

ASSESSING THE CUSTOMER SATISFACTION BY MEASURING SERVICE QUALITY USING SERVQUAL SCALE

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Abstract: *The customer always expects a potentially great service from any business deal. The evaluation of service quality becomes quintessential in understanding the effectiveness of the service provided by the trader. Keeping this aspect in mind, a micro study was conducted to analyze the impact of service quality on customers of Cauvery Motors Pvt. Ltd., Mangaluru, by using the SERVQUAL scale. Twenty-two items that involve all five service dimensions as prescribed by Parasuraman et al. (1988) were used to understand customer perception on service quality. On the basis of service dimensions viz., Tangibles, Reliability, Responsiveness, Assurance, and Empathy, the responses were found to be satisfactory to the customers. Only the tangibility factor has to be worked on as there is more gap between expectation and perception. As per the calculation of weighted scores, there exists very little difference between the customer expectations and their perception regarding the service.*

Keywords: *Tangibles, Reliability, Responsiveness, Assurance, Empathy, Service Quality*

INTRODUCTION

Identification of the problem with the service quality and delivering it to the satisfaction of the customers is the main aim of any service provider in the market. Service quality is a qualitative indicator both for customers as well as sellers. Service is an important aspect, which satisfies the needs of the clients. Customers always expect a potentially great service from any sales transaction. The evaluation of service quality becomes quintessential in understanding the effectiveness of the service provided by the trader. Keeping this aspect in mind, a micro study was conducted to analyze the impact of service quality on customers of Cauvery Motors Pvt. Ltd., Mangaluru, by using the SERVQUAL scale.

LITERATURE REVIEW

In order to position the present research in relation to existing knowledge, the brief literature review gives us a headway in understanding the significance of service quality in different sectors. Parasuraman et al. (1988) have characterized the benefit of quality from numerous points of view, including specialized quality, utilitarian quality, and reputational quality, as components of the administration quality. Authors stated that the SERVQUAL framework with five measurements was utilized for estimating administration quality to think about the clients' desires. Johnston, Silvestro, et al. (1990)

identified several factors of quality and categorized them. One of them included the main factor which would result in consumer gratification. Some factors also boost company image. Since the customer is involved directly and indirectly in the delivery of service, quality can be easily measured, if not instantly. Yi (1990) stated that client gratification was a necessity. Shopping experience was evaluated to understand the service quality and to improve on that. Ghobadian et al. (1994) stated that it is significant in grocery retailing. They mentioned the importance of service quality because of its high requirement in the modern, competitive environment. Since every customer expects a good service quality, it is essential to evaluate the quality of services. Birtwistle et al. (1999) stated that the reason for evaluating service was because the higher officials in a company would have a different opinion from the consumers or the shop managers. They say that clients thinking of a particular store format and the company's store format both to be in the same way. Presbury et al. (2005) expressed that it is very important to provide a level of service which will make the customers happy. Antony et al. (2004) stated that by administering good quality of service everyone feels happy. If customers are not happy with something, then the service is not good. Hence, it is important to provide decent quality service (Thompson et al. 1985). In the era of increased competition, enhancement of service quality and its measurement is one of the significant issues in developing efficiency and growing the business (Anderson & Zeithamal,

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1984; Babakus & Boller, 1992; Garvin, 1983; Chakraborty & Majumdar, 2011).

Jain and Gupta (2004) measured service using two methods, viz., SERVQUAL and SERVPERF. For the purpose of the study they used customers of fast food chains and collected their opinions. They used SERVPERF because it was also useful in finding out the difference between the anticipation and observation of customers. Salime Mehtap (2005) evaluated the commercial banking sector. The author analyzed the association between various customers in Turkey and Greece, and observed that there is a lot of difference in the banking sector. Multivariate regression was used after the graphic and factor concentrate to assess the impact of administration quality measurements on total consumer loyalty and word of mouth. It was seen that banks in the south made reestablishments and banks in the north had economic failures. Saravan and Rao (2007) have said that people wanted to know the areas that needed improvement, which is why it is important to measure the quality of service. Prajapati and Kachwala (2006) observed that delivering data in educational institutions was intangible in nature. There were many factors vital for quality. They observed that there was a difference in the teaching given by the lecturers and the teaching required by the students. The gap must be taken seriously to improve the quality of teaching so that the learning outcomes will be better. Swaid and Wigand (2007) stated that if a firm offered good quality of service then the customers would be loyal to them. For a designing company, the main factors included website personalization, usability, responsiveness, and responsibility. Hemalatha et al. (2010) stated that the driving aspects of retail industry were used for the survey, which supported the SERVQUAL model.

Berndt (2009) explained proportions of SERVQUAL with respect to auto dealership. The author has taken into account five components of service quality — reliability, which is a very significant dimension of service quality, where the dealership firms contact the customers and assure the delivery of a vehicle at a specific time; assurity, that is, knowledge of the service provider and the way they interact with the customer arouses trust in the organization; tangibles, in the form of parking, signage, and layout of the dealership; empathy, which includes communications among the firm and its customers, and the form of interaction; and finally, responsiveness, that is, changes that are made with respect to the services according to the needs of the customers.

Katarne et al. (2010) have assessed the performance of an auto dealership firm in India by collecting opinions from respondents of famous auto companies, and made use of different tools in order to do the analysis. They found out the level of customer satisfaction and dissatisfaction of services with different brands. The root cause analysis was applied to see the results. The study revealed that the services of the

firm were good, but the reason for dissatisfaction was a delay in delivering services. Asadollahi et al. (2011) pondered over benefit of quality and consumer loyalty for a vehicle brand in India and foreign companies. The study was done in two stages. Client gratification was used in phase one and the second phase was associated research. There was an isolated examination of the gratification of customers on different factors. When it came to Indian firms, there was no difference between the factors, but the foreign-based companies had a lot of differences. Santhiyavalli (2011) has studied the customer's insight into the quality of service provided by SBI. The author recognized the chief factors for satisfaction and also observed the dimensions. Jani (2012) evaluated the strengths and weaknesses of firms. Opinions were collected from a 100 respondents. Tools like Mean, Median, and Standard Deviation were used to analyze the data. Dharmalingam et al. (2012) examined and appraised differences in various zones of customer service. He found out the main requirements of people with respect to several dimensions of service quality.

Jajae and Sheik Ahmad (2012) said that the fastest-growing sector is the automotive industry. They stated that fulfilling the needs of the customers is important in every industry, so they conducted SERVQUAL to see the difference between the wants and observations of the customers. Shuqin and Gang (2012) studied the association of sales potentials. The survey revealed that the empathy factor influenced customers, but responsiveness did not. Customer perceptions towards the service providers were affected if customers were well satisfied, thereby helping them to trust the company.

Vijaykanth et al. (2014) stated that when there were many products and there was very little difference in the cost of items, the consumers would want to switch brands. For this reason, retaining customers, i.e. having loyal customers, is important, as they will remain with the firm. To retain customers, firms should provide after-sales service. SERVQUAL was used.

Each service interaction between a provider and a customer is an opportunity for the provider to delight, satisfy, or disappoint the customer. However, the customers' expectations may change during every interaction. Therefore, defining Service Level Agreements (SLAs) at the time of design, and then restricting the customers' options, limits the possibilities for the customers to express their expectations. This is one of the reasons why the quality of service is suffering from gaps identified more than two decades ago. The authors Carlos Mendes and Miguel Mira da Silva (2016) propose a service quality approach such that SLAs can be specified at the time of execution (dynamic service levels) in contrast to the usual static SLAs specified at the time of design. They evaluated the proposal's impact in the service quality gaps using SERVQUAL.

COMPANY PROFILE-CAUVERY FORD

The company, formerly called Mahindra Ford India Limited, is well-known for being one of the quickest developing car manufacturers in the market. After many years, its name was changed to Ford India Pvt. Ltd. Ford India Pvt. Ltd., has received many awards. Cauvery Motors Pvt. Ltd. is a subsidiary of the Ford Motor Company in India and is the chief dealership of Ford engines. The association has an aim to be perfect in everything it does and this has aided it in winning commitment from its customers. The company has also achieved an unfathomable rate of growth in its business. Today, Cauvery Motors Private Limited takes pride in being one of the largest of all the Ford dealers in Karnataka. It has seven showrooms and 25 workshops. The company has more than 2,500 keen experts to give the best support to its customers.

STATEMENT OF THE PROBLEM

The important parameters of quality service in any organization are reliability, tangibility, assurance, empathy, and responsiveness. Commonly, organizations may concentrate on only some of the parameters while overlooking the rest, which leads to lowering of quality service. In light of strong competition for customers or consumers in India, it is important for car dealers to have an additional edge over their rivals by rendering optimum service. The present study, under the title 'Measuring service quality using SERVQUAL scale' is an effort to know the different influences swaying the gratification level of the clients with regard to the numerous proportions of quality service. An analysis of whether the services are provided with flawless uniformity by both vendors and service providers is required. Therefore, with a view to understand the intensity of quality of service provided by Cauvery Motors Pvt. Ltd., the present study has been taken up with the following objectives.

OBJECTIVES OF THE STUDY

- To measure service quality by using SERVQUAL scale, with special reference to Cauvery Motors Pvt. Ltd.
- To identify an association between gender and their opinion on quality of service.
- To understand the correlation between income of the customers and their preference for the different price range of Ford cars.
- To analyze the current satisfaction level of customers toward the services by understanding the variation in

the expected and perceived service quality of Cauvery Motors Pvt. Ltd.

RESEARCH METHODOLOGY

Scope of the Study

Customer satisfaction regarding numerous service dimensions rendered by Cauvery Motors Pvt. Ltd. is covered in the study. In the dominant internationalized economic scenario, the consumers have plenty of opportunities to choose any service provider as per their wish. In an intensely competitive environment it is significant and challenging for all service providers to entice and encourage the customers to be loyal to their business for a long period of time. Amid the numerous facets that are important in building a rapport with the customers, quality of service is more significant than the practical or merchandise quality. Therefore, the present study intends to cover the numerous facets with respect to customer gratification, such as reliability, tangibility, responsiveness, assurance, and empathy.

Quality of service has become a gradually vital influence in the Auto Industry. The 22 items involve all five service dimensions, and is extensively described for evaluating the purchaser anticipations and observations of quality of service. It consists of the five dimensions of service quality—Tangibility, Responsiveness, Reliability, Assurance, and Empathy. The 22-scale instrument developed by Parasuraman to measure customer anticipation and observations of 5 rater dimensions will be referred to prepare the questionnaire. Chart 1 shows the five dimensions of service quality and the link between expected service and perceived service.

SERVQUAL is a resource for analysis. It captures the purchaser's wishes and perception of the service, along with five metrics that define quality. SERVQUAL is based on the expectation of a philosophy of disconfirmation, which in simple terms means that quality is interpreted as the degree to which customers' pre-use expectations for value are validated or disconfirmed by their true experience of a management encounter.

Method of Data Collection: The primary data is obtained with the assistance of a structured questionnaire. Secondary data is obtained from journals and websites. The collected data was analyzed by using the SERVQUAL scale.

Population: This includes all those individuals utilizing the service, located in Mangaluru. Populace includes the people of Mangaluru who are availing the services from Cauvery Motors Pvt. Ltd.

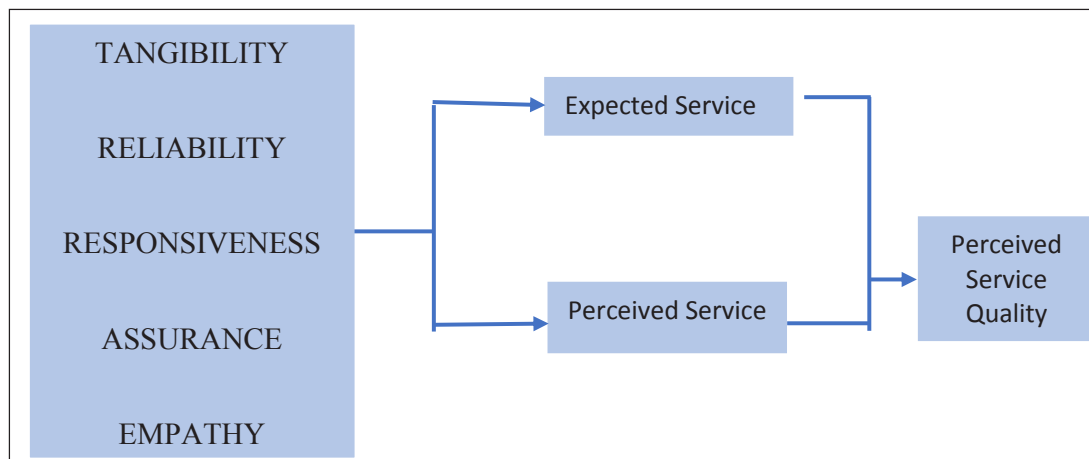


Chart 1

Data Analysis: When it comes to the aspect of analyzing the questionnaire, calculation is involved, in order to check the quality of service at Cauvery Motors Pvt. Ltd. The questionnaire consists of 22 statements that are in the form of questions with the Likert scale of rating. These 22 items involve all five service dimensions, and its pattern is as follows. Parameters are:

questions 1-4 = Tangibility

questions 5-9 = Reliability

questions 10-13 = Responsiveness

questions 14-17 = Assurance

questions 18-22 = Empathy

The procedure for evaluating the questionnaire is as follows.

Step 1: Initial step is to compute the gap for each respondent, which is known as gap score.

GAP score = Perceptions Score – Expectations Score

Step 2: Computing the parameter scores for every respondent by taking an average of the gap score over the appropriate number of statements (either four or five statements).

Step 3: To derive the SERVQUAL respondent's scores, the following method has to be considered:

Un-weighted scores = Sum of dimensions/5

Weighted scores = Tangibility * (Tangibility Weight/100)
 + Reliability * (Reliability Weight/100)
 + Responsiveness * (Responsiveness Weight/100)
 + Assurance * (Assurance Weight/100)
 + Empathy * (Empathy Weight/100)

Step 4: The final step is to derive all the SERVQUAL scores by taking the sum of the scores and dividing them

by the number of respondents. For each measurement of service quality, SERVQUAL measures both the desire and impression of the service on a scale of 1 to 5. There are 22 questions. Later, each of the five measurements is weighted by significance of the client, and the weights multiply the score for each measurement. Then, by deducting the Expectation score from the Perception score, the difference between each calculation is found. If a negative difference occurs, the actual service (the Perceived Score) was not as much as what was required (the Score of Expectations).

The gap scores or difference is a solid sign of every one of the five measurements of quality of service. Utilizing this, specialist organizations can get a sign of the level of nature of their service arrangement and the territories requiring change.

Therefore, it includes all the 22 items which determine the quality of service and the average expectation level, as well as the perceived level, that the customer has felt on each of these items, based on the five dimensions as a whole.

FINDINGS

Measuring of Service Quality by using the SERVQUAL Scale, with Special Reference to Cauvery Motors Pvt. Ltd.

This section incorporates the discoveries of the undertaking which are deduced from the examination of the information from the respondent customers of Cauvery Motors Pvt. Ltd. through the questionnaire. Table 1 reveals an average un-weighted SERVQUAL scale derived from the five dimensions of service quality. Table 2 interprets the Un-weighted average SERVQUAL score on each dimension.

Table 1: Average Un-Weighted SERVQUAL Score

Dimension	Statement	Expectation Score	Perception Score
Tangibility	1	3.65	3.6375
	2	3.7125	3.5375
	3	3.9	3.8625
	4	3.7375	3.65
Reliability	5	3.4375	3.675
	6	3.3625	3.825
	7	3.525	3.8875
	8	3.6	4.1625
	9	3.9375	3.65
Responsiveness	10	3.675	3.8375
	11	3.7625	3.9625
	12	3.2875	3.75
	13	3.3	3.7125
Assurance	14	3.9875	4.0625
	15	3.95	4.15
	16	3.3	3.9625
	17	3.775	3.85
Empathy	18	3.525	3.8125
	19	3.675	3.8125
	20	3.3125	3.7875
	21	3.5875	3.8625
	22	3.6875	4.0625

Table 2: Un-Weighted Average SERVQUAL Score on Each Dimension

Dimensions	Un-Weighted Scores
Tangibility	-0.07812
Reliability	0.2675
Responsiveness	0.309375
Assurance	0.253125
Empathy	0.31
Average Un-Weighted Scores	0.212376

Weighted Scores	-0.07812	*	(Tangibles Weight/100)	+ =
	0.2675	*	(Reliability Weight/100)	+ =
	0.309375	*	(Responsiveness Weight/100)	+ =
	0.253125	*	(Assurance Weight/100)	+ =
	0.31	*	(Empathy Weight/100)	=
			Total weighted scores	16.96

The average weighted SERVQUAL score is calculated with the weightings given by each respondent on all the five service dimensions and is multiplied with the un-weighted average SERVQUAL score from Table 2.

The average of the obtained figures of each respondent are taken by dividing the weighted scores of each respondent by 40. The total average weighted SERVQUAL score is 0.424.

For the investigation, a 22-scale instrument was utilized to gauge the client's judgements towards the service quality offered by Cauvery Motors Pvt. Ltd. The five measurements of service quality considered here are Tangibility, Reliability, Responsiveness, Assurance, and Empathy. The following discoveries signify the difference between the desires and impression of clients with respect to the service nature of Cauvery Ford.

Tangibility: The Tangibility dimension contains an investigation of the following four statements.

- *Modern Looking Equipment:* According to the survey conducted, out of 80 respondents, four (5%) presume that Ford can install modern equipments, improve their infrastructure facilities in order to influence the customers. Twenty-eight (35%) have been neutral and believe that Ford can improve in this regard. Fifteen (18.75%) had high expectations with this item. However, the expectations of only seven (8.75%) were fulfilled.
- *Visually Appealing Physical Factors:* Out of 80 respondents only four (5%) have perceived high service quality; 33 (41.40%) were neither satisfied nor dissatisfied; and four (5%) were not happy with the physical factors of Ford. Out of the 80 respondents, 5% were not satisfied with Ford's physical factors.
- *Neat Appearance of Employees:* As per the survey conducted, out of the 80 respondents, eight (10%) have perceived high level of service quality and were happy with the firm. Fifteen (18.50%) have expressed neutrality in this regard. Only two respondents were not satisfied with the appearance of the employees of Cauvery Ford and expect them to be neatly groomed.
- *Visually Appealing Materials Related with the Service:* According to the survey conducted, the customers in general felt that the materials associated with service were satisfactory to a great extent. Only five customers (6%) felt that it could still be improved.

Reliability: The Reliability dimension contains an investigation of the following five statements.

- *Meeting the Promised Timeframes for Response:* According to the study, 51 respondents (64%) felt that the company met the promised time frame for response. Only six respondents (7%) were not satisfied with the company's delayed responses. The employees should take this into consideration as it was one of the important factors to be considered for delivering customer satisfaction.
- *Interest in Solving a Customer's Problems:* Generally there is high expectation from the customers with respect to solving their problems. Fifty-nine respondents (63%) felt that Ford showed sincere

interest in solving the customers' problem. However, seven respondents (9%) believed that the employees of Ford should show higher levels of genuine interest in resolving the customers' issues.

- *Performing Service Correctly the First Time:* Out of the 80 respondents, 35 (44%) had high expectations from the firm to deliver the right service at the first attempt; 54 respondents (67%) were satisfied. Twenty-three (28.75%) were neither satisfied nor dissatisfied. Only three respondents (4%) did find it to be dissatisfactory.
- *Providing Service at the Time Promised:* Out of the 80 respondents, 59 (74%) have found the time factor to be satisfactory, and some found it highly satisfactory, although, four respondents (5%) felt that the time frames were not met.
- *Accuracy of Records Maintained:* Out of the 80 respondents, 20 (25%) are neither satisfied nor dissatisfied by the company's ability to maintain error-free records, None of the respondents were highly dissatisfied in this regard. However, it cannot be said that there were no errors in the maintenance of records, but suitable measures have been taken to ensure that none of the customers face an inconvenience.

Responsiveness: The Responsiveness dimension contains an investigation of the following four statements.

- *Informing Customers about the Exact Service that will be Performed and when it will be Performed:* In this regard, out of the 80 respondents, 49 (60%) had high expectations. Every customer would want to know about the services and the facilities that they can avail. The expectations of all the respondents have been met. Only two (3%) respondents are dissatisfied in this regard and expected to be informed regarding the services, prior to purchasing the product.
- *Provision of Prompt Services to Customers:* Many respondents felt it was difficult to evaluate the promptness of services. However, there seemed to be a service gap since 15 (19%) were not satisfied with the services that they were provided with.
- *Willingness of Employees to Help Customers:* Here the response is highly positive. Even though the expectations are high, the respondents feel that the employees are performing their duties up to the mark. Only six respondents (8%) find that the employees have to work on it.
- *Employees are Never Too Busy to Respond to Customers' Requests:* According to the survey, out of the 80 respondents, 51 (64%) feel that the employees have been responsive and would respond immediately when they are called. Twenty-six (32%) are neither satisfied nor dissatisfied in this regard, and three

customers (4%) have perceived that the employees have kept them waiting.

Assurance: The Assurance dimension contains an investigation of the following four statements.

- *Trustworthiness of the Employees:* Out of the 80 respondents, 54 (68%) have high expectations from the employees of any firm to be trustworthy. The expectation level of 45 respondents (56%) have been met; only one respondent may not completely trust the employees. It may be due to a past experience or word of mouth.
- *Feeling of Safety when Interacting with Employees:* Out of the 80 customers, 51 (63%) have high expectations in this regard. The expectation level of the respondents has been met here. Only one respondent is not satisfied in this regard.
- *Courteousness with the Customers:* Out of the 80 respondents, 67 respondents (84%) have felt that the employees were very generous and courteous throughout all the transactions. Ten (12%) found it neither satisfactory nor dissatisfactory. Three (4%) found the factor courteousness dissatisfactory.
- *Knowledge of the Employees to Answer Customer Queries:* According to the survey conducted, out of the 80 respondents, 51 (60%) have high expectations that the employees are knowledgeable enough to answer customer queries. Forty-nine (62%) perceived the factor satisfactory and ten customers (12%) found it highly satisfactory. Although, two (3%) respondents feel that the employees need to be more knowledgeable with respect to what they do.

Empathy: The Empathy dimension contains the investigation of the following five statements.

- *Providing Individualized Attention to the Customers:* The anticipation level of 13 respondents (16%) out of 80 is high. All 13 customers have perceived their expected level with regard to this factor. Twenty-three

(28%) respondents are neither satisfied nor dissatisfied. Only three respondents (4%) find the service to be dissatisfactory and expect the firm to be more attentive towards the customers.

- *Convenience of Operating Hours:* According to the survey, out of the 80 respondents, 45 (57%) have their expectations met, 22 (27%) are neutral, and four respondents (5%) are not satisfied. They find the working hours of the company highly inconvenient.
- *Having the Customers' Best Interests at Heart:* Normally, consumers do not expect the employees of a firm to have their good interests at heart, but according to the survey conducted, 49 respondents (61%) found this factor satisfactory and about nine customers (11%) are highly satisfied. Although, there are four (5%) who are dissatisfied with the employees.
- *The Employees' Understanding of the Specific Needs of Customers:* Out of the 80 respondents, 45 respondents (58%) have high expectations from a firm in this regard. It is found that the expectation level of 19 customers (24%) have been met, although three customers (4%) have been dissatisfied and expect the employees to have a improved understanding of customers' requirements.
- *Employees Giving Customers Personal Attention:* According to the study, out of the 80 respondents, 25 customers (31%) have been highly satisfied in this regard, 34 (42%) have been satisfied, and 18 (23%) are neither satisfied nor dissatisfied. Three (4%) have found it dissatisfactory and none of the customers have found it to be highly dissatisfactory.

Association between Gender and Their Opinion on Quality of Service

Chi square test was used to conduct the association between gender and their opinion on service quality, and the results are mentioned in Table 3 (Cross-tabulation) and Table 4.

Table 3: Cross Tabulation between Gender and the Opinion on Service Quality

			Opinion on Service Quality				Total
			Disagree	Neutral	Agree	Strongly Agree	Disagree
Gender	Male	Count	4	15	32	8	59
		% within Gender	6.8%	25.4%	54.2%	13.6%	100.0%
		% within Opinion on Service Quality	80.0%	75.0%	72.7%	72.7%	73.8%
	Female	Count	1	5	12	3	21
		% within Gender	4.8%	23.8%	57.1%	14.3%	100.0%
		% within Opinion on Service Quality	20.0%	25.0%	27.3%	27.3%	26.3%
Total		Count	5	20	44	11	80
		% within Gender	6.3%	25.0%	55.0%	13.8%	100.0%
		% within Opinion on Service Quality	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4: Chi-Square Test Showing Association between Gender and Their Opinion on Quality of Service

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	.147(a)	3	.986	1.000		
Likelihood Ratio	.153	3	.985	1.000		
Fisher’s Exact Test	.253			1.000		
Linear-by-Linear Association	.107(b)	1	.744	.869	.440	.125
N of Valid Cases	80					

The expected count for 3 cells (37.5%) is less than 5.

According to Table 3, eight male and three female respondents have strongly agreed, and four male respondents and one female respondent have strongly disagreed, with the service provided by Cauvery Motors Pvt. Ltd. The Chi-Square test results show 3 cells have expected the count lesser than 5. Therefore, the Fisher’s Exact Test is taken into consideration. The Chi-Square value 1.000 is greater than the $\alpha = 0.05$ ($1.000 > 0.05$). The test results signify that there is no significance. It could be inferred, therefore, that there is no association between gender and their opinion on

quality of service.

The Correlation between Income of the Customers and Their Preference for the Different Price Range of Ford Cars

Pearson Correlation was used to understand the factors, viz., annual income and their price preference for the cars. The results are interpreted in Table 5.

Table 5: Correlation between Income of the Customers and Their Preference for the Different Price Range of Ford Cars

		Annual Income	Price Preference
Annual Income	Pearson Correlation	1	.299(**)
	Sig. (2-tailed)		.007
	N	80	80
Price Preference	Pearson Correlation	.299(**)	1
	Sig. (2-tailed)	.007	
	N	80	80

** Correlation is significant at the 0.01 level (2-tailed).

The test reveals that $P = 0.007 < 0.01$ and the Pearson $r = 0.299$ and $\alpha = 0.01$, which shows that it is significant and there is a positive but weak correlation between the price preference and the annual income of the respondents. The price preference is the dependent variable. Alternatively, it

could be implied that the annual income of the customer impacts Price Preference for the particular vehicles.

Regression analysis shows how an independent variable affects a dependent variable.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.299(a)	.089	.078	394767.801

Predictors: (Constant), Annual Income

Table 7: ANOVA Showing Association between Annual Income and Price Preference

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1194438003220.990	1	1194438003220.990	7.664	.007(a)
	Residual	12155646088779.000	78	155841616522.808		
	Total	13350084091999.990	79			

Predictors: (Constant), Annual Income

Dependent Variable: Price Preference

Table 8: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	544310.242	111459.846		4.883	.000
	Annual Income	.311	.112	.299	2.768	.007

Dependent Variable: Price Preference

r squared is 0.089; this indicates 8.9 per cent of the annual income is explained and the adjusted r squared value is 0.078, which is near to r squared value. The extent of predictability is less as many other variables influence price preference. There is 0.089 inconsistency in the response data around its mean. Here, the level of annual income is a constant and price preference of the respondents is an incident variable. Hence, the table indicates the equation $Y = a + bx$, and is interpreted as high level of price preference = 544310.242 + .311 of annual income. It indicates that the level of predictability is low as price preference is affected by many other variables.

The Current Satisfaction level of Customers Towards the Services by Knowing the Variation in the Expected and Perceived Service Quality

On the basis of service dimensions in general, all dimensions are found to be satisfactory to the customers. Only the tangibility factor has to be worked on because there is a wider gap between expectation and perception. As per the calculation of weighted scores, there exists very little difference between the customer expectations and their perception regarding the service. It can be concluded that Cauvery Motors Pvt. Ltd has been meeting the expectations level of the customers.

CONCLUSION

It has been perceived that service quality is instrument of intensity and incomparability regarding service. Customer satisfaction, quality of service, and loyalty in service are the determinants of a fruitful business. By utilizing the SERVQUAL instrument, the distinction between customer discernments and desires can be discovered, and organizations can guarantee the best service to their customers. Executing SERVQUAL and estimating customer recognition and expectation will bring about customer retention and loyalty, which in turn leads to greater business success.

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