

SERVICE QUALITY ANALYSIS AND IMPROVING CUSTOMER SATISFACTION IN AUTOMOBILE SERVICE INDUSTRY USING QFD

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ABSTRACT

The purpose of this study is to explore the dimensional structure of the SERVQUAL scale within non-western service setting as well as the impact of service quality dimensions on customer satisfaction and loyalty. The automobile industry today is the most lucrative industry. High quality in service sector is important for competitiveness of service industry (Izogo & Ogba, 2015). This paper aims to know about the quality in automobile service sector, importance of customers' satisfaction and strategies that can help to enhance quality service.

KEYWORDS

Quality Function Deployment; QFD, Service quality analysis, Total Quality Management (TQM) House of quality, Customer satisfaction, Quality.

INTRODUCTION

Service quality is an important part for any service provider in any type of industries where customer plays an imperative role (Namin, 2017). The increment and decrement in the number of customer is depending on customer satisfaction. There is a need to be conscious about customer satisfaction, because of lot of competition in the market. Subsequently estimation and change in the present administration quality level are important to organizations whose incomes in entire or part from administration conveyance (Pezeshki, 2009). Securing abnormal state of the customer fulfilment is essential for a business because the fulfilled clients are well on the way to be solid to utilize a wide scope of administration offered by an organization.

METHODOLOGY

A quantitative approach was employed, using 32-item, seven-point Likert-scaled questionnaire administered to 384 participants with 55.99 per cent usable response rate (Izogo & Ogba, 2015). Data were analysed using exploratory factor analysis, Cronbach's internal consistency and γ test to, respectively, measure scale suitability, usability and strength/direction of association.

1. **SERVICE INDUSTRY-** Indian service industries form the backbone of social and economic development of the country. Service sector in India today accounts for more than half of India's GDP (Bergh, 2009). It has a share of 55.2 % in gross domestic product (GDP) and is growing by 10% annually.
2. **SERVICE QUALITY-** Quality is an extremely difficult concept to define in a few words. At its most basic, quality has been defined as conforming to requirements (Yee, Yeung, & Edwin Cheng, 2010). Many analyses of service quality have attempted to distinguish

between objective measures of quality and measures which are based on the more subjective perceptions of customers.

Importance of Customer Satisfaction(Johnson, 2015)

- Consumer Intentions and loyalty
- Point of Differentiation
- Customer Lifetime Value
- Customer Retention
- Measurement of Satisfaction
- Clearly knowing the expectations of costumers

KANO MODEL OF CUSTOMER SATISFACTION

The Kano Model of Customer (Consumer) Satisfaction classifies product attributes based on how they are perceived by customers and their effect on customer satisfaction. These classifications are useful for guiding design decisions in that they indicate when good is good enough, and when more is better(Sauerwein, Bailom, Matzler, & Hinterhuber, 1996).



Kano model

CONCLUSION

From the above discussions it can be concluded that the customer satisfaction is most important part of any automobile service sector. Thus main job of service industry to improve client satisfaction and quality of service which is helpful to improve the number of new clients. The aim of study is to bring light in the relevance of maintaining quality as a means of offering customers satisfaction toward automobile services sector(Johnson, 2015).

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