

## A STUDY ON THE ANALYSIS OF CUSTOMER EXPECTATION FOR SERVICE QUALITY IN AUTO AGENCIES

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**Abstract:** In any organization satisfying a customer is the ultimate goal and objectives. This is perhaps due to the fact that organization sometimes does not really understand of what actually goes on in customer mind. This research focused on the measurement of customer expectation on which lies in the auto agencies. Quantitative research was used to study the customer expectation on different service quality dimensions. This study is based on questionnaire method. The study highlights improvement of customer expectation in delivery of service quality. Customers have high expectation towards after sales service in auto agencies, but after sales service customers are satisfied neutrally. The company offers some special benefits to their customers to improve their quality of after sales service for attraction.

Keywords: service quality, customer expectation, tangibles, empathy, reliability, responsiveness and assurance.

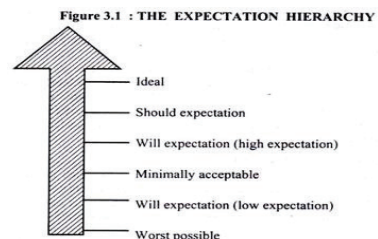
### INTRODUCTION

Customer expectations are beliefs about service delivery that serve as standards or reference points against which performance is judged. Because customers compare their perceptions of performance with these reference points when evaluating service quality, thorough knowledge about customer expectation critical to services marketers. Knowing what the customer expects is the first and possibly most critical step in delivering good quality service. Being wrong about what customers want can mean losing a customer's business when another company hits the target exactly. Being wrong can also mean expending money, time and other resources on things that do not count to the customer. Being wrong can even mean not surviving in a fiercely competitive market.

Service Quality (SQ) = Customer's Perception (P) – Customer's Expectations (E)

Satisfaction and delight are both strongly influenced by customer expectations. By expectations, behavioural

researchers mean an array of possible outcomes that reflect what might, could, should, or had better not happen. There are several different kinds of expectations. The will expectations come closest to the mathematics definition. It is the average level of quality that is predicted based on all known information. This is the expectation level most often meant by customers (and used by researchers). For example, a student may think that each lecture should be exciting, but doubts that a particular day's lecture actually will be exciting. Or, professors may think that students should be lively and intelligent, but think that actually they will sit in class passively. The ideal expectation is what would happen under the best of circumstances.



It is useful as a barometer of excellence. On the other end of the scale are the minimally acceptable level (the threshold at which mere satisfaction is achieved), and the worst possible levels (the worst outcome that can be imagined).

Expectations are affected strongly by experience. For example, if the customer has a bad experience, then the will expectation will decline. A good experience will tend to raise the will expectation. Generally speaking, this should expectation will go up, but never decline. Very good experiences tend to bring this should expectations up to that level. Thus expectations change over time, often for the better.

## REVIEW OF LITERATURE

Service quality can be described as a rationale of differences between expectation and competence along the important quality dimensions. In the 'Journal of Marketing' (Parasuraman, Zeithaml and Berry 1985) identified ten requirements useful for customers' evaluation of the quality of services: reliability, responsiveness, tangibles, communication, credibility, security, competence, courtesy, understanding the customers and service accessibility. (Zeithaml, Parasuraman, and Berry 1990) proposed a service quality scale (SERVQUAL), a generic instrument that has five dimensions of service quality: reliability, responsiveness, assurance, empathy and tangibles, the constructs were found to have high correlation.

**Oliver (1980)** found that customer satisfaction can be affected by expectation and disconfirmation. Expectation is seen as an adaptation level or a reference point used to compare actual performance with the perceived performance. If perceived performances are higher than the reference point, it results in positive disconfirmation. If the perceived performances are lower than the expectation, it results in negative disconfirmation. These disconfirmation effects will make the post-decision deviate from the adaptation level.

## METHODS OF EXPECTATION

Customer expectations are created from traditional marketing activities such as advertising and other company communications, corporate image, word-of-mouth from references, as well as previous experiences

with the service, service provider or other types of services and service providers

### *Implicit Expectations*

Implicit expectations reflect established norms of performance. Implicit expectations are established by business in general, other companies, industries, and even cultures.

### *Static Performance Expectations*

Static performance customer expectations address how performance and quality are defined for a specific application. Performance measures related to quality of outcome may include the evaluation of accessibility, customization, dependability, timeliness, accuracy, and user-friendly interfaces.

### *Dynamic Performance Expectations*

Dynamic performance customer expectations are about how the product or service is expected to evolve over time. Dynamic expectations may be about the changes in support, product, or service needed to meet future business or use environments.

### *Technological Expectations*

Technological customer expectations focus on the evolving state of the product category. For example, mobile phones are continually evolving, leading to higher expectations of new features.

### *Interpersonal Expectations*

Interpersonal customer expectations reflect the relationship between the customer and the product or service provider. Person to person relationships are increasingly important, especially where products require support for proper use and functioning.

### *Situational Expectations*

In building a customer satisfaction survey, it is also helpful to evaluate why pre-purchase expectations or post-purchase satisfaction may or may not be fulfilled or even measurable.

## SERVICE QUALITY DIMENSIONS

### Reliability

- Dependability in handling customer service problems

- Performing services right at the first time.
- Providing services at the promised time.
- Maintaining error-free records.

#### **Responsiveness**

- Keeping customers informed as to when services will be performed.
- Prompt service to customers.
- Willingness to help customers.
- Readiness to respond to customers' request.

#### **Assurance**

- Employees who instill confidence in customers.
- Making customers feel safe in their transactions.
- Employees who are consistently courteous.
- Employees who have the knowledge to answer customer questions.

#### **Empathy**

- Give customers individual attention.
- Employees who deal with customers in a caring fashion
- Employees who understand the needs of their customers.
- Convenient business hours.

#### **Tangibles**

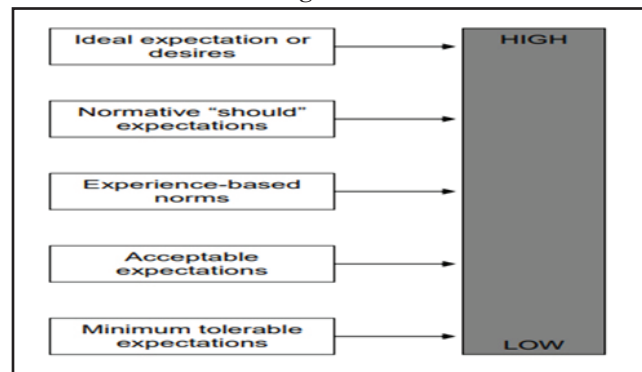
- Modern equipments.
- Visually appealing facilities.
- Employees who have a neat, professional appearance.
- Visually appealing materials associated with the service.

### **CUSTOMER EXPECTATION LEVEL**

Customers hold different types of expectations about service, the reference points against which service delivery is compared. The highest can be termed desired

service. the "wished for" level of performance. The ideal expectation or desire shown in figure 1.1 is termed desired service because the expectation reflects the hopes and wishes of the customers. The lower can be termed "adequate service": the level of service customer will accept, that is, their minimum tolerable expectations. As shown in Figure 1.1, different possible types of service expectations can be arrayed from low to high of this continuum. On the left of the continuum are different types or levels of expectations, ranging from high (top) to low (bottom). Adequate service represents the Minimum tolerable expectations where the desired service represents the other four services.

**Figure 1.1**



### **OBJECTIVES OF THE STUDY**

- To investigate the customer expectation level towards the service in auto agencies.
- To identify the customer expectation level of free-service and paid service in auto agencies.
- To evaluate the expectation about auto agencies.
- To offer some valuable suggestions for improving customer expectation in auto agencies.

### **RESEARCH METHODOLOGY**

Methodology is way to solve systematically the research problem. It may be understand as a since of studying how research is done scientifically. Descriptive research includes surveys and fact finding enquires of different kind. The major purpose of descriptive research is descriptive of the state of affairs as it exists at presents. Research design is the arrangement of conditions for

collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

### STATISTICAL POPULATION AND SAMPLING

This study is using the non-probability sampling method. Non probability sampling does not meet this criterion and should be used with caution. Non probability sampling techniques cannot be used to inter from the sample to the general population. Likert scales used such as strongly agree, Agree, Slightly agree, Neutral, Slightly disagree, Disagree, and strongly disagree for used in questionnaire.

In this study convenience sampling technique is used. Convenience members of the population are chosen based on their relative ease of access. To sample friends, co-workers, customers are all examples of convenience sampling. The number of sample size is 127. The Statistical tools are Percentage analysis, correlation used in this study to analysis.

### CORRELATION ANALYSIS

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increases as the other decreases.

### PERCENTAGE ANALYSIS

Percentage analysis refers to specified find which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items face the percentages reduces everything to a common and thereby allow meaning comparison.

**Table 1 Showing That Gender Wise Classification of the Respondents**

S.no	Gender	No. of the respondents	(%)
1	Male	111	87.4
2	Female	16	12.6
Total		127	100.0

From the table 1 demonstrate that 87.4% of the respondents are male respondents and the remaining 12.6% of the respondents are female respondents.

**Table 2 Showing That Marital Status Wise Classification the Respondents**

S.no	Marital status	No. of the respondents	(%)
1	Married	67	52.8
2	Unmarried	60	47.2
Total		127	100.0

From the table 3.1.2 demonstrate that 52.8% of the Respondents are married and remaining 47.2% are unmarried.

**Table 3 Showing that Age Wise Classification of the Respondents**

S.no	Age group	No. of the respondent	(%)
1	Below 20 years	11	8.7
2	21-30 years	9	7.1
3	31-40 years	51	40.2
4	41-50 years	44	34.6
5	Above 50 years	12	9.4
Total		127	100.0

From the table 3 illustrate that 40.2% of respondents belongs to age group of 31-40 years and 34.6% of respondents belongs to age group of 41-50 years and 9.4% of respondents belongs to age group of above 50 years and 8.7% of respondents belongs to age group below 20 years and 7.1% of respondents belongs to age group 21-30 years.

**Table 4 Showing that Educational Qualification Wise Classification of Respondents**

S.no	Education	No. Of the respondent	(%)
1	SSLC	45	35.4
2	HSC	23	18.1
3	ITI\Diploma	30	23.6
4	UG	20	15.7
5	Other	9	7.1
Total		127	100.0

From the table 4 reveals that 35.4 % of respondents education is under SSLC level and 23.6% of respondents education is ITI/Diploma level and 18.1% of respondents education is HSC level and 15.7% of respondents education is graduate level and 7.1% of respondents are other qualification.

**Table 5 showing That Respondents Opinion about Two Wheelers**

S.no	Opinion	No.of respon- dents	(%)
1	TV	20	15.7
2	Advertisement	14	11.0
3	Friends	52	40.9
4	Outdoor advertise- ment	32	25.2
5	Other	9	7.1
Total		127	100.0

From the table 5 shows that 40.9% of respondents knowing bikes through friends and 25.2% of respondents knowing bikes through outdoor advertisement and 15.7% of respondents knowing Two Wheeler bike and 11.0% of respondents knowing bikes through advertisement and 7.1% of respondents knowing bikes

**CORRELATION ANALYSIS**

**Table 6 Respondents Opinion towards Gender and Age**

Particulars	GENDER	AGE
Pearson Correlation	1	.045
Sig. (2-tailed)		.618
N	127	127
Pearson Correlation	.045	1
Sig. (2-tailed)	.618	
N	127	127

**NULL HYPOTHESIS**

H<sub>0</sub>: There is no relationship between gender and Age

**ALTERNATIVE HYPOTHESIS**

H<sub>1</sub>: There is relationship between gender and Age  
As per correlation,  $p \neq 0 \Rightarrow H_1$  is true, hence alternative hypothesis is accepted

( $p=.618$ ). There is a relationship between gender and age. From the table inferred that, there is a positive correlation ( $r=.045$ ).

**FINDINGS**

Customer expectation is simply a convenient phrase to describe the attitudes and feelings that customers hold about the company. Customer satisfaction and expectations loyalty behaviors are a lead indicator of future organizational performance. Many organizations have failed to use the information generated by the customer surveys to improve service quality. Lastly this study shows after sales & services customer expects quality service from auto agencies to the two wheeler vehicle. Auto agencies must improve their quality of after sales service and give some special offers to the customer attraction.

**SUGGESTIONS**

It has found that the overall service quality dimension. It is clearly stated that auto agencies Motors offer poor quality of services in after sales service. The management may take necessary steps to focus on all the dimensions of service quality like tangibility, responsiveness, reliability, assurance and empathy. Customers have high expectation towards after sales service in auto agencies but after sales service customers satisfaction is very low. Auto agencies to improve their quality of after sales service and give some special offers to the customer attraction. Customer assurances are very low in after sales service so the company make to improve their quality of services in customer assurance. Auto agencies should be advertising their service quality through local TV channels, notice, banners and newspaper to create awareness in the minds of the customers and improve their sales.

**CONCLUSION**

In this research the factor influencing of customer satisfaction is mileage, brand, image, service, quality, style improving their sales. The customers expect from two wheeler more mileage lighting facilities and innovative models for handling two wheeler bikes respectively. The customers prefer to purchase the bikes which offer high fuel efficiency, good quality, technology, durability and reasonable price. Though there is a good position in

the market, there are some factors that may affect the expectation level of customers. It can further improve its position in the current market status

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