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Research Paper

Service Quality in Automobiles Industries (A Study with Reference to SKS Automobile in Salem)

Commerce

KEYWORDS : Reliability, Assurance, Tangibles, Empathy and Responsiveness

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ABSTRACT

The purpose of the study is to identify the service quality dimension in automobile Industry. The customers preferences and purposes of Mahendra Automobiles are considered with reference to SKS automobiles in Salem. The convenience sampling method was used to collect primary data. The Data were collected from 120 customers of SKS automobiles. Simple percentage and Chi-Square test were used to test the hypothesis. The major findings were there is no association between gender, occupation and monthly income and perception on service quality dimension.

Introduction

In today's high competitive global market, the importance of the service sector has sharply increased in both the developing and already developed countries. Service providers are primarily focused on delivering superior service quality to achieve high levels of customer's satisfaction and loyalty. Loyalty customers can increase company's income (Reichheld, 1993); they are more likely to purchase additional products and services and they often generate new businesses for the company through word-of-mouth recommendation (Reichheld, 1996). Service firms provide intangible services where quality is perceived and valued highly by customers. Service quality is becoming more and more important to automobile companies because customers' satisfaction and customer loyalty lead to repeated purchases, which eventually creates business's success and this in turn helps to keep them in the market by ensuring that they always have certain percentage of the market share.

Problem Statement

Service quality is a peculiar concept which has lot of dimension and parameters. Once the concept of service quality is meant for only service products. Nowadays the trend has been changed, the quality perspective of the services are linked with physical product also. The concepts of service quality are now familiar in non service products also. Therefore, it is most essential to find the answer for following research question.

- What are the factors influencing service quality?
- How the service quality is related with automobile industry?

For finding the answer for the above research questions the following research objectives are framed.

Objective of the Study

- To identify the service quality dimension in automobile industry.
- To find the preferences and purposes of automobile customers in Mahendra automobiles.
- To know the satisfaction level of customers on service quality in SKS automobile in Salem.

Research Hypothesis

There is no association between Gender, Occupation and monthly income and satisfaction level of service quality dimension.

Table -1 Demographic Details of the Respondents

Demographic Factors	Maximum (%)	Minimum (%)
Place	44.2 (Urban)	11.6(Semi urban)
Gender	98.3(Male)	2 (Female)
Age	39.2 (26-35years	16.7 (Below 25years)
Marital Status	88.3 (Married)	11.7(Unmarried)
Educational Qualification	34.2(School)	18.3(Illiterate)
Occupation	69.2(Business)	5(Government Employee)
Monthly Income	38.3 (Rs.15,001-Rs.25,000)	15 (Below Rs.15,000)
Family Size	49.2(4-5Members)	10.8(Above 5 Members)

Table No:2 Association between Gender and Service Quality Dimension

Particulars	Gender			
	Value	df	P. Value	Remarks
Tangibility	8.820	4	.066	Not Significant
Reliability	13.810	6	.032	Significant
Responsiveness	40.644	6	.000	Significant
Assurance		6	.343	Not Significant
Empathy		8	.279	Not Significant

In case of service quality dimensions of reliability and responsiveness of p values are .032 and .000 respectively. This implies that the satisfaction level of the customers in different gender such as male and female. Hence, they are statistically significant at 5% level and can be concluded that there is an association between gender and service quality dimension.

In case of satisfaction level of the service quality of tangibility, assurance and empathy of p values are.066,.343and .279 respectively. Since p value is greater than 0.05% level of significance. Hence, the null hypothesis is accepted. Therefore, it is concluded that there is no association between the gender and service quality dimension.

Table No:2 Association between Monthly Income and Service Quality Dimension

Particulars	Monthly Income			
	Value	df	P. Value	Remarks
Tangibility	4.130	6	.659	Not Significant
Reliability	7.567	9	.578	Not Significant
Responsiveness	14.043	9	.121	Not Significant
Assurance	12.388	9	.192	Not Significant
Empathy	13.525	12	.332	Not Significant

In case of service on SKS automobile satisfaction level of the ser-

vice quality dimensions is tangibility, reliability, responsiveness, assurance and empathy of p values are .659,.578,.121,.192 and .332 respectively. This implies that the satisfaction level of the customers in different occupational group such as government employees, private employees, business, professional and other categories. Hence, they are statistically significant at 5% level and can be concluded that there is no association between occupation and service quality dimension.

Table No:2 Association between Occupation and Service Quality Dimension

Particulars	Occupation			
	Value	df	P.Value	Remarks
Tangibility	30.806	8	.000	Significant
Reliability	22.665	12	.031	Significant
Responsiveness	26.576	12	.009	Significant
Assurance	33.421	12	.001	Significant
Empathy	36.970	16	.002	Significant

In case of satisfaction level of the service quality dimensions of tangibility, reliability, responsiveness, assurance and empathy of the p values are .000,.031,.009,.001 and .002 respectively. Hence, they are statistically significant at 5% level and can be concluded that there is an association between occupation and service quality dimensions.

Conclusion:

In the present study concluded that there is association between gender, occupation and service quality dimensions. SKS automobile has to ensure that in the present day where competition is severe and market is tight, customer demands and expectation are always has to fulfilled. Continuous improvement in service quality will enables SKS automobile to stay ahead of its competitors. Systematic and periodic assessment of service quality is essential to determine the strength and weakness.

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