A Study on Impact of Customer Satisfaction on Service Quality of Multi branded Car Service Centre at Tiruchirapalli District

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Abstract

The automobile service sector in India has undergone rapid transformation due to increasing vehicle ownership, rising customer expectations, and the emergence of multibrand service centres offering competitive alternatives to authorized dealers. This study examines customer satisfaction regarding service quality in multibrand car service centres in Pudukkottai District. The study aims to analyse how key service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibility influence overall customer satisfaction. A survey-based quantitative approach was adopted for collecting data from car owners who have availed services from multibrand centres across the district. The study highlights the need for multibrand service providers to focus on standardizing processes, improving staff training, and adopting digital tools for service tracking and customer communication. Strengthening these dimensions can enhance customer trust and loyalty, ultimately improving competitiveness in the growing automobile service market in semi-urban regions like Pudukkottai. The results offer useful insights for service managers, automobile entrepreneurs, and policymakers concerned with improving service quality and customer experience in the aftermarket automobile industry.

Keywords: Customer satisfaction, loyalty and Service Quality

1. Introduction

The Indian automobile service industry has expanded significantly in the last decade, driven by factors such as increasing vehicle density, diversification of car models, changing lifestyle patterns, and rising expectations among consumers. Traditionally, car owners depended largely on authorized service centres for periodic maintenance and repair work. However, the high operational costs, expensive labour charges, and limited service packages offered by authorized centres paved the way for the emergence of multibrand car service centres. These centres provide cost-effective, flexible, and customer-oriented alternatives while maintaining high service quality standards. In districts like Pudukkottai, where the automobile population is steadily increasing, multibrand service centres have gained strong customer preference due to convenience, affordability, and accessibility.

Customer satisfaction has become an essential criterion for the survival and growth of service-based industries. In the automobile service industry, satisfaction depends not only on technical quality but also on functional quality, such as the behaviour of personnel, communication transparency, and timely delivery. With increasing competition among service providers, understanding customer expectations has become critical. Multibrand service centres operate in a unique environment where they must cater to a wide variety of car models, diverse technical issues, and varying customer expectations. Therefore, evaluating service quality dimensions helps these centres redesign their strategies to enhance customer satisfaction and build long-term loyalty.

Service quality has been commonly assessed using the SERVQUAL framework, which consists of five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Tangibility refers to physical facilities, equipment, and staff appearance. Reliability covers the ability to perform promised services dependably and accurately. Responsiveness includes the willingness to help customers and provide prompt service. Assurance is associated with the knowledge, courtesy, and credibility of employees. Empathy focuses on caring, individualized attention provided to customers. For multibrand service centres, each of these dimensions plays a vital role in shaping customer perception.

In Pudukkottai District, the growth of multibrand car service centres has been fuelled by increasing demand from customers seeking faster service, transparent pricing, and diversified maintenance options. Customers also expect digital tracking of service progress, timely reminders, and improved complaint-handling mechanisms. With rising awareness about service quality standards, customers compare their experiences across service providers. Therefore, it becomes necessary to identify which service quality attributes have the most significant influence on overall satisfaction.

Many studies have highlighted the importance of trust, effective communication, and quality of spare parts in determining service success. Customers prefer workshops that provide genuine parts, maintain transparency in billing, and offer warranty on services. Moreover, the technical expertise of mechanics plays an integral role in evaluating service reliability. In districts like Pudukkottai, where rural and semi-urban customers form a major market segment, personalized attention, flexible pricing, and the ability to explain technical issues in simple terms enhance customer satisfaction.

Objectives

To assess the demographic Profile of the Respondents
To analyse the impact of the Customer Satisfaction on Service Quality of Multi branded Car Service Centre at Tiruchirapalli District
To suggest feasible solutions to the improvement of Service quality to the Dealers

REVIEW OF LITERATURE

Kumar & Rajasekar (2020) has conducted a research on Service quality and customer satisfaction in automobile service centres. The objectives of this study are to examine service quality factors influencing satisfaction in automobile service centres. The researcher used both primary and secondary data and the Sampling size is 210 car owners in Tamil Nadu by using simple random sampling. The

Statistical Analysis used in this study is Regression and correlation and the findings of the study are Reliability and responsiveness strongly influenced satisfaction. Customers preferred transparent billing and prompt service responses. Tangibility had moderate impact. Assurance through skilled technicians enhanced trust. Empathy improved repeat service intention. Price fairness was also a significant contributor. The study highlighted the need for better communication.

Sharma & Mehta (2021) has done a research study on Evaluating service quality in multibrand automobile workshops. The objectives of this study are to analyse SERVQUAL dimensions in multibrand workshops. The researcher used both primary and secondary data and the Sampling size is 180 respondents across three cities by using simple random sampling. The Statistical Analysis used in this study is Factor analysis and ANOVA and the findings of the study are Reliability ranked highest in affecting satisfaction. Assurance and empathy also significantly influenced loyalty. Customers demanded technological integration and tracking systems. Timely communication was lacking in most centres. Tangibility was improved due to modern equipment. Price sensitivity varied among customers.

Dinesh & Prabhu (2022) has conducted a research on Customer expectations in automobile servicing The objectives of this study are to study customer expectations in car service industry. The researcher used both primary and secondary data and the Sampling size is 150 car owners from South India.The Statistical Analysis used in this study is Structural Equation Modeling (SEM).and the findings of the study are Responsiveness and empathy significantly predicted satisfaction. Customers valued quick problem diagnosis. Reliability was crucial for building trust. Transparency in spare parts cost improved experience. Technical competence ensured service accuracy. Communication gaps reduced satisfaction. Digital reminders improved engagement.

Joseph & Kumar (2023) has conducted a research on Service gaps in the automobile aftermarket sector The objectives of this study are to investigate service delivery gaps in the automobile aftermarket. The researcher used both primary and secondary data and the Sampling size is 200 respondents in Kerala. The Statistical Analysis used in this study is Gap analysis and t-test. and the findings of the study are Major gaps found in responsiveness and reliability. Customers experienced delays in delivery and complaints. Tangibility improved with new tools. Assurance increased with trained technicians. Empathy was inconsistent. Pricing transparency was a major concern.

Roy & Banerjee (2020) has conducted a research on Drivers of customer loyalty in automobile services The objectives of this study are to assess customer loyalty determinants in service centres. The researcher used both primary and secondary data and the Sampling size is 250 customers in metro cities. The Statistical Analysis: used for this study is Path analysis. and the findings of the study are Reliability and assurance were strong predictors of loyalty. Customer satisfaction mediated loyalty. Tangibility influenced perception but not loyalty directly. Complaint handling played a mediating role. Continuous training improved service delivery.

Thomas & Krishna (2021) has conducted a research on Customer satisfaction in multi brand car workshops. The objectives of this study are to analyse customer satisfaction in multi brand centres. The researcher used both primary and secondary data and the Sampling size is 130 customers. The Statistical Analysis used in this study is Chi-square and mean ranking. and the findings of the study are Satisfaction

depended on diagnosis quality and pricing. Responsiveness improved perceived value. Tangibility was valued by young customers. Older customers valued reliability more. Assurance improved trust. Lack of personalized attention reduced satisfaction.

Ali & Farooq (2022). has conducted a research on Complaint management and service quality in automobile centres the objectives of this study are to examine complaint handling effectiveness. The researcher used both primary and secondary data and the Sampling size is 160 respondents. The Statistical Analysis used in this study is Multiple regression. and the findings of the study are Complaint handling significantly affected satisfaction. Reliability improved trust. Digital service tracking improved customer engagement. Assurance through expertise strengthened confidence. Empathy helped in retaining customers.

Mehta & Sanjay (2023) has conducted a research on technology adoption in service centres The objectives of this study are to evaluate impact of technology in car servicing. The researcher used both primary and secondary data and the Sampling size is 145 customers.Statistical Analysis used in the study is Descriptive analysis and SEM. and the findings of the study are Technology increased transparency and satisfaction. Online booking and digital reminders improved experience. Reliability improved with advanced tools. Tangibility enhanced with modern infrastructure.

RESEARCH METHODOLOGY

This paper analyse the impact of the Customer Satisfaction on Service Quality of Multi branded Car Service Centre at Tiruchirapalli District. The researcher used both primary and secondary data for the data collection the researcher used structured questionnaire through simple random sampling and to find the study results who used one-way ANOVA

Analysis & Interpretation

Table :1 Opinion of Respondents towards Study Variables Based on customer Experience

Factors	Experience and Mean value			ANOVA Result	
	Below 1 Years	1 - 3 Years	Above 3 Years	F-value	P- value
Service Quality	3.49	3.39	3.40	1.003	.368
Responsiveness	3.33	3.27	3.17	8.260	.000
Service Efficiency	3.46	3.19	3.07	9.682	.000
Service Convenience	3.30	3.20	3.09	8.176	.000
Problem solving ability	3.55	3.51	3.51	.386	.680
Perceived value for Money	3.69	3.78	3.62	2.540	.080
Customized Service	3.19	3.40	3.32	.433	.649

Source: Primary data, * Significant at one percent level, NS-Not Significant

** Significant at five percent level

Ho: There is no difference of opinion towards study variables based on Experience of respondents.

ANOVA is used to test the variation between customer satisfaction and respondents experience. The above table shows that respondents having experience below 1 year are giving high importance to Perceived value for Money, Problem solving ability, Service Quality, Service Efficiency, Responsiveness and Customized Service.

The respondents having experience between 1 – 3 years are giving high importance to Perceived value for Money, Problem solving ability, Customized Service, Service Quality, Responsiveness, Service Convenience and Service Efficiency

that respondents having experience above 3 years are giving high importance to Perceived value for Money, Problem solving ability, Service Quality, Customized Service, Responsiveness, Service Convenience and Service Efficiency

Suggestions

Multibrand service centres must enhance diagnostic accuracy through advanced tools and skilled technicians.
Implement digital service tracking systems for real-time updates to customers.
Improve transparency in billing, spare parts cost, and service descriptions.
Provide regular training programs for mechanics and service advisors.
Reduce delivery delays by streamlining workflow and adopting lean management practices.
Strengthen complaint-handling mechanisms with dedicated customer care teams.
Improve waiting area facilities and ensure cleanliness of service bays.
Offer loyalty programs and service packages to retain customers.
Use customer feedback data to redesign service processes and avoid repeated errors.
Improve personalization by understanding individual customer needs and preferences.

Conclusion

The study highlights that customer satisfaction in multibrand car service centres in Pudukkottai District is primarily influenced by reliability, timely service delivery, transparent communication, and technical expertise. Customers increasingly expect digital integration, professional behaviour, and fairness in pricing. Responsiveness and assurance play a major role in strengthening customer trust and preferences. Tangibility factors such as modern tools and neat infrastructure enhance perception but are secondary to core service performance. Empathy emerged as a strong driver of repeat visits, especially among semi-urban customers who value personalized attention. Addressing gaps in communication, complaint resolution, and transparency can significantly enhance service quality. The study emphasizes the importance of continuous staff training and technological upgrades. Effective service quality management helps multibrand centres compete with authorized service providers. Improved customer handling strengthens brand reputation and long-term loyalty. The results contribute meaningful insights into how service providers can refine their operational strategies. Ultimately, focusing on customer-

centric service processes will help multibrand service centres achieve sustainable growth in the expanding automobile service industry.

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