

A Comparative Study of Customer Satisfaction towards Service Quality provided by Sales Persons of Bridgestone & MRF Tyres in Indore City

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ABSTRACT

Customer satisfaction and Service quality are widely recognized as key influences in the formation of consumers' purchase intentions in service environments. The Present study was conducted to aid in the understanding of these relationships by empirically assessing the nature of the relationship between service quality and consumer satisfaction in the formation of consumers' purchase intentions across four unique service industries. The results of the current research, coupled with the weight of the evidence in the emerging services literature, suggest that consumer satisfaction is best described as moderating the service quality/purchase intention relationship. The main focus is to study the Customer Satisfaction from service quality of Bridgestone and MRF tyre in Indore city. Due importance also has been accorded to analyze and evaluate service providing techniques used by the sales persons of Bridgestone & MRF Tyre. The study also recommend to sellers to provide better quality products and before and after sale services to customer.

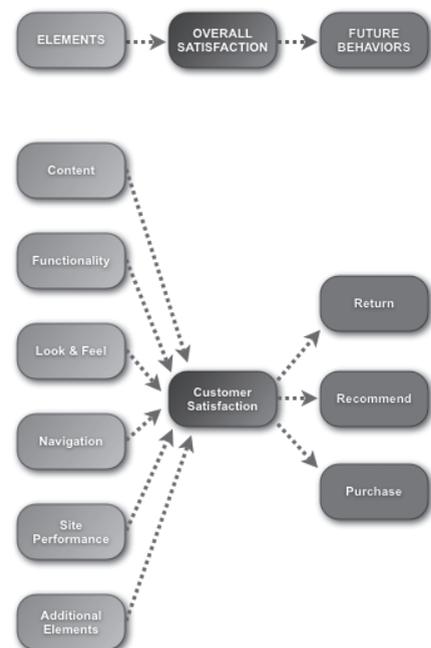
INTRODUCTION

Customer Satisfaction:

Customer satisfaction is defined as the measure of satisfaction provided by the goods or services of a company. This is usually gauged by the number of customers making replicate purchases. Customer satisfaction is decisive if a company is to chronicle high sales profits.

Satisfaction can be resolute by biased (e.g. customer needs, emotions) and objective factors (e.g. product and service features). Applying to the hospitality industry, there have been abundant studies that observe attributes that travellers may find imperative regarding customer satisfaction. Service quality and customer satisfaction are different concepts, although they are closely related.

The notion of customer satisfaction can be implicit in the following models of customer satisfaction.



Customer Satisfaction Model 1

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Customer Satisfaction Model 2

SERVICE QUALITY

Service quality is habitually conceptualized as the comparison of service expectations with real performance perceptions (Zeithaml et al., 1990). Shoemaker defines service quality as a service doing what it was meant to do. Parasuraman et al (1985), and Watson et al (1998) addition that it is the customer's subjective assessment that the service they are receiving is the service that they expected. Service quality is a role of the divergence scores or gaps between expectations and perceptions and these gaps include;

1. Actual consumer expectations and management's belief of what consumer's desire.
2. Management's beliefs and the actual stipulation of the service
3. What is delivered and hence experienced by the consumer/what consumers were led to anticipate by external communication (Parasuraman et al, 1985)
4. What has been precise and what is actually delivered.

A service is a package of satisfactions (Zikmund & D'Amico, 1993). He however defined a service descriptively as an assignment or instrumental activity performed for a consumer and or a consummator movement involving consumer participation such as wages but not ownership of an organization's product or facilities. Services are growing even faster in the world economy, making up a quarter of the value of all super trade (Kotler and Armstrong, 2001). Whether a good or service, all products deliver a bundle of benefits to the consumer. Whereas consumers derive reimbursement from the goods themselves, service benefits are delivered through the experience that is created for consumers, for example, the restaurant experience (Hopkins et al., 2005). They contend that research has identified four main components that sway consumers' service experiences; contact personnel, other consumers, the service scope and the invisible organization and systems (Langeard et al., 1981). Services account for over ¼ of world trade (Keegan, 1995).

Relationship between Service Quality and Customer Satisfaction

Service quality and customer satisfaction are widely documented as key influences in the formation of consumers' purchase intentions in service environments. However, a review of the existing literature suggests that the explicit nature of the relationship between these imperative constructs in the determination of consumers' purchase intentions continues to elude marketing scholars (Bitner and Hubbert 1994; Bolton and Drew 1994; Gronroos 1993; Rust and Oliver 1994). The study reported here was designed to aid in the sympathetic of these relationships by empirically assessing the nature of the relationship between service quality and consumer satisfaction in the formation of consumers' purchase intentions across four unique service industries. The results of the current research, coupled with the weight of the evidence in the emerging services literature, suggest that consumer satisfaction is best described as moderate to the service quality/purchase intention relationship.

REVIEW OF LITERATURE

Knutson, Stevens, Wullaert, Patton and Yokoyama (2010) "A generic instrument might do in defining and measuring service quality" In 2010, Knutson, Wullaert, Patton & Yokoyama drafted LODGSERV to develop on what a generic instrument might do in crucial and measuring service quality, specifically for lodging properties. Among the five dimensions, reliability was found to be the most imperative of the five dimensions for lodging consumers followed, in ranking, by assurance, responsiveness, tangibles, and empathy (Knutson, Stevens, Wullaert, Patton and Yokoyama, 2010).

Hanrahan, (2014) "The propagation of look-alike products in many sectors, coupled with escalating competition and more demanding customers, have made service excellence" Understanding and improving service quality: A literature review and research agenda The proliferation of look-alike products in many sectors, coupled with escalating competition and more demanding customers, have made service fineness one of the key marketing tools for achieving competitive differentiation and fostering customer loyalty. Service quality continues to occupy the center stage in the marketing arena even as an emergent number of company-customer exchanges through traditional canals are being replaced by Internet-based transactions and e-commerce. For instance, a survey of Internet shoppers revealed customer service to be the top-most determinant of repeat visits to websites (Hanrahan, 2014).

Wu, Goh, Lin, and Chen (2009) "Customer perceptions of service quality and identified the differences in customer perceived service quality" In 2009, Wu, Goh, Lin and Chen conducted a study in measuring service quality in a mid-price multi-unit Chinese restaurant using the DINESERV instrument. The authors evaluated the customer perceptions of service quality and identified the differences in customer perceived service quality between lunch and dinner and between new customers and expected customers (Wu, Goh, Lin, and Chen, 2009).

Kim, McCahon, and Miller (2009) "The study attempts to evaluate customers' perceptions of service quality in a chain-operated steakhouse using the modified DINESERV instrument" Kim, McCahon, and Miller (2009) also conducted a study to validate five dimensions of the DINESERV instrument in Korean casual dining restaurants and explored the differences in perceived service quality by a restaurant. It is also conjectured that perceived service quality differs based upon the individuality of the patrons. The present study attempts to evaluate customers' perceptions of service quality in a chain-operated steakhouse using a tailored DINESERV instrument. Results can be compared to the results of previous studies.

OBJECTIVES OF THE STUDY

1. To study the Customer Satisfaction from service quality of Bridgestone and MRF Tyres in Indore city.
2. To analyze and evaluate service providing techniques used by the salespersons of Bridgestone & MRF Tyres.

3. To assess the levels of service quality of Bridgestone & MRF.
4. To recommend the sellers to provide better quality products and before and after-sale services to customers.

RESEARCH METHODOLOGY

Sampling area:

The study is conducted in two branches of Bridgestone and MRF Tyre in the Indore area

Sample size:

A sample size of 150 customers of each Bridgestone and MRF Tyre was selected randomly.

Tools for data collection:

Personal interview method was applied for data collection from the respondent in Indore with the help of an interview schedule and the use of a structured questionnaire.

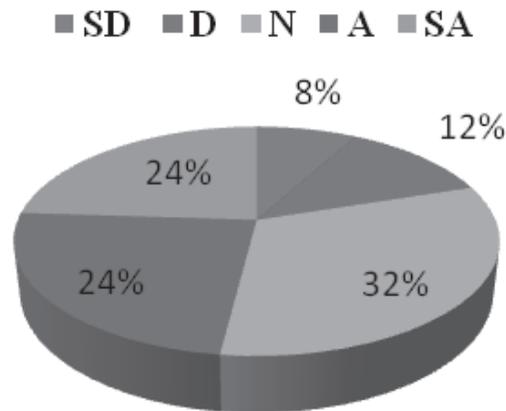
Tools for data analysis:

The plausible statistical tools used for analyzing data collected by the use of questionnaire are percentage analysis, paired T-Test, Correlation and Graphical Representation method.

With regards to your most recent experience with [COMPANY], was the quality of customer service you received

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
SD	2	8.0	8.0	8.0
D	3	12.0	12.0	20.0
N	8	32.0	32.0	52.0
A	6	24.0	24.0	76.0
SA	6	24.0	24.0	100.0
Total	25	100.0	100.0	

Quality of customer service you received



Result

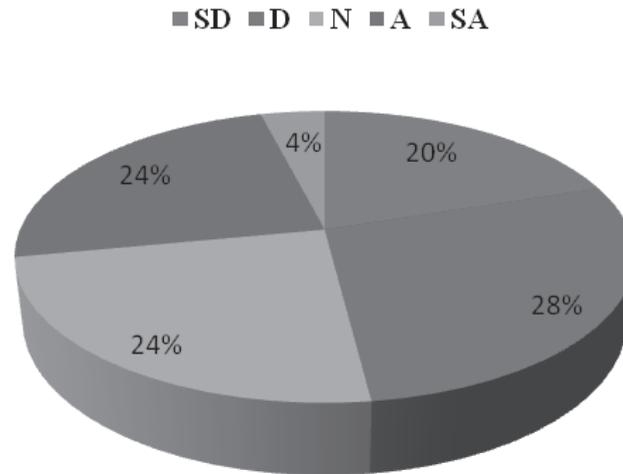
Out of 25 respondents of MRF customers 24% respondents agree, 24% respondents strongly agree and 32% respondents are neutral, 12% respondents disagreed strongly 8% towards the quality of customer service you received is critical to make a repeat purchase of an unknown product.

Interpretation

On the basis of contact with the people, this observes (24%+24%) 48% respondents agree or strongly agree and 28% respondents are neutral the research originates people are most purchase of an unknown product. But 20% of people are not interested in the quality of customer service they received.
Overall, how would you rate your customer service?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
SD	5	20.0	20.0	20.0
D	7	28.0	28.0	48.0
N	6	24.0	24.0	72.0
A	6	24.0	24.0	96.0
SA	1	4.0	4.0	100.0
Total	25	100.0	100.0	

Customer service



Result

Out of 25 respondents strongly disagree 20% and disagree 28%, neutral is 24% respondents, 24% agree, and 4% respondents are strongly agreed with most of the customer service.

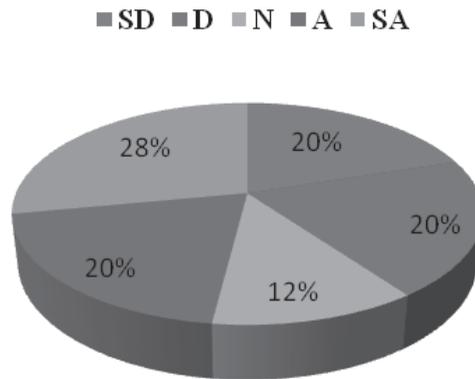
Interpretation

As per the research mostly (24% +4%) 28%, 24% of customers believe in neutral and agree on how would they rate their customer service consumers or customer choice and magnetize the product or services.

We are always looking to improve our services to you, so any comments or suggestions you might have are greatly accepted.

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
SD	5	20.0	20.0	20.0
D	5	20.0	20.0	40.0
N	3	12.0	12.0	52.0
A	5	20.0	20.0	72.0
SA	7	28.0	28.0	100.0
Total	25	100.0	100.0	

looking to improve our services to you



Result

Out of 25 respondents strongly disagree 20% and disagree 20%, 12% are neutral respondents, 20% agree, and 28% respondents strongly agreed towards always looking to improve company's services towards them.

Interpretation

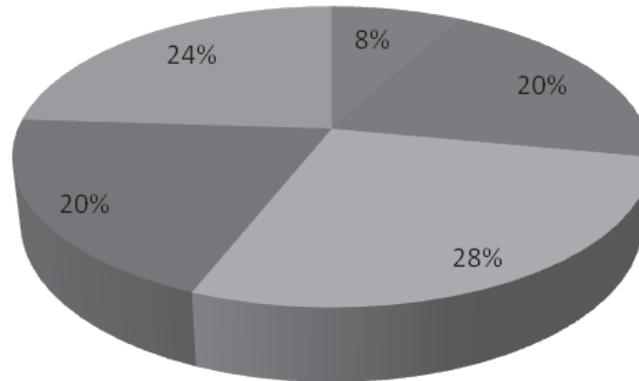
As per the research mostly (28%+20%) 48%, 12% customers are considered neutral and agree are always looking to improve our services to you, so any comments or suggestions you might have are greatly accepted point of view most important for the consumers or customer choice and attract the product or services.

How would you rate the product (Tyre)?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
SD	2	8.0	8.0	8.0
D	5	20.0	20.0	28.0
N	7	28.0	28.0	56.0
A	5	20.0	20.0	76.0
SA	6	24.0	24.0	100.0
Total	25	100.0	100.0	

How would you rate product (Tire)

■ SD ■ D ■ N ■ A ■ SA



Result

Out of 25% of respondents strongly disagree and disagree i.e. 28%, neutral are 28% respondents, 20% agree, and 24% respondents are strongly agreed towards How would you rate product (Tire).

Interpretation

As per the research mostly (24%+20%) 44%, 28% of customers believe in neutral and agree because the sales promotion and service quality is the best way to generate demand and production, sales volume of the product. Same customers are not content on the customer satisfaction criteria.

Comparative Table of MRF & Bridgestone Tyres

S.N.	ATTRIBUTES	MRF Tyre	BRIDGESTONE Tyre
1	Age	25-30 year	25-30 year
2	Monthly income	40-Above	20000-30000
3	The salesperson was very informed and understood my needs	Neutral	Neutral
4	The salesperson dealt with my enquiry professionally	Agree	Agree

5	Quality gift offers or Price discounts forever motivate the customer to shift from one brand to another.	Agree	Neutral
6	With regards to your most recent experience with [COMPANY], was the quality of customer service you received	Neutral	Strongly agree
7	Overall, how would you rate your customer service?	Agree & Strongly agree	Neutral
8	We are always looking to improve our services to you, so any comments or suggestions you might have are greatly accepted.	Strongly agree	Agree & Strongly agree
9	How would you rate product (Tyre)	Neutral	Agree
10	Warranty	Disagree	Neutral
11	Discount	Agree	Agree & Strongly agree
12	Replacement facility	Agree & Strongly agree	Agree
13	Offers	Neutral	Agree & Strongly agree
14	Price	Disagree and Strongly disagree	Strongly agree
15	Finishing	Agree	Agree
16	Brand image	Agree	Neutral

FORMULATION OF HYPOTHESIS

To prove the overall research work done and result drawn by percentage analysis and graphical representation method hypothesis have been formulated and testing of hypothesis is done by (SPSS) software by applying the paired t-test.

(1) Null hypothesis (H^0):-

There is no significant difference level between the customer satisfaction toward the attributes of service quality of MRF & Bridgestone Tyre.

(2) Alternative hypothesis (H^1):-

There is a significant difference level between the customer satisfaction toward the attributes of service quality of MRF & Bridgestone Tyre.

On applying the paired t-test in the table of paired sample statics it can be seen that there is no significant difference between the mean and standard deviation of each attribute taken as customer satisfaction level toward service quality of MRF & Bridgestone Tyre.

Paired sample t-test table is representing the value of (t) for each attribute taken as major to complete the satisfaction level of customers toward service quality of MRF & Bridgestone Tyre at 24 degrees of freedom ($n-1=25-1=24$) at 95% confidence level and 5% (0.05) level of significance, mean (P) value = 0.05 the significance level has been shown by table further surveillance of table indicates that most of the value (0.05) hence it can be said that (H^0) null hypothesis has been accepted and (H^1) is rejected which mean there is no significant.

(1) Null hypothesis (H^0):-

There is no significant difference level between the customer satisfaction toward the attributes of service quality of MRF & Bridgestone Tyre

(2) Alternative hypothesis (H^1):- There is a significant difference level between the customer satisfaction toward the attributes of service quality of MRF & Bridgestone tyre

It can be concluded that the customer of both (MRF & Bridgestone) Tyre and quality satisfaction with the service quality of MRF & Bridgestone.

CONCLUSION

Customer satisfaction is addressed as a strategic business development device. Customer satisfaction does have a constructive effect on an organization's profitability; contented Bridgestone Customer's form the base of any successful business as customer satisfaction leads to a recurring purchase, and brand loyalty. Satisfied customers are most liable to share their experiences with other people to the order of conceivably four or five people. Equally well, dissatisfied customers are more likely to inform other people of their unfortunate experiences. Estimation of the extent of customer satisfaction is habitually based on the collective interpretation of customers or consumers. Customer satisfaction research should be done with utmost care of what they are doing now; they need to do some things differently. This is where a new corporate customer satisfaction approach becomes a commanding strategic business development tool for B2B organisations. The common research has revealed that customer satisfaction can be defined as (Bridgestone and MRF Tyres) customer attitude towards a customer satisfaction service provider, or an arousing reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some need, goal or desire. Satisfaction represents a veritable input of modelling the acquisition behaviour of the customer, being supported by three groups of variables Cognitive variables, based on the qualitative authority of the products

given by the performance. Affective variables, based on the requirement produced by the customers, are based on the interaction between the provider and the customer in the buying act. The underlying variables, such as corporate image & brand image, customer prospect, perceived product value, perceived service value, perceived value, assurance, customer satisfaction, and customer loyalty.

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