



IMPACT OF CUSTOMER SERVICE AND SERVICE QUALITY ON SALES OF TVS BIKES IN DIVINE MOTORS, BENGALURU, KARNATAKA, INDIA

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ABSTRACT

Service quality and customer satisfaction have been universally acknowledged as primary determinants of intention to buy. The concepts are essential for businesses to have a sustainable competitive edge and retain consumers. The industry is among the world's fastest-growing. India's vehicle exports are likely to expand in the future. Growing middle class and young people like two-wheelers. As the sector grows, new issues arise, therefore it's important to understand and improve the whole process. As customers' tastes change, it's crucial to understand their needs. . This paper on "Impact of customer service and service quality on sale of TVS bike in Divine Motors in Bengaluru, Karnataka ,India" identifies elements affecting customer service satisfaction. The research examines consumer difficulties at Divine motors showroom to acquire a competitive advantage. A structured questionnaire and simple random sample are used to obtain data. The research covers Bengaluru city. Primary data (Questionnaire) and secondary data are used for the analysis (publications, and journals). It is very important for every business because a satisfied customer is a repeat purchaser and moreover, he/she act as an endorser to the product/service or brand. That is reason behind every company to satisfy their customer and providing all the service to customers based upon the requirements and it includes pre and post sales.

KEY WORDS: customer service, service quality, brand loyalty, sales service, customer requirements.

1. INTRODUCTION

With this research paper, the author aims to examine several aspects of consumer satisfaction with the company's service and its quality of service. The country's economy would not be what it is without the automotive sector. Spectrum of businesses and organisations that are engaged in the creation, development, and marketing of products and services One of the most profitable industries in the world, design growth marketing selling involves a broad spectrum of companies and organisations. Certain difficulties are being faced by the automobile business in India, such as difficulties in providing quality services. To accomplish purchase fulfilment and build brand trustworthiness in the automobile industry, elements such as customer satisfaction, customer retention, and customer loyalty all play a significant role. In order to better understand the influence of customer service quality on sales of TVS motors, a survey was undertaken among the general public.

2. REVIEW OF LITERATURE

1. Chandru Ravi; N.D.N. Swamy (2015) - in their research they state that there are numerous variables on which the purchasing conduct of the clients depends and these elements persuade them to buy a bike. These elements incorporate notice, informal, references from family, companions, possess understanding, highlights, cost, and so forth. The consequences of the overview done was that around 51% of the clients having bikes fall in the age gathering of 20-30 years, while their pay is beneath Rs. 5000. 64% individuals are unmarried what's more, use Bajaj bikes. In the majority of the cases, the inspiration originates from companions (44%) and family (31%). Individuals to look for portion plans and money plots before obtaining a bike.

2. Nikunj Kumar Jain, Alok Kumar Singh, Kapil Kaushik(2020) : the study titled "evaluating service quality in automobile maintenance and repair industry" is based on primary data. The goal of this article is to examine the quality of service in the automotive maintenance and repair business. The influence of service quality, perceived fairness, and convenience on customer service satisfaction is investigated using a conceptual structural model. The study evaluates the mediating influence of customer service satisfaction on the link between service quality and word of mouth (wom), as well as the impact of service satisfaction and brand trust on wom

3. Bo Edwardson (2012): in the paper "service quality improvement", the subject of this paper is service operations quality improvement. Quality assurance, quality management, and quality control are all terms that are used to describe the process of improving quality. Private and governmental service activities, as well as services in industrial firms, are referred to as service



operations. We still know relatively little about quality management in service operations, despite the fact that services account for the majority of GDP and employment in OECD nations. Organizational theories, marketing theories, and other areas' concepts and models are largely founded on manufacturing company research and experience. Quality is no exception, despite the fact that it has gotten significant attention in recent years, particularly from Scandinavian experts.

4. Mikha Shrestha(2020): in the research “service quality and customer satisfaction on two wheelers in Nepal”, all service-oriented businesses must prioritise service quality in order to stay afloat. The modern client is technologically adept and expects superior service. Companies that provide superior services assure client happiness, which leads to customer retention. The purpose of this study is to investigate the relationship between service quality characteristics and customer satisfaction on Nepalese two-wheelers. A descriptive/analytical study approach was used for this objective. A total of 200 Bajaj motorcycle owners were surveyed. The study relied on primary data collected using pre-structured questionnaires. When examining aspects including responsiveness, dependability, assurance, tangibility, and empathy, the correlation matrix revealed a strong and positive association between service quality and customer satisfaction.

5. Sanjupa giri,kumar Thapa(2018): in the paper, “a study of customer satisfaction on after sales service of two wheelers in Kathmandu valley”, the goal of this study is to see if there's a link between customer happiness and different recognised after-sales service features of two-wheeler brands. It also wants to separate the primary after-sales services according to the kano model. This is a quantitative study with a sample size of 280 people, divided into 40 groups based on motorcycle and scooter manufacturers. The sample is chosen on the basis of quota and convenience. Honda, hero, Bajaj, Mahindra, Yamaha, royal Enfield, and more brands are used as examples (TVS, Suzuki and vr). Data analysis methods include kano model analysis, frequency analysis, correlation, anova test, independent sample t-test, and others. The kano model is used as the study's foundation.

NEED OF THE STUDY

The study will help the company to revise and analyse the service quality and customer service on sales condition and there by adopt the most suitable strategies in order to satisfy the customer and result in improved relationship between the parties involved.

STATEMENT OF THE PROBLEM

The main focus of the research paper is to determine the customer service and quality of service. TVS is a two-wheeler industry which captured a wide market share with its gear as well as non gear vehicle, over the year TVS motors has grown to be the largest in the group both in term of size and turnover in spite of its excellent position in the market its bike is facing a stiff competition from the other competition.

OBJECTIVE OF THE STUDY

- To study on impact of customer service and service quality on Divine TVS motors, Bengaluru.
- To analyse the customer relationship with Divine TVS motors
- To unveil after-sale performance with the customers.

LIMITATION OF THE STUDY

- The scope of the study is limited to the respected company only.
- The study is limited to the showroom premises and customers of divine motors.
- Few respondents hesitate to provide in depth details.
- The Reponses provided by the respondents may not be accurate.

SCOPE OF STUDY

The region chosen for the purpose of the study is Bengaluru city, which is one among the fastest growing cities in Karnataka. In Bengaluru as there are number of showrooms which runs in TVS two wheelers. TVS is one of the main bike's organizations in India, this study likewise helps to discover number of dealers, sellers, understudies and to distinguish the issues and prospects of TVS. Thus, this study is attempted to know customer's satisfaction and perception level towards the service provided by Divine motors. This study provides few suggestions to the Divine motors. Such that to maintain good relationship with customer and to improve the satisfaction level of the customer.

HYPOTHESIS

Hypothesis 1

H0: There is no difference between service incurred and cost paid for the service.

H1: There is difference between service incurred and cost paid for the service.



Hypothesis 2

H0: There is no significant relationship between respondent income and cost of vehicle.
 H1: There is significant relationship between respondent income and cost of vehicle.

Hypothesis 3

H0: There is a no significant difference b/w service provided by divine motors and customer relationship.
 H1: There is a significant difference b/w service provided by divine motors and customer relationship...

RESEARCH GAP

Most of the available literature in this area of study is based on buying behaviour of the customers, customer service satisfaction, customer retention and quality management in service operations.

In this study we are trying to determine the customer service and quality of service to customers overall execution of TVS motors and analyse the customer relationship with TVS motors.

REASEARCH DESIGN

The type of research is used in this study is descriptive in nature, the purpose of using descriptive research is to characterise a population's characteristics. It gathers information to answer a variety of what, when, and how inquiries about a certain population or group.

SOURCES OF DATA COLLECTION

Primary data

The primary data is collected through structured questionnaire, the major respondents were customers of Divine Motors and it is attached in the annexure.

Secondary data

Secondary data is collected from various publications like books, journals, articles, sources and company records.

Population

Research and survey activities had been done for the population that comprises of people who are using two wheelers in Bangalore City.

SAMPLING UNIT

A specific value obtained in a sample database is referred to as a "sampling unit." Research is done for the candidates who prefer TVS 2 wheelers and customers of Divine Motors.

SAMPLING AREA

Research and survey activities had been done for the TVS vehicle users of Divine motors, Bangalore.

SAMPLING METHOD

Random Samling Method is adopted for the study to select the sample from the population and to get the best result of this study.

STATISTICAL TOOLS AND TECHNIQUES

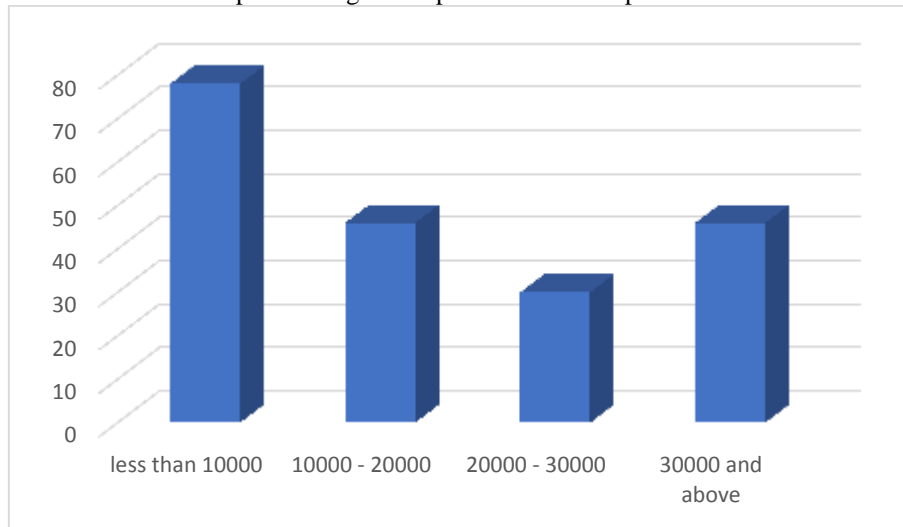
The Collected data is represented in the form of tables, charts and graph and data is analyzed using statistical tool such as ANOVA, Chi-Square Test, Correlation, Weighted Average Test, and Descriptive Statistics using SPSS Software.

3. DATA ANALYSIS AND INTERPRETATION

1. MONTLY INCOME OF RESPONDENTS?

Response	No of respondents	Percentage%
Less than 10000	78	39%
10000-20000	46	23%
20000-30000	30	15%
30000 and above	46	23%
Total	200	100%

Graph showing the respondents income per month



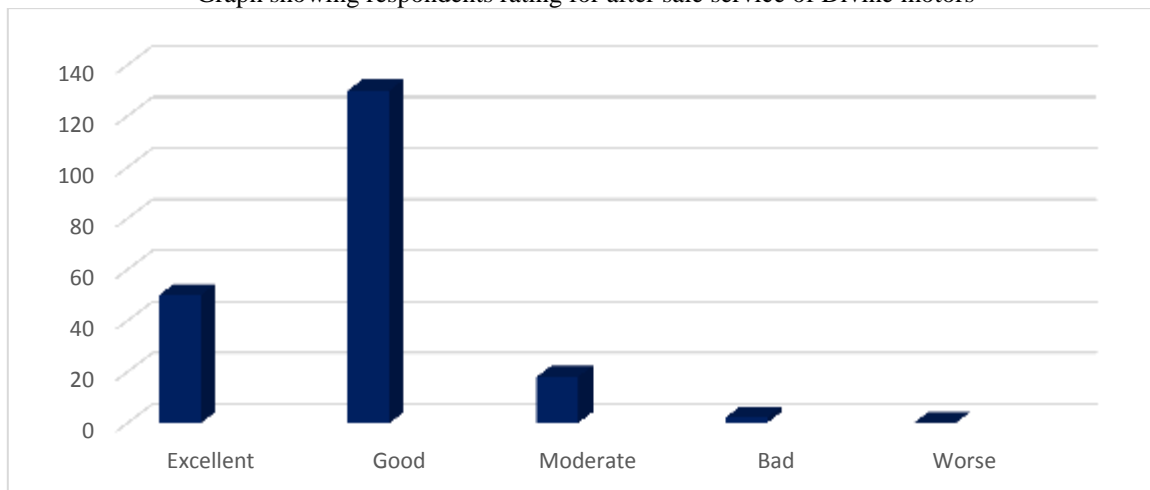
Interpretation:

The above graph shows the respondents income per month. As per the results, majority of the respondents have income less than 10000. The maintenance costs for TVs motors are lower than those for other motors, and they provide better mileage. Anyone can afford a TVs two wheelers.

2. Table showing the respondents rating for after sale service of Divine motors.

Response	No of respondents	Percentage%
Excellent	50	25%
Good	130	65%
Moderate	18	09%
Bad	02	01%
Worse	00	0%
Total	200	100%

Graph showing respondents rating for after sale service of Divine motors



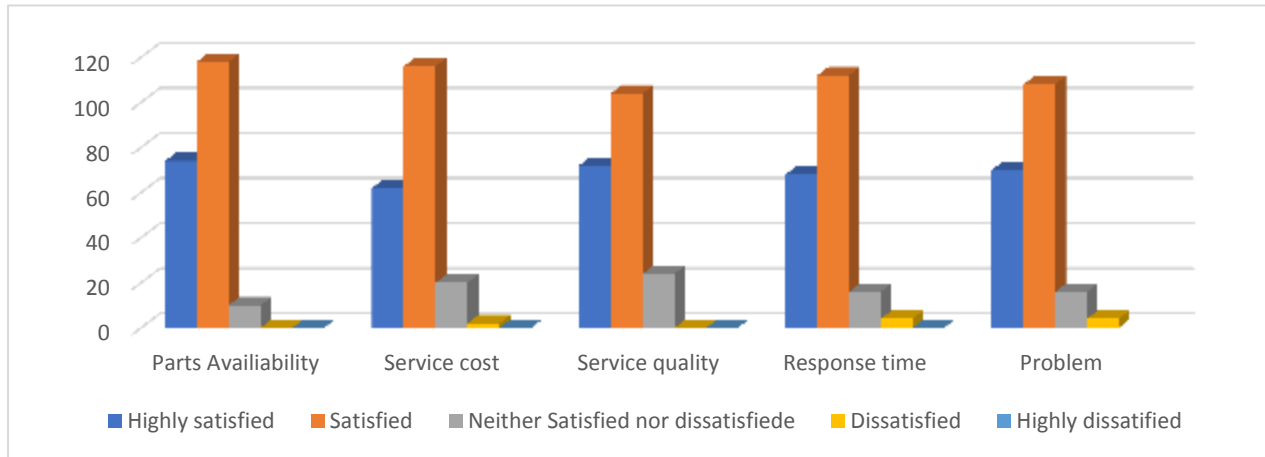
Interpretation

From the above graph it can be interpreted that that the majority of divine motors customer rated that the sales service is good among the other choice.

3. Table showing the level of satisfaction for the service provided by Divine motors

Criteria Considered	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
Parts Availability	36%	59%	5%	0	0
Service cost	31%	58%	10%	1%	0
Service quality	36%	52%	12%	0	0
Response time	34%	51%	8%	2%	0
Problem resolving	35%	54%	8%	2%	1%

Graph Showing respondents' level of satisfaction for the service provided by the Divine motors

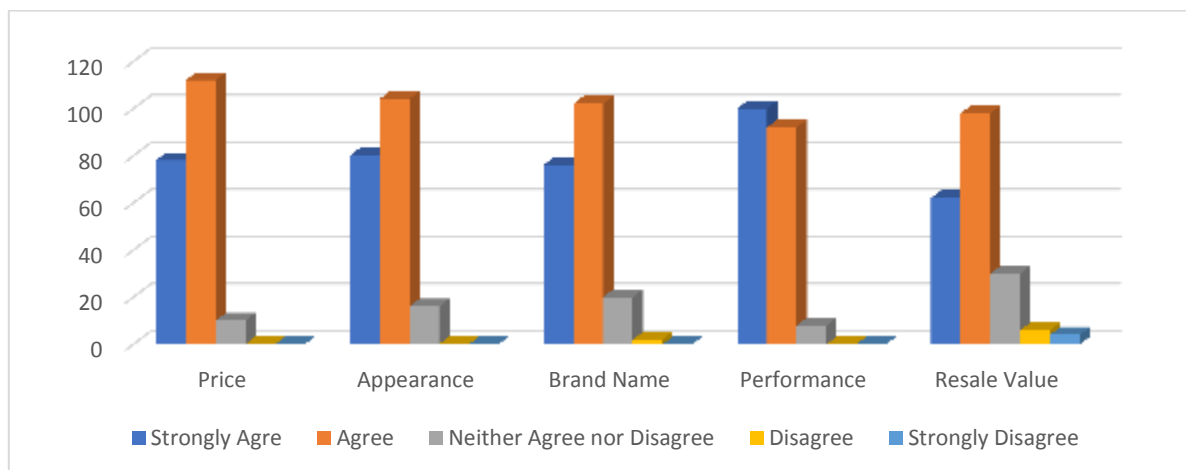


Interpretation: from the above graph we can interpret that level of satisfaction of customers are rated satisfied among other choices due to excellent service provided by divine motors

4. Table showing factors influencing the customers to purchase TVS bikes.

Criteria Considered	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Price	39%	56%	5%	0	0
Appearance	40%	52%	8%	0	0
Brand name	38%	51%	10%	1%	0
Performance	50%	46%	04%	0	0
Re-sale value	31%	49%	15%	3%	2%

Graph showing factors influencing the customers to purchase TVS bikes



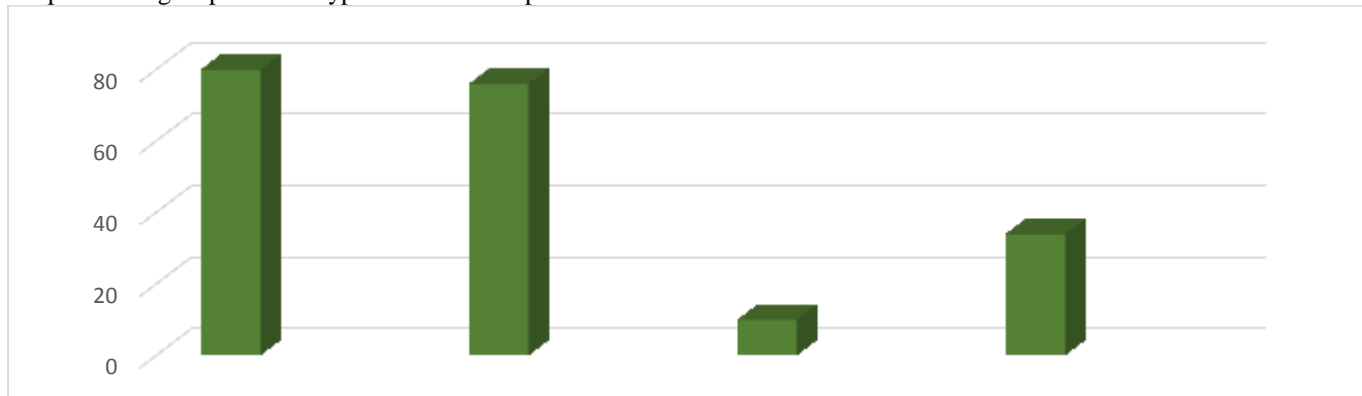
Interpretation

The above graph shows factors influencing the buying decision of the respondents. As per the results, majority of the respondents will consider price as the main criteria while making buying decision

5. Table showing the Types of relationship customers have with Divine motors

Response	No of respondents	Percentage%
Emotionally attached	80	40%
I am very happy	76	38%
I feel part of the family	10	5%
All the above	34	17%

Graph showing respondents Types of relationship customers have with Divine motors



Interpretation

Majority of 80 respondents are associated with TVS motors for less than 1 years. By seeing the above graph, we can say that 80 of the respondents are emotionally attached, 76 the respondents are very happy, 10 respondents feel as a part of the family, 34 of the respondents are having the mixed feeling.

HYPOTHESIS TESTING

HYPOTHESIS 1

H₀: There is no difference between service incurred and cost paid for the service.

H₁: There is a difference between service incurred and cost paid for the service.

The testing method for the above Hypothesis is Chi square.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.824 ^a	6	.001
Likelihood Ratio	29.250	6	.000
Linear-by-Linear Association	5.073	1	.024
N of Valid Cases	200		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .48.

P value is 0.001.

Level of significance is 0.05.

INTERPRETATION: As level of significance is greater than p value, alternative hypothesis H₁ is accepted. Therefore, there is a difference between service incurred and cost paid for the service.

HYPOTHESIS 2

H₀: There is a no significant difference b/w service provided by Divine motors and customer relationship.

H₁: There is a significant difference b/w service provided by Divine motors and customer relationship.

Anova test is performed to test the above Hypothesis.



ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.159	2	7.580	5.577	.004
Within Groups	267.716	197	1.359		
Total	282.875	199			

P value is 0.04

Level of significance is 0.05

INTERPRETATION: From the above table, “calculation at degree of freedom is 5.57 where p value is 0.04. At level of significance of 5% that is 0.05 from the output p value is lesser than 0.05. Therefore, Alternative Hypothesis H₁ is accepted. Hence there is no significance difference between service provided and customer relationship.

HYPOTHESIS 3

H₀: There is no significant relationship between respondent income and cost of vehicle.

H₁: There is significant relationship between respondent income and cost of vehicle.

Correlation test is used to know the relationship between two variables. Here income is independent variable based on which it depends on cost of the vehicle.

Correlations

		monthly income	what influced your decision to purchase tvs bike(price)
monthly income	Pearson Correlation	1	.024
	Sig. (2-tailed)		.738
	N	200	200
what influced your decision to purchase tvs bike(price)	Pearson Correlation	.024	1
	Sig. (2-tailed)	.738	
	N	200	200

P value is 0.24.

INTERPRETATION

Pearson Correlation of monthly income and the decision influenced the customers to purchase tvs bike was found to be moderately positive and statistically significant. Hence, H₁ was accepted. This shows that the decision influenced the customers to purchase tvs bikes will be preferred by the customers. It is positively correlated.

4. DESCRIPTIVE STATISTICAL TEST

Descriptive Analysis: Descriptive analysis is a kind of data analysis that helps in describing, presenting, or summarizing data points in a positive way so that patterns may develop that satisfy all of the conditions of the data.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	200	1.00	2.00	1.4700	.50035
marital status	200	1.00	2.00	1.7600	.42815
Age	200	1.00	4.00	2.1700	.51226
occupation	200	1.00	4.00	1.9200	.88175
monthly income	200	1.00	4.00	2.2250	1.19226
Valid N (listwise)	200				



Highest mean	Lowest standard deviation
2.2250	.42815

INTERPRETATION

Highest mean 2.2250

Monthly income is highly influencing customer service and service quality.

Lowest STD deviation 0.42815

Marital status is slightly influencing the customer behaviour.

5. WEIGHTED AVERAGE TEST

Factors	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total
PRICE	78*5	112*4	10*3	0*2	0*1	868
APPERANCE	80*5	104*4	16*3	0*2	0*1	862
BRAND NAME	76*5	102*4	20*3	2*2	0*1	852
PERFORMANCE	100*5	92*4	8*3	0*2	0*1	892
AVAILABILITY OF AFTER SALES SERVICE	62*5	98*4	30*3	6*2	4*1	808

Grand Total: 868+862+852+892+808 = **4282**

- a. Price = $868/4282 = 0.202$
- b. Appearance = $862/4282 = 0.201$
- c. Brand name = $852/4282 = 0.198$
- d. Performance = $892/4282 = 0.208$
- e. Availability of spare parts = $808/4282 = 0.188$

INTERPRETATION: From the above weighted average test, we can observe that, the highest value is .208 which indicates that performance of vehicle is the main factor which influences customer purchase decision it is said that price of the vehicle can be compromised in terms of performance of the vehicle

OBSERVATION /FINDINGS

- In the study, the 39% of the respondents earn below 10000 per month, this may be because a greater number of respondents are students and they usually earn less than 10000. 23% of the respondents earn in the range 10000 to 20000 and above 30000, Only 15% respondents earn in the range 20000 to 30000
- It is analysed that 65% of the respondents feel good about after sales services of the Divine motors. Only 1% of the respondents feel that the service is bad. 25% of the respondents are very happy with the after-sale services.
- It is found that around 59% of the respondents are satisfied, only 5 % of the respondents are not satisfied with the parts availability. 58% of the respondents are satisfied with the service cost and one percent of the respondents are dissatisfied with the service cost. 52% of the respondents are satisfied and 12% are not satisfied with the service quality. 51% and 2% of the respondents are satisfied and not satisfied with the responding time. 54% of the respondents are satisfied and 1% of them is highly dissatisfied with the problem resolving.
- 42% respondents feel that the spare parts are highly priced, 26% of them have faced problem with non-availability of spare parts. 25% of them faced delay in service.
- 40% of the respondents are emotionally attached with TVS motors, 38% respondents feels that they are very happy, 5% respondents feel like a family and remaining 17% respondents accept all the above.

4. CONCLUSION

From the above survey we can draw a conclusion that service is the major quality in the major aspect of enable in order to improve customer service. Customer service is important part of value chain client which in turn leads to excess revenue. Customer service includes front office and back-office service which has to be carried out through before and after sale service. The survey has been conducted to the people to the extent of Bengaluru city. Student is the major customer who can afford easily as per here budget capacity. Brand, mileage are the major factors/attributes which influence customer. Price can be compromised in terms of service quality provided by the out let. Majority of respondents faced problems with the high-priced spare parts which is of high quality in nature. The above survey test that brand is the main factor which influence consumer perception which exclusively depends on quality and service provided. Service quality completely depends on the employees so, the employees must handle the customer's complaints, queries deliberately and effectively which make sure that consumer feel joy of happiness when they come to know their complaints have been rectified by out lets which in turn leads to satisfaction.



Though various test was conducted between variables it is proved that there is association between service incurred and cost paid. When service is provided accurately according to customer needs and desire, it is said that customers are satisfied to pay the cost which is charged by showroom. Therefore, there is more scope in maintaining good relationship with customers by providing good service in turn they can retain customers.

5. SUGESTIONS

- In this survey, the major respondents said that the price of the spare parts and service charges were high in the showroom. Showroom should look after the issue and reduce the price of spare parts and the service charges
- While Divine Motors' showroom has 2 or 3 typical variants only but TVS has a wide variety of automobiles. Therefore, they have to concentrate and offer other different variants of two wheelers in their TVS BRAND to attract more customers.
- Divine motors should concentrate on the vehicle service too because many customers have shifted to local service provider so the divine motors should improve its service quality to gain the customer back to improve the profit margin.
- TVS motors as to improve on its service time and also should look after the availability of spare parts in service centres.

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