

**“A STUDY ON CONSUMER SATISFACTION ON AFTER SALES
SERVICE PROVIDED IN LANSON TOYOTA
ATPALLIKARANAI**

**Submitted in partial fulfilment of the requirement for the award of
Bachelor of Business Administration**

by

L.SURYA PRABHA 39280028



SCHOOL OF BUSINESS ADMINISTRATION

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO
BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



SATHYABAMA

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **L.SURYA PRABHA (39280028)** who carried out the project entitled “**A study on consumer satisfaction on service provided in Toyota at pallikaranai**” under our supervision from January 2021 to March 2021.

Ms.SHEEBA T.,M.Com.,M.Phil.,NET,MBA,SET
(Internal Guide)

DR.BHUVANESWARI.G, MBA., Ph.D.
Dean – School of Business Administration

Submitted for Viva voce Examination held on

Internal Examiner

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LANSON TOYOTA

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27th December 2021

To
The Head of the Department,
Department of Business Administration,
Sathyabama Institute of Science & Technology,
Jeppiaar Nagar, Rajiv Gandhi Salai,
Chennai - 600 119.

Dear Sir / Madam,

Sub: Permission for Internship Training.

We are pleased to confirm the Internship training for **Ms. Surya Prabha L (Reg No: 39280028)** III Year **BBA** from Sathyabama Institute of Science & Technology, Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119 in our Organization at Pallikarani unit in Sales - Marketing Department from **03rd January 2022 to 31st March 2022.**

During the said period the student will not be eligible for any stipend or other benefits and will be governed by the Rules and Regulations of our organization.

A copy of the report has to be submitted to us at the end of the tenure.

For Lanson Motors Private Limited.

Rajadurai M
General Manager – HR & Administration

Registered Office: Lanson Motors Private Limited, #34, Poonamallee High Road, Koyambedu, Chennai - 600 107

GSTIN : 33AAACL7624G1ZQ, CIN No. U51909TN1998PTC041481

DECLARATION

I **L.SURYA PRABHA (39280028)** hereby declare that the Project Report entitled "**A STUDY ON CONSUMER SATISFACTION IN LANSON TOYOTA AFTER SALES SERVICE PROVIDED IN PALLIKARANAI**" done by me under the guidance of **Ms.SHEEBA T.,M.Com.,M.Phil,NET,MBA,SET** submitted in partial fulfilment of the requirement for the award of Bachelor of Business Administration degree.

DATE:

SIGNATURE OF THE CANDIDATE

PLACE: CHENNAI

L.SURYA PRABHA

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. BHUVANESWARI M.B.A., Ph.D., Dean,** School of Business Administration and **Dr. A. PALANI M.Com., M.Phil., M.B.A., Ph.D.,** Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Ms.SHEEBA T.,M.Com.,M.Phil,NET,MBA,SET**

,Mfor his guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching Non-teaching staff members of the Department of **Business Administration** who were helpful in many ways for the completion of the project

L.SURYA PRABHA

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ABSTRACT

After Sales Service is any support provided to a customer after the product or service has already been purchase. Companies use after sell service as a business strategy as it typically leads to higher customer satisfaction brand loyally and even word-of- mouth marketing.

The objective of this study is to know the consumer satisfaction of Toyota service in Pallikaranai. In this study the Questionnaire method is used to collect the data the simple percentage, pie chart and bar graph method applied. The major finding of this study and suitable suggestion are presented in this article.

Keywords: consumer, satisfaction.

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CHAPTER- 1

1.1 INTRODUCTION:

A customer satisfaction as a response to an evaluation. Besides product quality is more related to consumer dissatisfaction whereas quality is more related to consumer satisfaction. The satisfaction elements of after sales service will also include maintained interest and complaints handling. Consumer will feel appreciated when company handling is responsive and customer is kept informed throughout the process handling. It will help in ensuring repeated orders placement from the customers who will also have the confidence that the organisation is receptive and committed to provide service support.

There are many methods that can be implemented to improve on customer retention. These are service guarantees, regular communication, customer education, personalised service and extraordinary service with these implementations opportunity to deliver a product to the customer and contribute of business is greatly enhanced for the organisation. In the service industry, service providers will generate profit from continuous business. If customers are not satisfied with service providers they will simply change service providers. This is especially true where the customers give a wide variety of choice in the highest competitive market. Consumers satisfaction derives from the greatly of the service delivery that expected by customers while being served. The satisfaction level can be measured by comparing the actual service performed various the customer expectations through a survey. Service quality is a reflection of the customer perception of relatively, assurance, responsiveness, empathy and tangible. Consumer satisfaction will be influenced by perception of product quality, service quality and service environment. Four main factors such as product quality, service quality, cost and timelines that contributes more to the consumer overall satisfaction. Quality of product offered in conjunction with service will a effect customer perception of service, satisfying customer perception of service. Satisfying customer and increasing loyalty of customers are the best way to stay competition in global Marketplace nowadays the balancing act between customer satisfaction and quality service must be optimised in order to maximize the organisation long term profit.

1.2 INDUSTRY PROFILE

The LANSON TOYOTA is a company which is an automobile industry. This industry deals with four wheelers marketing. The four wheelers marketing in India has been the fastest growing industry segment. Mainly 4 million units of vehicles were sold in the year

2019 and expected to grow at a rapid pace. Automobile export grow at a rapid rate of 14.5% during FY 19 in India. The automobile industry comprises wide range of Companies and organisations involved in the design, development, manufacturing, marketing and selling of motor vehicles. It is one of the world largest industry by revenue.

It is also the industry which highest spending on the research and development.

1.3 COMPANY PROFILE

The company LANSON TOYOTA was established in November 18 19 20. The head office was situated in 2-1 Toyota cho Kariya-shi,Aichi 448,8671 Japan. The president of the company is Akira honshu. The business activity involves manufacturing and sales of textile machinery, material handling equipments, automobile and Automobile parts. The capital of the company 804 billion Yen as of March 31st 2021.The net sales is 118.3 billion in fiscal year ended March 31st 2021. The operating profit level 11 8.1 billion yen. Profit 136.7 billion in fiscal year and that March 31st 2021. The company Lanson Toyota at Pallikaranai unit this was chartered at 2007. There are totally 210 employees are working in this unit.

1.4 NEED FOR THE STUDY

The main purpose of the study is to know how much level the customer are been satisfied with Sales Service.

- To know whether the customers are our of the Toyota company.
- To make utilise of the service of the company.
- To create an awareness regarding the company and the industry.

1.5 SCOPE OF THE STUDY

The main scope to find out the satisfaction of consumers using Toyota service.

- This study is to know the people choosing Toyota.
- To know how much customers are currently using Toyota service.
- To give suggestions to be made to improve.

1.6 OBJECTIVE OF THE STUDY

1.6.1 PRIMARY OBJECTIVE

- A Study on consumer satisfaction on after Sales Service provided in Toyota company at Pallikaranai unit.

1.6.2 SECONDARY OBJECTIVE

- To analyse the satisfaction of Toyota users.
- To know the Toyota service effect on Indian market. □ To study why people switching on others service to Toyota
- To identify if the schemes are beneficiary or not.

1.7 LIMITATIONS OF THE STUDY

- Due to time constrict only 120 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based
- The main source of data for the study was primary data with the help of self administered questionnaires. Hence, the chances of unbiased information are less.
- People were hesitant to disclose the true facts.
- The chance of biased response can't be eliminated through all necessary steps taken to avoid the same

CHAPTER- 2

2. The Literature Review

After sales service plays a great role in customer satisfaction. The relationship between after sales service and customer satisfaction is positive ($r=0.463$, $P0.001$) and there is positive correlation between after sales service and intent to repurchase ($r=0.583$, $P0.001$)

(Maghsoudlou, Mehrani and Azma, 2014, "The Role of After- Sales Service in Customer Satisfaction: Case Study : Samsung House Appliances). Out of 100 customers of Tata at Jharkhand, 66% were satisfied with the after sales service provided by the showroom, 60% of the customers agreed that staffs were available in timely manner, 20% said that they had to wait longer hours to get the service, 26% agreed that the staff were friendly and cheerful in dealing with them, 44% agreed that staff greeted them and offered help as well, 40% agreed that staff were skilled and knowledgeable, 42% agreed that staff answered their problems, and 40% agreed that facilities were provided in waiting room

(Mishra, 2014 "A study on relation between effective after sales service and customer overall satisfaction at TATA motor"s with special reference to Ramgarhia Automobiles Ramgarh Cantt, Jharkhand"). Customer satisfaction largely dependson product features, price and aftermarket. Price, mileage, pickup and design have significant effect on customer satisfaction of Honda at Tirupati (Yuvaraju and Rao, 2014, "Customer Satisfaction towards Honda Two Wheelers: A case study inTirupati"). Customers are satisfied with price, design, safety, mileage, interior space, status, brand name, comfort level, spares and after sale service of Tatamotors passenger vehicles. Price was the most influencing and primary determinant, mileage and interior space were considered to be secondary determinants. After sale service were found to be less influencing (Dua and et.al, 2013). As per the research of Ladokun, Adeyemo, and Ogunleye (2013), Product delivery; Installation and Warranty were significantly joint predictors of customer satisfaction. Fuel Economy, Comfort, Spare parts, Price, value for money, mileage, maintenance, radius and parking have significant

effect on customer satisfaction of Maruti Suzuki. Discounts, seasonal offers and delivery period were considered valuable by the customer (Singh and Srivatava, 2013, "Factors Affecting Customer Satisfaction: A Study on Maruti Suzuki"). People of Zonguldak rate warranties at highest (72%) after sales service out of services like warranties, transportation, installation and free customer hotlines. Transportation comes to the second place; installation to third and free customer hotlines comes to the fourth place (Cabuk, Karayilmazlar and Turedi, 2012, "A study on evaluation of after sales services in the furniture sector"). Similarly, Srinivasan and et.al

(2011) made a research on "A Study on Customer Satisfaction with Reference to Product

Characteristics and Services of Schwing Stetter India Private Limited" and infer that there is no relationship between quality of product

and value for money. There is no relationship between performance and complaint handling. However, there is a very high degree of positive correlation between quality of product and after sales service. There are some factors of after sales services which influence consumer buying behaviour. Economic spare parts have strong impact on consumer buying behaviour as compared to easy availability of spare parts and easy availability of mechanic (Saeed and et.al, 2013, "Impact of „After Sales Service" on

„Consumer Buying Behavior" in Sahiwal Pakistan"). Consumer buying decision also depends on demographic factor of the customer. Sales are strongly correlated with age group and gender of the consumers whereas income level has nothing to do with purchase decision of customers (Shaikh, 2012). Service dimensions are one of the major determinants of customer satisfaction. In telecom sector of Pakistan, service quality dimensions (like reliability, technical service, image, assurance etc) and customer satisfaction have positive correlation (Sandhu and et.al, 2013), whereas in China's Auto industry fairness, empathy, reliability and convenience have significant positive impact on satisfaction, but responsiveness has no significant positive impact on satisfaction.

However, trust has a significant positive impact on commitment (Gang and Shuqin, 2012).

Accepting attitude of the company, service personal attitude, increasing processing speed, after sales service like maintenance, supply of spare parts, replacement and most importantly, time to recover service etc will be helpful in after sales service recovery

(Fenghua, Xiaoye and Yuqing, 2013). SERVQUAL model is widely used in measuring service quality. Five dimensions of SERVQUAL model: Tangibles, Reliability, Responsiveness, Assurance and Empathy, are analysed in terms of Expectation and Perception and the gap range is analysed for the conclusion. In assessing the service quality of bank in Lahore, Pakistan, it was found that banking institutions are exceeding customer expectations in three dimensions i.e. “Tangibles”, “Reliability” and

“Responsiveness” and lacking in other two dimensions “Assurance” and “Empathy” (Ilyas and et.al, 2013). Whereas survey in a local bank at Chittagong showed that it does not have ability to exceed customer expectation in any of the SERVQUAL dimensions. In fact, customers are highly dissatisfied in terms of Responsiveness (Tazreen, 2012). Product quality and social responsibility are major variables affecting customer satisfaction and customer satisfaction increases with better service delivery (Hussain, Batti and Jilani, 2011) “An empirical analysis of after sales service and customer satisfaction”). Service delivery is prime determinant of customer satisfaction. 50% vehicles were delayed due to overload of service centre which causes customer dissatisfaction and that problem can be solved by installing automated machines for washing and cleaning of vehicles and working shift can also be managed Katarne and Sharma (2010). Along with SERVQUAL model, Kano Model is also used in measuring customersatisfaction. In this regard, Mustofa and Abebe (2012), made a study on “Effect of after sale services on customer satisfaction and loyalty in Automotive Industry of Ethiopia” where two brands MOENCO and Holland Car are taken for the study. It is found that for Holland car PLC after sale service customers, maintenance, spare part supply and inspection are one dimensional

requirement, while online (telephone) service, car washing and documentation services are indifferent requirements. In addition, warranty is must be requirement. Moreover training (driving orientation) is reverse requirement for Holland Car PLC customers. For MOENCO, car washing is attractive requirement, while maintenance service, spare part supply service and inspection services are onedimensional requirements. In addition, online (telephone) service, and documentation services are indifferent requirements. Moreover training (driving orientation) is reverse requirement for MOENCO after sale service customers. They also found out that after sale service components like car washing service, telephone service, maintenance service, spare part supply service and warranty service are found significantly related to overall satisfaction level of after sale service of customers and they have no equal contribution to overall satisfaction levels. However, they found that driving orientation and documentation services are not significantly related to overall satisfaction of customers.

By using Kano's model of customer satisfaction to explore customers' stated needs and unstated desires and resolve them into different categories can be used as a basis for product development, especially for quality function deployment Matzler and Hinterhuber (1998). The must-be, satisfier, and delight categorization system developed by Kano is a popular means of better understanding the key differences between customer satisfaction and customer delight. Must be requirement consists of the basic criteria of goods or services that result in extreme customer dissatisfaction if not fulfilled. A consumer's degree of satisfaction among satisfiers is related to the level of fulfilment- higher the level of fulfilment, greater the level of customer satisfaction. Attractive requirement basically deals with customer delight if met but there will be no feeling of dissatisfaction if not met. Berman (2005). Research has found that customer satisfaction leads to loyalty.

Satisfaction on technical-functional (safety, vehicle's manoeuvrability and vehicle comfort quality) of the automobile is the core factor to determine the loyalty. The satisfaction with the global cost of the vehicle (associated with price, fuel costs,

repair costs and replacement part costs) and with the dealer after sales service (reception, delivery and vehicle service realized) falls under second place (Lucero, Legorreta and

Cervantes, 2007). Hallowell (1996) made a study on “The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study” and concluded that customer loyalty in terms of customer retention, relationship tenure, accounts cross sell and service cross sell is related with overall satisfaction and satisfaction with respect to service index and price index. From the literature review, it was found that most of the past studies have focused their research more on product attributes (price, design, features etc) rather than after sales attributes. Likewise, most of the past studies have not considered the contribution of human factor i.e. behavior aspect in customer satisfaction. Moreover, most of the past studies have a limited sample size of 100 and their studies are confined with only brands like Hero or Maruti which only reflect the scenario of a company but not the condition of the industry as a whole. However, this research focuses on core after sales service attributes and human aspect of service of two wheeler industry. Moreover, this study includes sample of almost every brand of the two wheeler industry present in Kathmandu Valley making sample size 280. Hence, this research provides a better insight in all the shortcoming of the past studies and fulfills the research gap.

CHAPTER- 3

RESEARCH METHODOLOGY:

To study the consumersatisfaction on actor Sales Service of Toyota company. This is a quantitative type of study, mainly this type of study is used to quantify data and generalize results from a sample to the population of interest. Random sampling as the method was used for collecting data.

In view of constraints faced by an individual researcher, the sample size is restricted to 120. The primary data was collected by incorporating a survey questionnaire delivered to respondents of specific age groups. Secondary sources of data including several research papers and articles as well as industry reports were referred to in addition to the primary data. Survey questionnaire was used as a data collection tool. Excel was used as a tool for data analysis. Queries and responses are netted and are made into one. Data is made in the form of Pie charts and Bar graphs for easy understanding

3.1 RESEARCH DESIGN:

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECNIQUE:

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods of study.

- A convenience sample is made up people who are easy to reach.

3.3 SOURCE OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

PRIMARY DATA

Questionnaire given to 120 respondents

SECONDARY DATA:

Websites and online journals, Published reports & Review of study

3.4 STUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience.

3.6 PERIOD OF STUDY:

The duration of study is from January 2022 to march 2022 which us three months of study.

3.7 ANALYTICAL TOOLS:

☐ Percentage analysis

- Bar Graph
- Pie chart etc...

CHAPTER 4

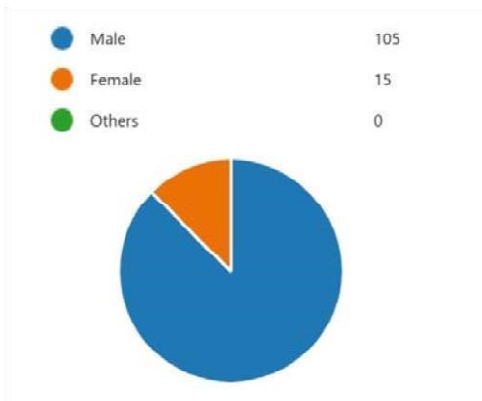
DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

4.1.1 Table Showing Gender of the respondents

Gender	No.of Respondents	Percentage
Male	105	87%
Female	15	13%
Total	120	100%

4.1.1 Chart Showing Gender of the respondents



Interpretation

From the above table. It is interpretation that 87% of the respondents are male and 13% of the respondents are female.

Inference :

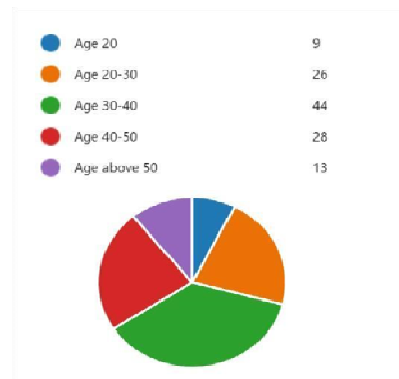
Majority 87% of the respondents are Male.

4.1.2 Table Showing the age group of the respondents

Age	No.of Respondents	Percentage
Age 20	9	8%
Age 20 – 30	26	22%

Age 30 – 40	44	37%
Age 40 – 50	28	23%
Age Above 50	13	11%

4.1.2 Chart Showing the age group of the respondents



Interpretation

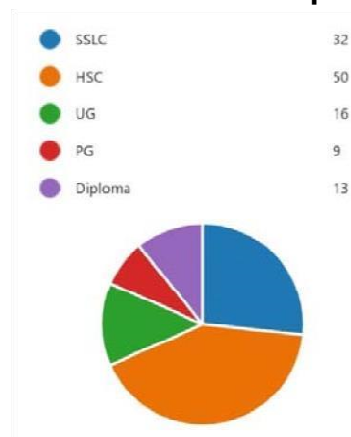
From the above table. It is interpreted that 8% of the respondents are at the Age 20. 22% of the respondents are at the Age from Age 20-30 – 37% of the respondents are at the Age 30-40 = 23% of the respondents are at the Age 40-50 11% of the respondents are at Age above 50

Inference : Majority 37% of the respondents are at the Age of 30-40

4.1.3 Table Showing Education of the respondents

Education	No.of Respondents	Percentage
SSLC	32	27
HSC	50	42
UG	16	13
PG	9	8
Diploma	13	11

4.1.3 Chart Showing the Education of the respondents



Interpretation

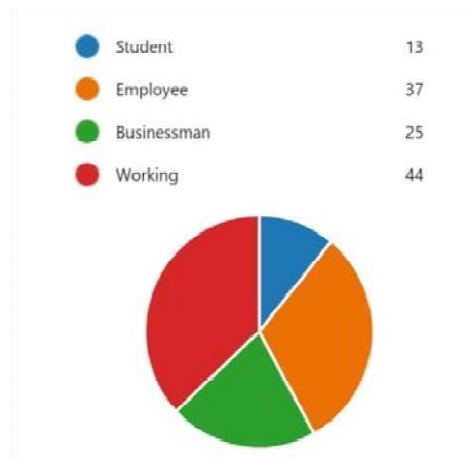
From the above table. It is interpretation that 42% of the spondents are HSC 13% of the respondents are UG 8% of the respondents are PG 27% of the respondents are Students 11% of the respondents are diploma

Inference : Majority 42% of the respondents are HSC Educated People.

4.1.4 Table Showing Occupation of the respondents

Occupation	No.of Respondents	Percentage
Student	13	11%
Employee	37	31%
Business	25	21%
Working	44	37%

4.1.4 Chart Showing the occupation of the respondents



Interpretation

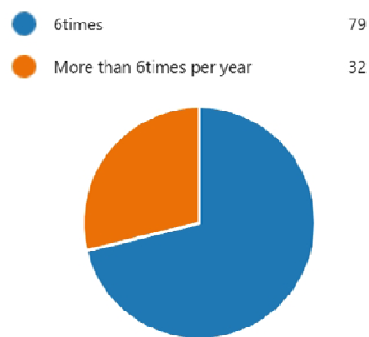
From the above table. It is interpreted that 11% of the respondents are Students are Employee 21% of the respondents are Businessman 37% of the respondents are working

Inference : Majority 37% of the respondents are Working People.

4.1.5 Table Showing Frequency of Obtaining Service

he Frequency of obtaining service	No.of Respondents	Percentage
6 times	79	71%
more than 6 time	32	29%

4.1.5 Chart Showing the Frequency of obtaining service.



Interpretation

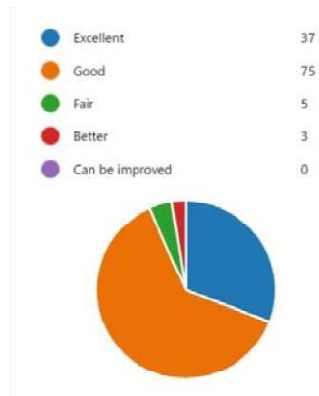
From the above table. It is interpreted that 71% of the respondents are 6 times users 29% of the respondents are more than 6 times users.

Inference : Majority 71% of the respondents are 6 time users.

4.1.6 Table Showing the availability of information and advice at service center.

The availability of information and advice at Service Center	No.of Respondents	Percentage
Excellent	37	31%
Good	75	63%
Fair	5	4%
Better	3	3%
Can be improved	0	0%

4.1.6 Chart Showing the availability of information and advice at service center.



Interpretation

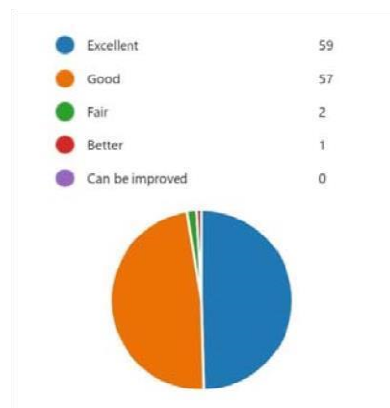
From the above table. It is interpreted that 31% of the respondents are given excellent 63% of the respondents are given as good 4% of the respondents are given fair 3% of the respondents are given as Better.

Inference : Majority 63% of the respondents are given as good.

4.1.7 Table Showing the Visually appealing service material

The Visually appealing Service Material	No.of Respondents	Percentage
Excellent	59	50%
Good	57	48%
Fair	2	2%
Better	1	1%
Can be improved	0	0%

4.1.7 Chart Showing the Visually appealing service Material.



Interpretation

From the above table. It is interpreted that 50% of the respondents are given excellent 48% of the respondents. Were given as good 2% of the respondents were given as Fair 1% of the respondents were given as Better.

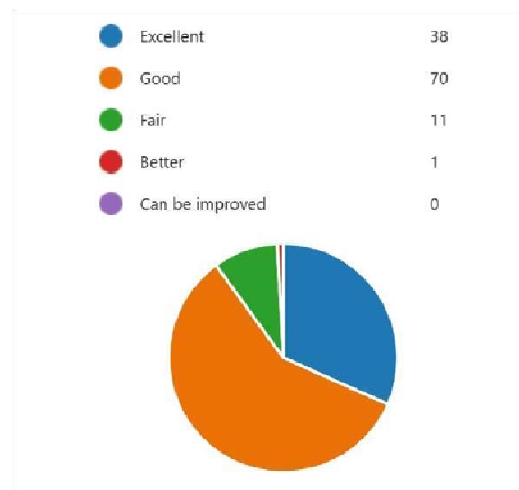
Inference :

Majority 50% of the respondents were given as Excellent.

4.1.8 Table Showing the Convenient Operating Hours.

The Convenient Operating Hours	No.of Respondents	Percentage
Excellent	38	32%
Good	70	58%
Fair	11	9%
Better	1	1%
Can be improved	0	0%

4.1.8 Chart Showing the Convenient Operating Hours.



Interpretation

From the above table. It is interpreted that 32% of the respondents were given as Excellent 58% of the respondents were given as good 9% of the respondents were given as Fair 1% of the respondents were given as Better.

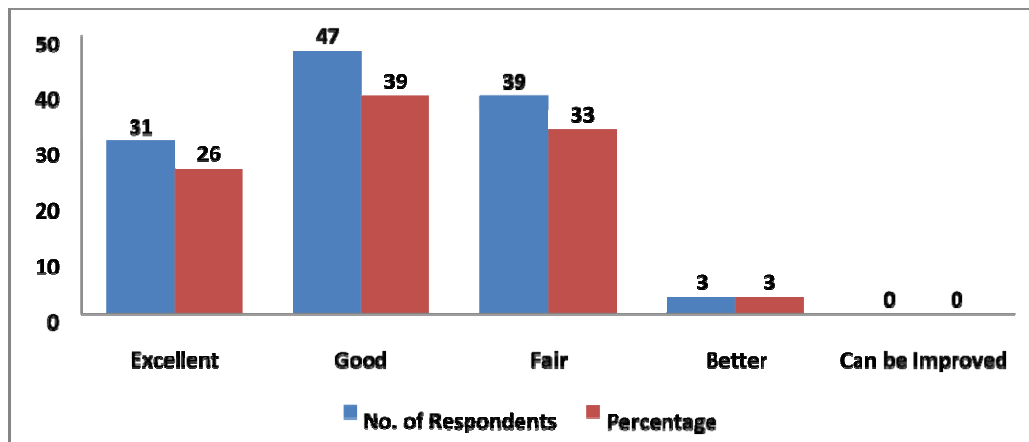
Inference :

Majority 58% of the respondents were given as Good.

4.1.9 Table Showing the Price performance ratio of Service rendered.

The Price performance ratio of Service rendered.	No.of Respondents	Percentage
Excellent	31	26%
Good	47	39%
Fair	39	33%
Better	3	3%
Can be improved	0	0%

4.1. 9 Bar Graph Showing the price performance ratio of service rendered.



Interpretation

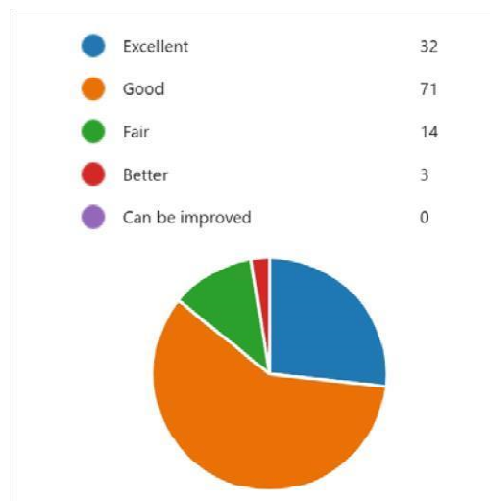
From the above table. It is interpreted that 26% of the respondents were given as Excellent 39% of the respondents were given as good 33% of the respondents are given as Fair 3% of the respondents were given as Better.

Inference : Majority 39% of the respondents are given as Good.

4.1.10 Table Showing the Provision of service as provided.

The Provision of service as provided	No. of Respondents	Percentage
Excellent	32	27%
Good	71	59%
Fair	14	12%
Better	3	3%
Can be improved	0	0%

4.1.10 Chart showing the provision of Service as provided.



Interpretation

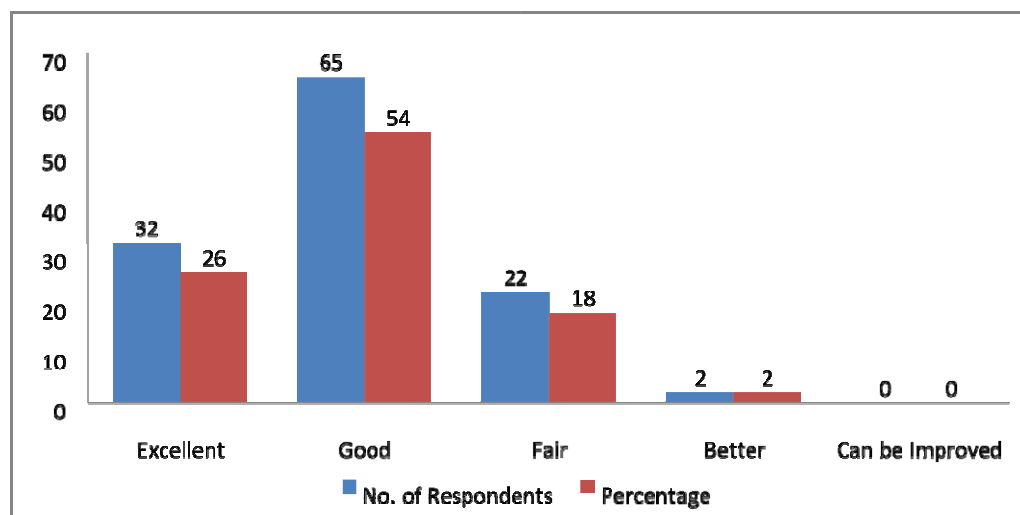
From the above table. It is interpreted that 27% of the respondents were given as Excellent 59% of the respondent were given as good 12% of the respondents were given as Fair 3% of the respondents were given as Better.

Inference : Majority 59% of the respondents were given was good.

4.1.11 Table Showing the Provision of Service

Provision of Service	No. of Respondents	Percentage
Excellent	32	26%
Good	65	54%
Fair	22	18%
Better	2	2%
Can be improved	0	0%

4.1.11 Bar Graph Showing the provision of Service



Interpretation

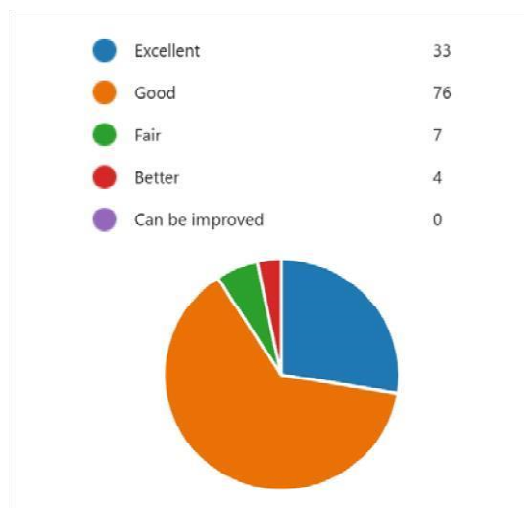
From the above table it is interpreted that 26% of the respondents were given as Excellent 54% of the respondents were given as good 18% of the respondents were given as Fair 2% of the respondents were given as Better.

Inference : Majority 54% of the respondents were given was good.

4.1.12 Table Showing the availability of technical service staff.

The availability of Technical Service Staff	No. of Respondents	Percentage
Excellent	33	28%
Good	76	63%
Fair	7	6%
Better	4	3%
Can be improved	0	0%

4.1.12 Chat Showing the availability of technical service staff.



Interpretation

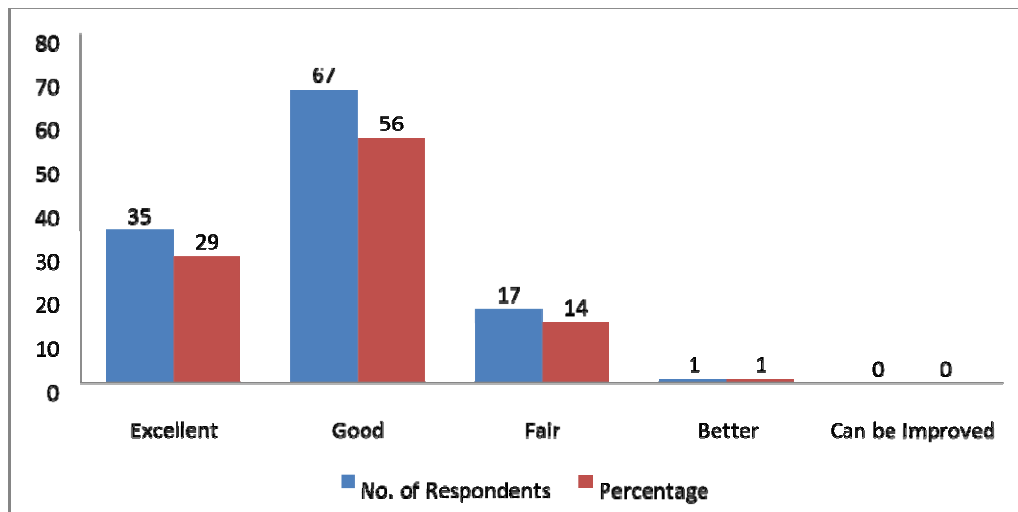
From the above table. It is interpreted that 28% of the respondents were given as excellent 63% of the respondents were given as good 6% of the respondents were given as Fair 3% of the respondents were given as Better.

Inference : Majority 63% of the respondents were given was good.

4.1.13 Table Showing Consistency of Service quality.

	No. of Respondents	Percentage
Excellent	35	29%
Good	67	56%
Fair	17	14%
Better	1	1%
Can be improved	0	0%

4.1.13 Bar Graph Showing the Consistency of Service quality.



Interpretation

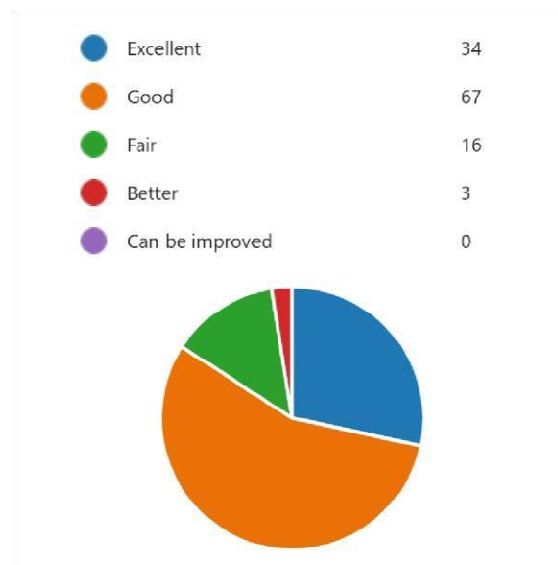
From the above table it is interpreted that 29% of the respondents were given as Excellent 29% of the respondent were given as Excellent 56% of the respondents were given as good 14% of the respondents were given as Fair 1% of the respondents were given as Better.

Inference : Majority 56% of the respondents were given was good.

4.1.14 Table Showing the Customer service during warranty period.

Customer service during warranty period	No. of Respondents	Percentage
Excellent	34	28%
Good	67	56%
Fair	16	13%
Better	3	3%
Can be improved	0	0%

4.1.14 Chart Showing the Customer service during warranty period



Interpretation

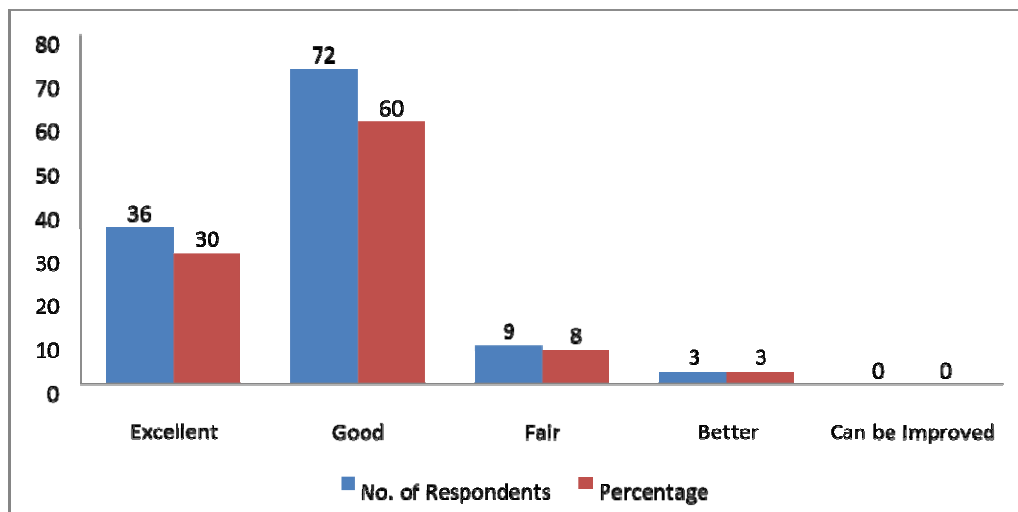
From the above table it is interpreted that 28% of the respondents were given as Excellent 56% of the respondents were given as Good 15% of the respondents were given as Fair 3% of the respondents were given as Better.

Inference : Majority 56% of the respondents were given was good.

4.1.15 Table Showing about immediate identification and counter measurement.

About immediate identification and counter measurement	No. of Respondents	Percentage
Excellent	36	30%
Good	72	60%
Fair	9	8%
Better	3	3%
Can be improved	0	

4.1.15 Bar Graph Showing about immediate identification and counter measurement



Interpretation

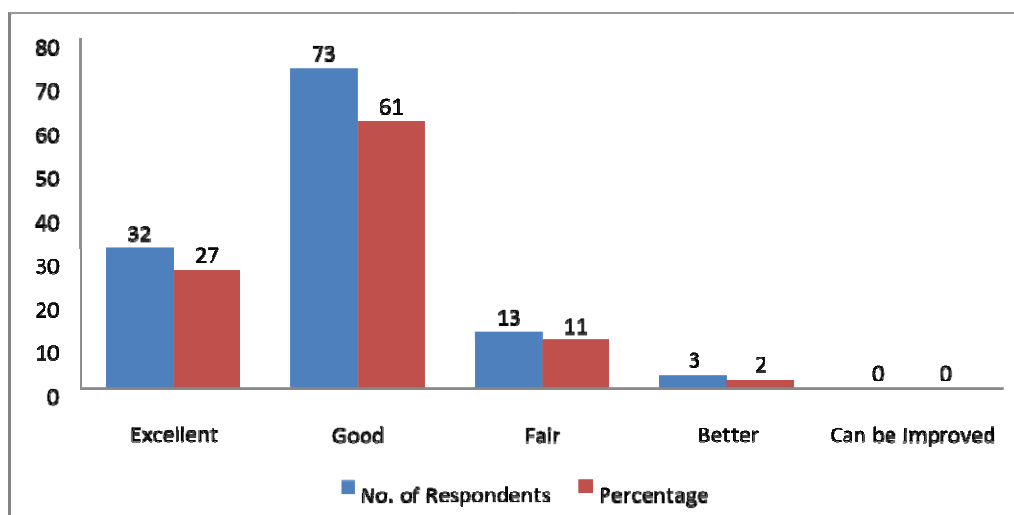
From the above table it is interpreted that 30% of the respondents were given as Excellent 60% of the respondents were given as Good 8% of the respondents were given as Fair 3% of the respondents were given as Better.

Inference : Majority 60% of the respondents were given was good.

4.1.16 Table Showing the time taken in servicing.

Time taken in servicing	No. of Respondents	Percentage
Excellent	32	27%
Good	73	61%
Fair	13	11%
Better	3	2%
Can be improved	0	0%

4.1.16 Bar Graph Showing time taken in servicing.



Interpretation

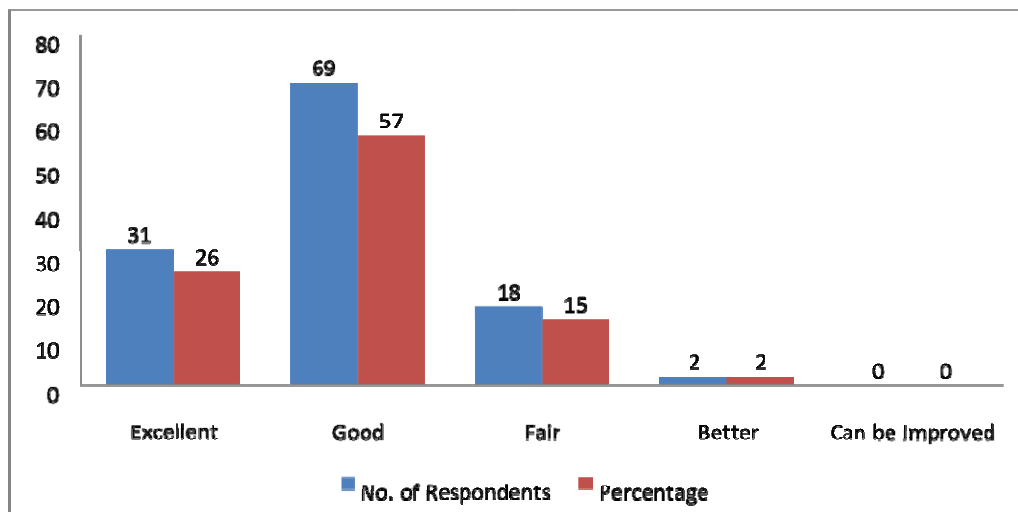
From the above table it is interpreted that 27% of the respondents were given as Excellent 61% of the respondents were given as Good 11% of the respondents were given as Fair 2% of the respondents were given as Better.

Inference : Majority 61% of the respondents were given was good.

4.1.17 Table Showing time taken for resolving complaints.

Time taken for resolving complaints	No. of Respondents	Percentage
Excellent	31	26%
Good	69	57%
Fair	18	15%
Better	2	2%
Can be improved	0	0%

4.1.17 Bar Graph showing time taken for resolving complaints.



Interpretation

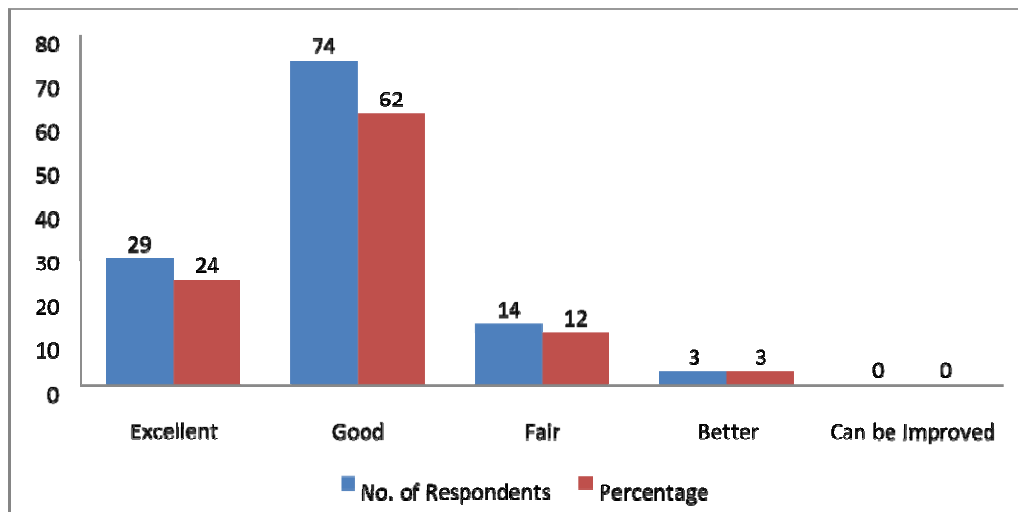
From the above table it is interpreted that 26% of the respondents were given as Excellent 57% of the respondents were given as Good 15% of the respondents were given as Fair 2% of the respondents were given as Better.

Inference : Majority 57% of the respondents were given was good.

4.1.18 Table Showing the awareness about the warranty policy.

Time taken for resolving complaints	No. of Respondents	Percentage
Excellent	29	24%
Good	74	62%
Fair	14	12%
Better	3	3%
Can be improved	0	0%

4.1.18 Bar Graph showing the awareness about the warranty policy.



Interpretation

From the above table it is interpreted that 24% of the respondents were given as Excellent 62% of the respondents were given as Good 12% of the respondents were given as Fair 3% of the respondents were given as Better.

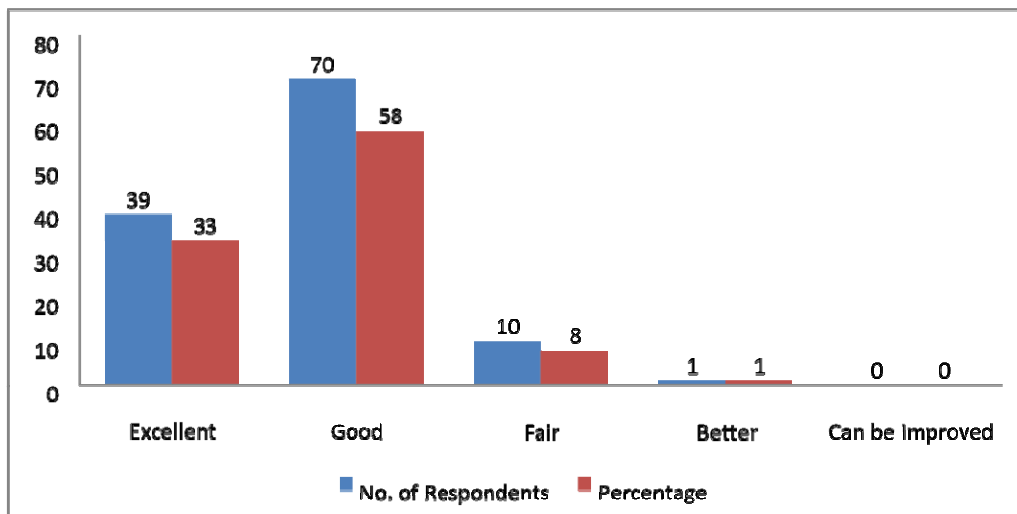
Inference :

Majority 62% of the respondents were given was good.

4.1.19 Table Showing responsiveness to consumer complaints

Responsiveness to consumer complaints	No. of Respondents	Percentage
Excellent	39	33%
Good	70	58%
Fair	10	8%
Better	1	1%
Can be improved	0	0%

4.1.19 Bar Graph showing responsiveness to customer complaints.



Interpretation

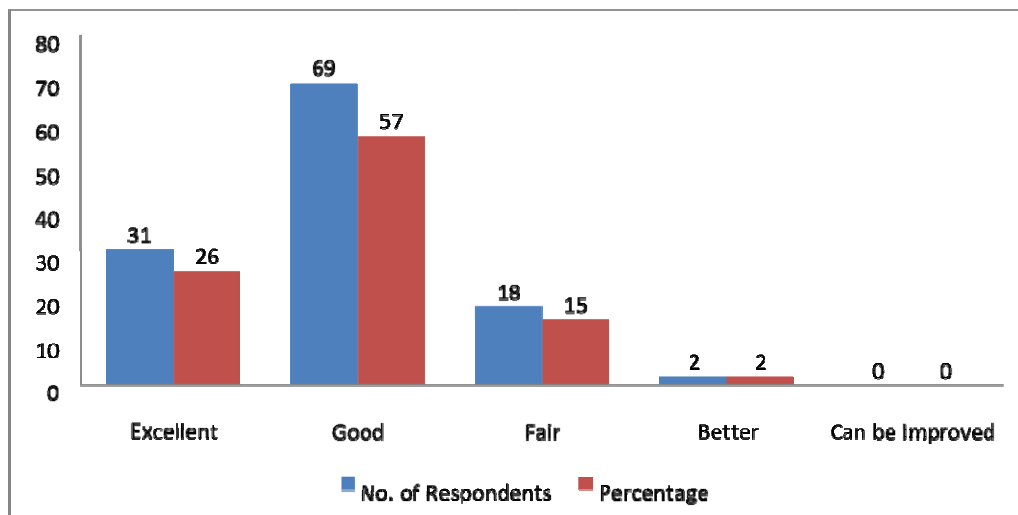
From the above table it is interpreted that 33% of the respondents were given as Excellent 58% of the respondents were given as Good 8% of the respondents were given as Fair 1% of the respondents were given as Better.

Inference : Majority 58% of the respondents were given as good.

4.1.20 Table Showing competency and experience of employees

competency and experience of employees	No. of Respondents	Percentage
Excellent	31	26%
Good	72	60%
Fair	14	12%
Better	3	3%
Can be improved	0	0%

4.1.20 Bar Graph showing the general attitude and behavior of staff.



Interpretation

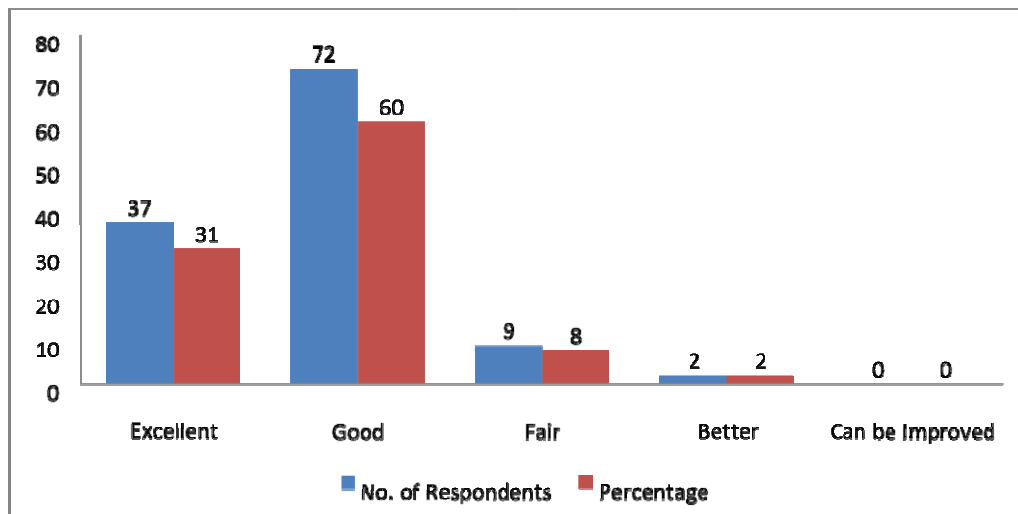
From the above table it is interpreted that 31% of the respondents are given as Excellent 60% of the respondents are given as Good 8% of the respondents are given as Better.

Inference : Majority 60% of the respondents are given as good.

4.1.21 Table Showing the general attitude and behavior of staff

The general attitude and behavior of staff	No. of Respondents	Percentage
Excellent	37	31%
Good	72	60%
Fair	9	8%
Better	2	2%
Can be improved	0	0%

4.121 Bar Graph showing the general attitude and behavior of staff



Interpretation

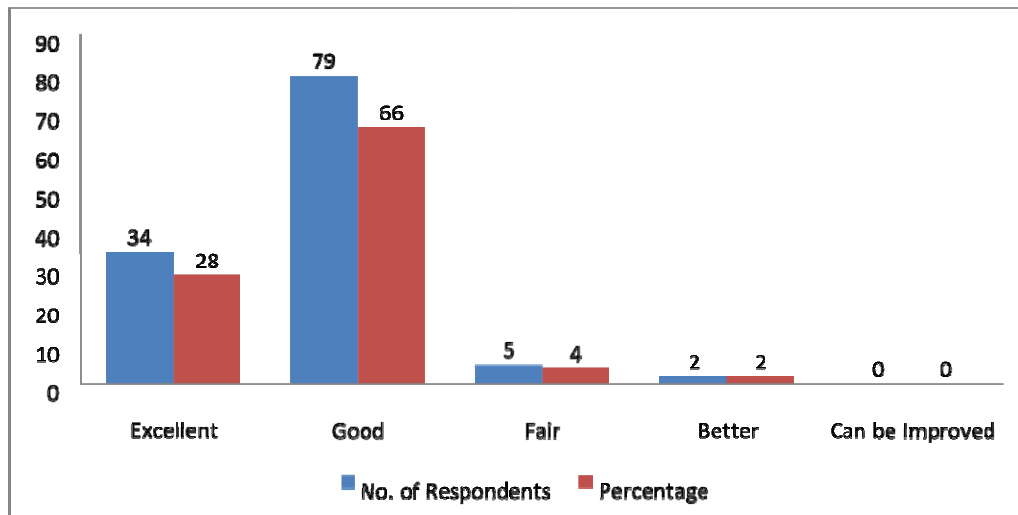
From the above table it is interpreted that 31% of the respondents are given as Excellent 60% of the respondents are given as Good 8% of the respondents were given as Fair 2% of the respondents were given as Better.

Inference : Majority 60% of the respondents are given as good.

4.1.22 Table Showing about the service advisor presentation.

The service advisor presentation.	No. of Respondents	Percentage
Excellent	34	28%
Good	79	66%
Fair	5	4%
Better	2	2%
Can be improved	0	0%

4.1.22 Bar Graph showing about the service advisor presentation.



Interpretation

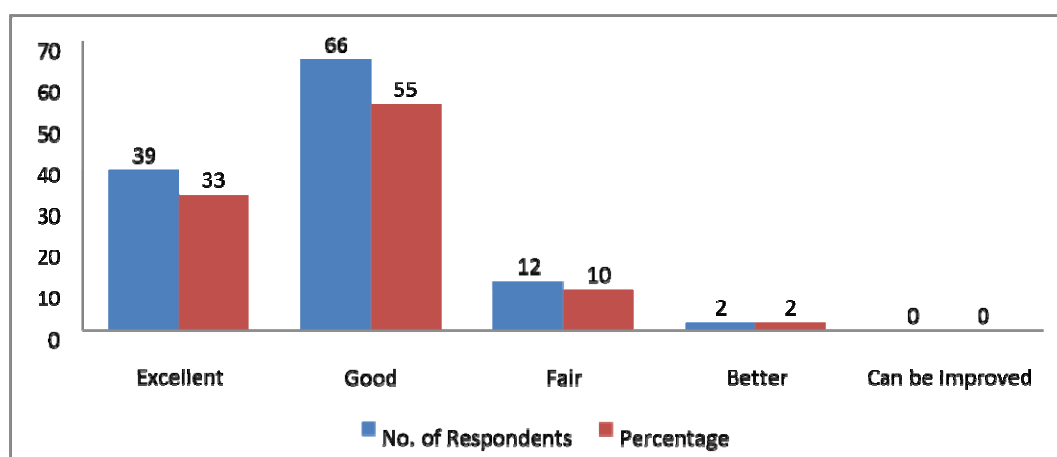
From the above table it is interpreted that 28% of the respondents were given as Excellent 66% of the respondents were given as Good 4% of the respondents were given as Fair 2% of the respondents were given as Better.

Inference : Majority 66% of the respondents were given as good.

4.1.23 Table Showing the transparency.

The transparency between the customer and the advisor	No. of Respondents	Percentage
Excellent	39	33%
Good	66	55%
Fair	12	10%
Better	2	2%
Can be improved	0	0%

4.1.23 Bar Graph showing the transparency between the customer and the advisor.



Interpretation

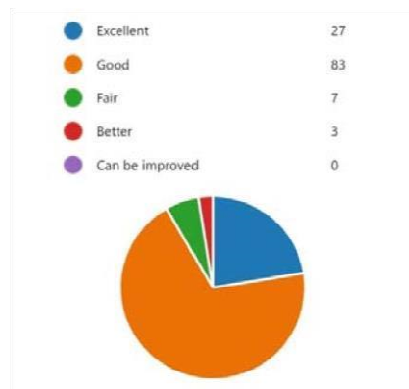
From the above table it is interpreted that 33% of the respondents were given as Excellent 55% of the respondents were given as Good 10% of the respondents were given as Fair 2% of the respondents were given as Better.

Inference : Majority 55% of the respondents were given as good.

4.1.24 Table Showing the personal attention of staff.

Personal attention of staff	No. of Respondents	Percentage
Excellent	27	23%
Good	83	69%
Fair	7	6%
Better	3	3%
Can be improved	0	0%

4.1.24 Chart showing the personal attention of staff.



Interpretation

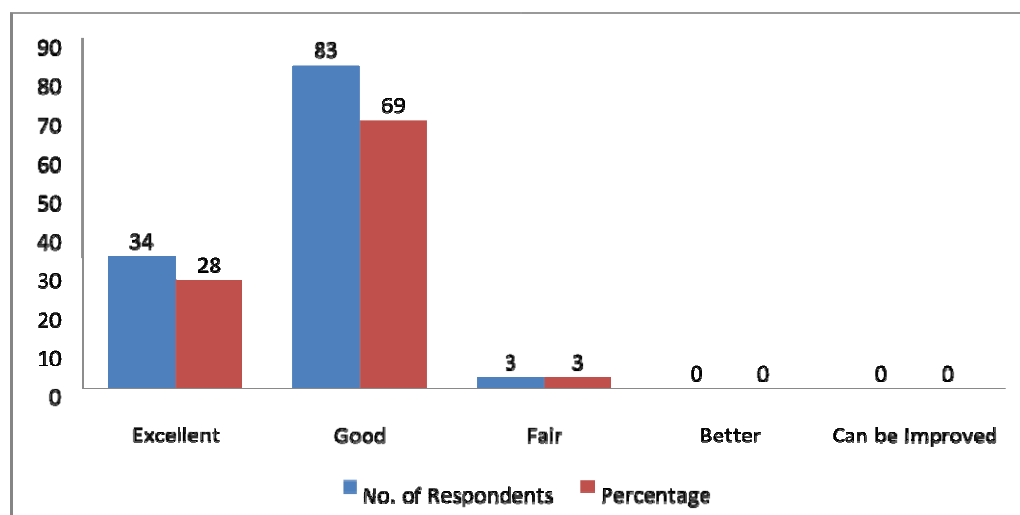
From the above table it is interpreted that 23% of the respondents were given as Excellent 69% of the respondents were given as Good 6% of the respondents were given as Fair 3% of the respondents were given as Better.

Inference : Majority 69% of the respondents were given as good.

4.1.25 Table Showing the availability of service people

The availability of Service People	No. of Respondents	Percentage
Excellent	34	28%
Good	83	69%
Fair	3	3%
Better	0	0%
Can be improved	0	0%

4.1.25 Bar Graph showing the availability of service Staff.



Interpretation

From the above table it is interpreted that 28% of the respondents were given as Excellent 69% of the respondents were given as Good 3% of the respondents were given as Fair.

Inference : Majority 69% of the respondents were given as good.

CHAPTER – 5

5.1 FINDINGS:

- Majority 87% of the respondents of gender are Male.
- Majority 83% of the respondents are at age group 30-40.
- Majority 42% of the respondents are HSC educated people.
- Majority 37% of the respondent's are working people.
- Majority 71% of the respondent's are 6 times users.
- Majority 63% of the respondents are given as good
- Majority 50% of the respondents are given as Excellent
- Majority 58% of the respondents are given as good
- Majority 39% of the respond are given as good
- Majority 39% of the respondents are given as good
- Majority 59% of the respondents are given as good
- Majority 54% of the respondents are given as good
- Majority 63% of the respondents are given as good
- Majority 56% of the respondents are given as good
- Majority 60% of the respondents were give good
- Majority 61% of the respondents were given as good
- Majority 57% of the respondents were given good
- Majority 62% of the respondents were given as good
- Majority 58% of the respondents were given as good
- Majority 61% of the respondents were given as good
- Majority 60% of the respondents were given as good
- Majority 66% of the respondents were given as good
- Majority 55% of the respondents were given as good
- Majority 69% of the response where given is good
- Majority 69% of the respondents were given as good

5.2 SUGGESTION:

From the study it is well known that most of the customers were dissatisfied with the cost of service rented. For this problem the company is giving offers, conducting events and campaigns and also ready to issue discount in labour and parts by this way the cost will be reduced for the customer and the organisation won't be get affected.

5.3 CONCLUSION

The present study confirms to know the satisfaction of Toyota users service in Pallikaranai unit. The result of the study reveals the perception of the customers.

Customers having good satisfaction level towards the service and maintenance of their work. The customers have good opinion on the service like wise offers customer service maintenance reminded attending of customers. The customers are satisfied with the services and most of them looking for cost reduction.

APPENDIX

1. Gender

- A.Male
- B.Female

2.Age

- A.age 20
- B.Age 20-30
- C.Age 30-40
- D.Age 40-50
- E.Age above 50

3.Education

- A.SSLC
- B.HSC
- C.UG
- D.PG
- E.DIPLOMA

4.Occupation

- A.student
- B.Employee
- C. Businessman
- D.working

5. The frequency of obtaining service

- A.6times
- B.More than 6times

6. The availability of Information and advice at service centre

- A Excellent
- B.Good
- C.Fair
- D. Can be improved

7. The visually appealing service material
 - A. Excellent
 - B. Good
 - C. Fair
 - D. can be improved
8. Convenient operating hours
 - A. Excellent
 - B. Good
 - C. Fair
 - D. can be improved
9. The price performance ratio of service rendered
 - A. Excellent
 - B. Good
 - C. Fair
 - D. can be improved
10. The provision of service as promised
 - A. Excellent
 - B. Good
 - C. Fair
 - D. can be improved
11. The provision of services
 - A. Excellent
 - B. Good
 - C. Fair
 - D. Can be improved
12. The availability of Technical service staff
 - A. Excellent
 - B. Good
 - C. Fair
 - D. Can be improved
13. Consistency of service quality
 - A. Excellent
 - B. Good
 - C. Fair
 - D. Can be improved

14. The customer service during warranty period
- A. Excellent
 - B. Good
 - C. Fair
 - D. Can be improved
15. About immediate identification and counter measurement
- A. Excellent
 - B. Good
 - C. Fair
 - D. Can be improved
16. The time taken in servicing
- A. Excellent
 - B. Good
 - C. Fair
 - D. Can be improved
17. The time taken for resolving complaints
- A. Excellent
 - B. Good
 - C. Fair
 - D. Can be improved
18. The awareness about the warranty policy
- A. Excellent
 - B. Good
 - C. Can be improved
19. Responsiveness to consumer complaints
- A. Excellent
 - B. Good
 - C. Fair
 - D. Can be improved
20. Competency and experience of employees
- A. Excellent
 - B. Good
 - C. Fair
 - D. Can be improved

21. The general attitude and behaviour of staff

- A. Excellent
- B. Good
- C. Fair
- D. Can be improved

22. About the service advisor presentation

- A. Excellent
- B. Good
- C. Fair
- D. Can be improved

23. The transparency between the customer and the advisor

- A. Excellent
- B. Good
- C. Fair
- D. Can be improved

24. The personal attention of staff

- A. Excellent
- B. Good
- C. Fair
- D. Can be improved

25. The availability of service people

- A. Excellent
- B. Good
- C. Fair
- D. Can be improved