9	9	59
Satisfied	41	41	100
Total	**100**	**100**	

From Table 13(7) we can say that out of 100 Respondents 50% respondents are Highly satisfied, 41% respondents are satisfied and 9% respondents are neutral. From this we can say that Most of the customers are Highly satisfied and satisfied with washing and cleaning quality of car.

13.8) Actual quality of service as per your expectation

Table no 13(8): Response of quality service

Response	Frequency	% age	Cumulative %
Highly Satisfied	15	15	15
Neutral	21	21	36
Satisfied	64	64	100
Total	**100**	**100**	

From Table 13(8) we can say that, 64% respondents are satisfied,15% respondents are highly satisfied and 21% respondents are neutral. From this we can say that Most of the customers are satisfied with Actual quality of service as per your expectation and some customers expectation towards quality of service was not up to the mark.

13.9) Time taken for service delivery

Table no 13(9): Response of time taken for service delivery

Response	Frequency	% age	Cumulative %
Highly Satisfied	51	51	51
Neutral	6	6	57
Not Satisfied	1	1	1
Satisfied	42	42	100
Total	**100**	**100**	

From Table 13(9) we can say that, 51% respondents are Highly satisfied, 42% respondents are satisfied and 6% respondents are neutral and 1% respondent is not satisfied with time taken for service delivery. From this we can say that Most of the customers are Highly satisfied and satisfied with time taken for service delivery.

13.10) Ambience of waiting room

Table no 13(10): Response of ambience of waiting room

Response	Frequency	% age	Cumulative %
Highly Satisfied	27	27	27
Neutral	16	16	43
Not Satisfied	1	1	44
Satisfied	56	56	100
Total	**100**	**100**	

From Table 13(10) we can say that, 56% respondents are satisfied, 27% respondents are highly satisfied, 16% respondents are neutral and 1% respondent is not satisfied. From this we can say that Most people are satisfied with ambience of waiting room and some need modification and cleanliness in waiting room.

14. Was the car delivered as per promised time?

Table no 14: Response of car delivery time

Response	Frequency	% age	Cumulative %
NO	41	41	41
Yes	59	59	100
Total	**100**	**100**	

From Table.14 we can say that, 59%respondentsgottheircarservicedas per the promised time, 41%respondentsdidn'tget their car serviced as per the promised time. From this we can say that some of the customers got their car services as per the promised time and some dint.

15. Is your issue solved after service?

Table no 15: Issues solved after service

Response	Frequency	% age	Cumulative %
Less Problems solved	4	4	4
More Problems solved	53	53	57
All problems Solved	43	43	100
Total	**100**	**100**	

From Table.15 we can say that, 43% respondent's car problems were solved fully, 53% respondents more problems were solved, 4% respondent's car less problem were solved. From this we can say that Most of the customers, more problems were completely solved.

16. How many times did you returned back to service station with some problems not being properly resolved?

Table no 16: Response of unsolved problems

Response	Frequency	% age	Cumulative %
NO	23	23	23
Yes	77	77	100
Total	100	100	

From Table.16 we can say that out of 100 Respondents 77% respondents did not returned back to service station with problems not being properly resolved. 23% respondents returned back to service station with some problems not being properly resolved. From this we can say that Most of the customers problems were completely solved at one go.

17.1) Do you expect any improvement from Revankar motors w.r.t following factors

Table no 17(1): Response of service charges

Response	Frequency	% age	Cumulative %
NO	9	9	9
Yes	91	91	100
Total	100	100	

From Table 17(1) we can say that out of 100 Respondents 91%respondents expect improvement in service charges from Revankar motors, 9%respondentsdon't expect improvement in service charges from Revankar motors. From this we can say that most of the customers want discounts, offers or reduction in service charges.

17.2) Availability of spare parts

Table no 17(2): Response of availability of spare parts

Response	Frequency	% age	Cumulative %
NO	85	85	85
Yes	15	15	100
Total	100	100	

From Table 17(2) we can say that out of 100 Respondents 15%respondents expect improvement in availability in spare parts from Revankar motors, 85%respondentsdon't expect improvement in availability in spare parts from Revankar motors. From this we can say that most of the customers don't expect improvement in availability in spare parts from Revankar motors.

17.3) Providing information about service

Table no 17(3): Response of providing information about service

Response	Frequency	% age	Cumulative %
NO	75	75	75
Yes	25	25	100
Total	100	100	

From Table 17(3) we can say that out of 100 Respondents 25% respondents expect improvement in providing information about service in detail from Revankar motors, 75% respondents don't expect improvement in providing information about service from Revankar motors. From this we can say that most of the customers don't expect improvement in providing information about service but some customers expect improvement that the staff should provide detailed information of service required, services done and about billing process etc.

17.4) Delivery time

Table no 17(4): Response of proper delivery time

Response	Frequency	% age	Cumulative %
NO	61	61	61
Yes	39	39	100
Total	100	100	

From Table 17(4) we can say that out of 100 Respondents 39% respondents expect improvement in delivery time from Revankar motors, 61% respondents don't expect improvement in delivery time from Revankar motors. From this we can say that some of the customers don't expect improvement in delivery time and some customers expect improvement in delivery time as per promised.

17.5) Facilities or modification in waiting room

Table no 17(5): Response of facilities or modification in waiting room

Response	Frequency	% age	Cumulative %
NO	69	69	69
Yes	31	31	100
Total	100	100	

From Table 17(5) we can say that out of 100 Respondents 31% respondents expect improvement in Facilities and modification in waiting room from Revankar motors, 69% respondents don't expect improvement in Facilities and modification in waiting room from Revankar motors. From this we can say that most of the customers don't expect improvement and some customers expect improvement in Facilities and modification in waiting room.

18) Based on your experience, would you recommend Revankar motors to others for car service?

Table no 18: Response of recommendation for Revankar Motors

Response	Frequency	% age	Cumulative %
NO	9	9	9
Yes	91	91	100
Total	100	100	

From Table.18 we can say that out of 100 Respondents 91% respondents would recommend Revankar motors to others for car service, 9% respondents would recommend Revankar motors to others for car service. From this we can say that most of the customers would recommend or suggest Revankar motors to others for car service if the company continue to keep their customers satisfied or delighted.

19) Your overall satisfaction with regard to car services provided by Revankar Motors

Table no 19: Customer Satisfaction of car services by Revankar Motors

Response	Frequency	% age	Cumulative %
Dissatisfied	2	2	2
Highly Satisfied	22	22	24
Neutral	14	14	38
Satisfied	62	62	100
Total	100	100	

From Table.19 we can say that, 62% respondents are satisfied, 22% respondents are highly satisfied, 14% respondents are neutral and 2% respondent is dissatisfied. From this we can say that some of the customers are satisfied with regards to overall car services provided by Revankar motors.

Findings

Out of 100 Respondents 13% own Swift Dzire, 12% own Ertiga cars, 11% own swift car, 11% own Wagon r car, 10 % own Baleno car, 10% own Breeza cars, 8% own S-cross cars, 8% own Celerio, 7% own Echo car, 5% own Ciaz car, 3% own Alto car and 2% own Ignis car. From this we can understand that most respondents own Maruti Suzuki swift Dzire car. Out of 100 Respondents 42% respondents get their car service one in 6 months, 29% respondents get their car service one in 3 months, 26% respondents go to service as per company reminder and 3% respondents got their service done after breakdown. From this we can say that most people get their car service once in 6 months. 65% respondents' appointment was scheduled as per their convenience. Out of 100 Respondents 91%respondents expect improvement in service charges from Revankar motors, 9%respondentsdon't expect improvement in service charges from Revankar motors. From this we can say that most of the customers want discounts, offers or reduction in service charges. Some customers expect improvement that the staff should provide detailed information of service required, services done and about billing process etc. Out of 100 Respondents 39% respondents expect improvement in delivery time from Revankar motors, 61% respondents don't expect improvement in delivery time from Revankar motors. From this we can say that some of the customers don't expect improvement in delivery time and some customers expect improvement in delivery time as per promised. Some customers expect improvement in Facilities and modification in waiting room that most of the customers would recommend or suggest Revankar motors to others for car service if the company continue to keep their customers satisfied or delighted. Most of the customers are satisfied with regards to overall car services provided by Revankar motors.

Suggestions

Customer get their car serviced once in 6 months it is found that not all the customers get the service reminder from the company. It is recommended that the company should look into that every customer should get the service reminder regularly through calls or message and encourage the customer to get their car service, so that customer satisfaction increase. It is found that customers are not satisfied with service charges and expect some discounts and offers in service charges, so it recommended that they provide discounts on spare parts and other expensive service charges. It is found that some of the respondents were not satisfied with labour charges, washing and cleaning of their car it is recommended that the company should adapt automatic car washing centre it would help cut down labour cost. The waiting room should maintain cleanliness and magazines and newspaper should be provided and some beverages can be provided so that customer shouldn't be bored while waiting to collect their vehicle back. It is also recommended to the Revankar that it should also make the accessories available when and where needed and at a reasonable price so that customer satisfaction is increased. The company needs to advance the service station by adapting new technology through which service delivery time can be reduced. The staff should provide detailed information of job card, service required, services done, service charges and explain billing process etc. in detail so that the customers are not confused or dissatisfied. Revankar should take regular feedback from their customers after service to understand their expectations and work on it.

Conclusion

The purpose of this study was to gauge how satisfied the customers were with the after-sale services offered by Revankar Motors. 100 respondents were chosen for this purpose, and responses were gathered after personally meeting the respondents. The respondents' overall satisfaction with the services offered by Revankar Motors was found to be positive. This study's primary goal was to gauge customer expectations for Revankar Motors and their level

of satisfaction with the servicing of their vehicle. The study's main objective was to determine, using a variety of criteria, how satisfied a customer is with the service provided for his vehicle. Customers were happy with how long they had to wait for a service advisor, how well he responded to their questions, and his advice, but they weren't happy with the waiting room's atmosphere, the price of the service, the service fees, or the turnaround time for the service. Therefore, there are some suggestions made by this researchers should be considered.

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