



**AN ANALYSIS OF SALES SERVICE QUALITY AT OXINA HYUNDAI,
TIRUCHIRAPPALLI DISTRICT**

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Abstract

The scope of this study encompasses various dimensions, including geographical, service touchpoints, customer segments, timeframe and internal processes. Geographically, the study may focus on a specific region or market segment to ensure a targeted analysis. It will examine diverse service touchpoints such as service Centre, customer service hotlines and online platforms, capturing the entirety of the service journey. Furthermore, the study will cater to different customer segments, ranging from new car buyers to fleet customers, to provide a holistic perspective. The analysis will unfold over a defined timeframe, enabling the tracking of service quality trends and the identification of areas ripe for improvement.

Keywords: Service Quality; Reliability; Customer Satisfaction

1. INTRODUCTION

Service quality is a measure of how well an organization provides service to meet customer demands and expectations. Improving quality of service can increase an organization's profits and reputation, and it can have a direct impact on the ability to satisfy customer needs while remaining competitive. Understanding how to measure and improve quality of service requires thoughtful research, but it can allow you to help an organization reach its goals and meet standards. In this article, we define service quality, discuss its dimensions, review why it's important, and list how to help ensure high quality of service.

SERVICE QUALITY

Service quality is the measure of how well an organization delivers its service compared to the customer's expectations. Before entering an establishment, such as a retail store or restaurant, each customer has an expectation of the service they receive. Customers purchase services as a response to specific needs, so companies that meet or exceed these expectations have a higher quality of service. A typical customer, either consciously or unconsciously, has a preconceived standard for how a company's delivery of services fulfils those needs.[1]

A company with a higher quality offers services that match or exceed its customers' expectations. For instance, if you make reservations at a restaurant for your birthday, and they offer you a complimentary cake for the occasion, it may be more than what you expected. You may consider this a higher quality of service. Expectations can also vary based on the company. For example, customers may expect more from high-end stores that have a better reputation. Providing better service can increase customer loyalty and satisfaction. It's an essential component of the overall experience. [2]

DIMENSIONS OF QUALITY OF SERVICE

There are five different dimensions of quality of service each measuring customer satisfaction. They compare customers' expectations of service delivery. Measuring these dimensions regularly can help an organization understand their customer's expectations and perceptions and track progress in



improvement over time. Every industry holds different standards. Customers can have different expectations for each business. Here are the five dimensions.[4-6]

Reliability

This dimension refers to an organization's ability to perform as customers expect. It's important for a business to deliver service accurately and dependably, and at competitive pricing to help ensure customer satisfaction. Customers have a certain expectation of reliability in buying a specific product. A company's success usually depends on its ability to meet those expectations.

Tangibility

Tangibility is an organization's ability to portray service to its customers, such as the appearance of physical facilities, personnel, equipment, and materials. There are many factors that give a company highly tangible quality, such as the appearance of its headquarters, its employees' attire and demeanour, its marketing materials, and its customer service department. When a company cares about its tangibility, it can indicate that they take customer satisfaction seriously. Although it's not the most crucial dimension of service, it impacts whether customers perceive the business as premium or luxury.

Empathy

Empathy is the care and individual attention an organization delivers through its services to make customers feel seen and valued. A customer who believes a company truly cares about their well-being is more likely to be loyal to the business. It's important for organizations to train their employees to provide empathetic service to customers, such as being positive, smiling, and engaging in meaningful conversations.

Responsiveness

This dimension is an organization's willingness and dedication to help customers by providing prompt services. Responsiveness refers to receiving, assessing, and replying quickly to customer requests, feedback, questions, and concerns. A company with high quality of service responds to customer communication promptly, which lets them know it's listening to them to solve their requests actively.

Assurance

Assurance is the trust and confidence that customers have in the employees at an organization. This is especially relevant with services that customers may perceive as being above their ability to understand and properly evaluate. This means there's a certain element of trust in the servicing organization's ability to deliver. It's important for companies to be mindful of earning customer trust if they hope to retain them and gain a larger customer base.

IMPORTANCE

To better understand the level of quality in a business, it is important to measure it by asking for customer feedback. This can help an organization learn about their customer's needs and values. A better understanding can also help improve the overall customer experience. Measuring quality of service can identify any areas a business may perform well to capitalize on these strengths in marketing and sales [5]. High-quality service can also be important because it allows the organization to:

Increase sales: Customers that perceive a company as high quality are more likely to sell or buy from that company. Also, customers who buy from companies with high quality of service are more likely to continue buying from those companies regularly.

Save money: Retaining existing customers can help a company save money. Offering current customers better quality services is typically less expensive than attracting new ones.

Attract quality employees: A company's reputation impacts its employees and its customers. Highly performing professionals generally prefer to work for companies with higher quality.

Gain more customers: Customers who see their issues and complaints resolved quickly and efficiently by a company's customer service department may be more likely to buy from that company again in the future. This can encourage customers to talk about their experience and get others to invest in the business.

Strengthen company brand: The reputation of a company with above-average quality can improve sales by attracting new customers or retaining existing ones. A company known for its good service may receive positive opinions and reviews from customers.

Eliminate purchase barriers: High-quality service can convince a hesitant customer to make a purchase. If the service isn't right for them, they can rely on strong customer service to remedy the situation.

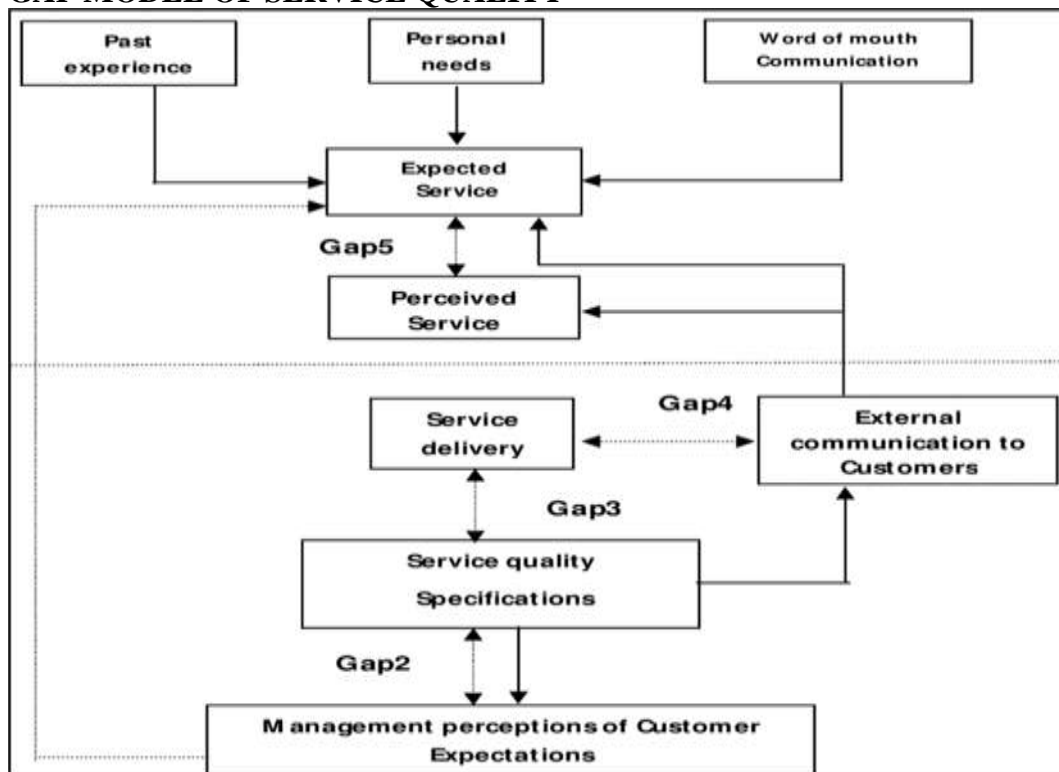
GAP MODEL OF SERVICE QUALITY (5 GAP MODEL)

The GAP Model of Service quality helps to identify the gaps between the perceived service and the expected service. Five Gaps occur in the Service Delivery Process Like The gap between Customer Expectation and Management Perception, Service Quality Specification and Management Perception and many more.

The GAP Model of Service Quality helps the company to understand the Customer Satisfaction. In-Service Industry, the GAP Model is widely used to understand the various deviations that are occurring in the process of service delivery to potential customers. The GAP Model of Service quality helps to identify the gaps between the perceived service and the expected service. Five Gaps occur in the Service Delivery Process. They are:

- The gap between Customer Expectation and Management Perception
- The gap between Service Quality Specification and Management Perception
- The gap between Service Quality Specification and Service Delivery
- The gap between Service Delivery and External Communication
- The gap between the Expected Service and Experienced Service.

GAP MODEL OF SERVICE QUALITY



GAP 1: Gap between Management Perception and Customer Expectation

This gap arises when the management or service provider does not correctly analyze what the customer wants or needs. It also arises due to insufficient communication between contact employees and managers. There is a lack of market segmentation. This Gap occurs due to insufficient market research.



For Instance- A café owner may think that the consumer wants a better ambience in the café, but the consumer is more concerned about the coffee and food they serve.

GAP 2: Gap between Service Quality Specification and Management Perception

This gap arises when the management or service provider might correctly comprehend what the customer requires, but may not set a performance standard. It can be due to poor service design, Inappropriate Physical evidence, and Unsystematic new service Development process.

GAP 3: Gap between Service Quality Specification and Service Delivery

This gap may arise in situations existing to the service personnel. It may occur due to improper training, incapability or unwillingness to meet the set service standards. It can be due to inappropriate evaluation and compensation systems. Ineffective Recruitment is the main cause of this gap. The failure to match the supply and demand can create this gap. There is also a lack of empowerment, Perceived Control, and framework.

GAP 4: Gap between External Communication and Service Delivery

Consumer Expectations are highly influenced by the statements made by the company representatives and advertisements. This gap arises when these assumed expectations are not fulfilled at the time of Delivery of Service.

GAP 5: Gap between Experienced Service and Expected Service

This gap arises when the consumer misunderstands the service quality. For Instance, A Restaurant Manager may keep visiting their consumer to ensure quality check and consumer satisfaction, but the consumer may interpret this as an indication that something is fishy or there is something wrong in the service provided by the restaurant staff.

OBJECTIVES

- To assess customer satisfaction and service quality levels at Hyundai service centre, Trichy
- To identify strengths, weaknesses, and areas for improvement based on customer feedback.
- To determine factors influencing customer loyalty, recommendations, and enhance overall service offerings.

NEEDS

- **Customer Satisfaction:** Understanding whether customers are satisfied with the service quality at Hyundai service centre and identifying areas where improvements are needed to enhance satisfaction levels.
- **Service Quality Evaluation:** Assessing various aspects of service quality such as staff professionalism, communication effectiveness, timeliness, and transparency in pricing to ensure a positive customer experience
- **Customer Preferences and Expectations:** Identifying customer preferences and expectations regarding service amenities, convenience factors, and additional services offered to tailor service offerings accordingly and meet customer needs effectively.
- **Competitive Analysis:** Evaluating Hyundai's service quality compared to competitors in the automotive service industry to maintain or improve competitive positioning.
- **Opportunity Identification:** Identifying opportunities for Hyundai to innovate and differentiate its service offerings to meet evolving customer needs and stay ahead of market trends.
- **Brand Perception:** Investigating how customers perceive the Hyundai brand based on their service experiences to enhance brand reputation and loyalty.

SCOPE

- Geographical scope: The study will focus on Hyundai's service quality perceptions and practices within a specific geographic region or market segment.



- Service touchpoints: The research will cover various service touchpoints, including service centre, customer service, online platforms, and post-service follow-ups.
- Customer segments: The study will consider the perspectives of different customer segments such as new car buyers, existing owners, and fleet customers.
- Timeframe: The research will analyse service quality trends over a specific timeframe to identify any changes or improvements in Hyundai's service performance.
- Internal processes: The study may delve into Hyundai's internal processes and procedures related to service delivery, including training programs, service protocols, and quality assurance measures.

LIMITATIONS

- Geographical Constraints: The study is limited to specific regions or market segments, which may not fully represent the global service operations of Hyundai.
- Sample Size and Diversity: The customer segments included may not cover all possible user demographics, potentially leading to biased or incomplete insights.
- Data Availability and Accuracy: The reliability of the study is contingent upon the availability and accuracy of internal data from Hyundai, which may have gaps or inconsistencies.
- External Factors: The study may not account for external factors such as economic conditions, regulatory changes, or market competition that could influence service quality and customer satisfaction

COMPANY PROFLIE

The group's rapid expansion--to a point where its interests include car manufacturing, construction, shipbuilding, electronics, and financial services--reflects the achievements attained during South Korea's economic miracle. The company has grown to a formidable strength in several areas, and its rise to prominence in the construction, shipbuilding, and automotive sectors has taken the world by surprise. The specialized divisions are now run as independent affiliated companies. Hyundai's growth was linked inextricably to South Korea's reconstruction programs following World War II and the Korean War, and to the state-led capitalism that resulted in a polarization of the country's corporate structure and the domination of the economy by a number of conglomerates. World War II left the country devastated, and the small recovery Korea had been able to make following this conflict was reversed during the Korean War, which lasted from 1950 to 1953. The chaebols, which are similar to Japan's zaibatsu, worked with the government in rebuilding the economy and formed an integral part of Korea's economic strategy and its drive to build up its industrial base.

One man, Chung Ju Yung, has been at the center of Hyundai's progress since 1950. Chung, honorary chairman in 1990, left school at an early age and developed what has been described as an autocratic and unconventional management style. He noted those areas of industry that the government had selected as crucial to economic development, and structured the group accordingly. The foundation of Hyundai was laid before the Korean War, in 1947, when Chung set up Hyundai Engineering & Construction Company. The company was involved in the early stages of the country's recovery following World War II.

After the Korean conflict, development intensified, and Hyundai was quick to take on a key role, working on civil and industrial projects as well as housing programs. In 1958 it set up Keumkang Company to make construction materials, and four years later, when the first of Korea's five-year development plans was launched, Hyundai was well placed to win a range of infrastructure contracts. This plan and its successors aimed to lay the foundations for an independent economy by targeting sectors of industry for expansion.

Against this background Hyundai expanded its construction and engineering operations as the economy's momentum increased. In 1964 it completed the Danyang Cement plant, which in 1990 produced well over one million tons of cement. In 1965 the company undertook its first overseas



venture with a highway-construction project in Thailand. Hyundai expanded rapidly overseas, developing a market with particular success in the Middle East. Its projects in this region included the US\$931 million Jubail industrial harbor project in Saudi Arabia.

Although Hyundai has had an incredible ride so far, it looks as if the best is yet to come. As the company moves into new markets, expands its line of vehicles, and once again pushes the envelope of quality and ingenuity, the public is in for even more surprises. For new or loyal Hyundai customers, the future looks brighter than ever. In 1967 the group took one of its most significant steps, setting up the Hyundai Motor Company and thus sowing the seed for what was to become the country's leading domestic car manufacturer. Initially the company assembled Ford Cortina cars and Ford trucks. Two years later Hyundai took another step abroad with the establishment of Hyundai America, incorporated in Los Angeles, to work on housing complexes and other civil projects. In 1970 it further enhanced its position in the construction sector by setting up Hyundai Cement Company to deal with increased demand at home and overseas.

It did so with the model "Excel", a revised version of the Pony that featured front-wheel drive and low emissions. South Korea's first American offering hit U.S. markets in two forms: a 4-door sedan and a 5-door hatchback trim, both featuring a 4cylinder engine. In the end, Hyundai's little car proved to be an alarming contender on the international stage. Designed once again by Giorgio Giugiaro, the Pony Excel was conceived specifically for foreign markets. As a cost-efficient alternative to many domestic cars, it proved popular with co(becoming the best-selling imported car of 1986), as well as critics (hitting Forbes's list of best products).

2. REVIEW OF LITERATURE

Hutabarat, Z., & Surya, L. R. (2023, January). [1] This study explores customer satisfaction with Hyundai cars, with a specific focus on Blue Hyundai services, to enhance overall customer-centricity in the competitive automobile industry. Using a mixed-methods approach, quantitative survey data and qualitative feedback were collected to identify key factors influencing satisfaction, examine its impact on brand loyalty and retention, assess areas for service improvement, and determine overall satisfaction levels. The findings contribute valuable insights for Hyundai Motor Company and Blue Hyundai to strategize and improve customer satisfaction and loyalty, elevating their competitiveness.

Singh, M. P., Sharma, S. K., & Chanda (2017)[2] The purpose of this reserch is to examine the existing service quality measurement scales in the literature on automobile after-sales service. It seeks to develop and validate a service quality measurement scale for Indian passenger car industry's after-sales segment, thereby enhancing service quality (SQ) and customer satisfaction. The study's research design consists of a combination of literature review, exploratory interview and a questionnaire survey conducted through interviews. This paper develops a pilot SQ measurement scale to assess SQ in the Indian passenger car industry's after-sales segment. Apart from the five SERVQUAL dimensions in the extant literature, two new dimensions of service failure and service recovery have been identified and included in the scale developed to address the specific features of the Indian automobile industry. The scale developed in this research will provide a framework towards the development of a measurement scale for after sales services in auto industry.

Mohamed, B., Noorashid, N. A., & Zolkepli, A. F. (2022)[3]This study deals to examine service quality in the car maintenance and repair industry. The SERVQUAL model is used to examine the effect of service quality on customer satisfaction. The Statistical Package for Social Sciences version 19 was used to analyse data from a questionnaire-based survey of 241 car maintenance and repair center users. According to the findings, service quality factors (responsiveness, assurance, and empathy) are positively related to customer satisfaction. The fundamental drawback of the study is its cross-sectional design, which limits the generalizability of the findings. Automotive maintenance and repair service centers should increase its tangible and reliability qualities to assure customer satisfaction. According to the findings, the empathy dimension of service quality is one of the most significant indicators of customer satisfaction in the car maintenance and repair industry



Shi, Z., & Shang, H(2020) [4] In field of service design, the research and application of service quality plays an important role in the development and competition of enterprises by establishing brand image and generating market effect. Therefore, experts in management and marketing have studied it and found that the quality of service in the industry has a great impact on consumer satisfaction, consumer experience and brand loyalty. Based on the research and development of the concept of service quality, PZB, a famous American marketing expert team, established SERVQUAL (SQ) model through the test of retail cases, and constantly revised and improved it, which was applied to multiple service industries. Through literature review, this paper analyses the application of SERVQUAL model in China and abroad, mainly involving retail industry, medical service industry, e-commerce industry, tourism service industry and other service fields. Finally, this article discusses and summarizes the study of service quality, revises and improves the research model, and looks forward and proposes future service quality studies to provide more market and social value to service industry.

Phule, P. N., & Vyavhare, S.C(2022) [5] In the present study, researchers tied to find the level of customer satisfaction and the expectations of customers regarding the after-sales services of the Hyundai Motors Service Centre in Pune, city. The study requirement was that primary data be collected by using a questionnaire as a research tool, with five-point Likert scaled questions and multiple-choice rating questions. This data has been analyzed using an analysis tool. The study has helped to find important factors that influence customer satisfaction with the after-sales service of Hyundai cars. The research was thus performed to assess the level of customer satisfaction with the services provided at the service centres for Hyundai Motor owners in Pune city, wherein service centres were taken as a sample, which, according to the researchers, represented the population adequately. It was found that customers are highly satisfied with service quality of after-sales services and the level of customer satisfaction amongst the owners of Hyundai Motors

Anusha.S.&Baskaran.S (September-2023)[6] This study explores customer satisfaction with Hyundai cars, with a specific focus on Blue Hyundai services, to enhance overall customer-centricity in the competitive automobile industry. Using a mixed-methods approach, quantitative survey data and qualitative feedback were collected to identify key factors influencing satisfaction, examine its impact on brand loyalty and retention, assess areas for service improvement, and determine overall satisfaction levels. The findings contribute valuable insights for Hyundai Motor Company and Blue Hyundai to strategize and improve customer satisfaction and loyalty, elevating their competitiveness.

3. DATA ANALYSIS

TABLE NO: 1 Table Showing the Age of Respondents

		Frequency	Percent	Cumulative Percent
Valid	18-24	44	36.4	36.4
	25-34	25	20.7	57.0
	35-44	24	19.8	76.9
	45 & above	28	23.1	100.0
	Total	121	100.0	

From the above table it is inferred that 36.3 % of the respondents are in 18- 24, 20% of the respondents are in 25-34 , 19% of the respondents are in 35-44, 23% of the respondents are with 45& above the time taken for the statement “Age”

TABLE NO: 2 Table Showing the Frequency of Gender

		Frequency	Percent	Cumulative Percent
Valid	Female	56	46.3	46.3
	Male	65	53.7	100.0
	Total	121	100.0	



From the above table it is inferred that 46.3% of the respondents are Female, 53% of the respondents are Male with the time taken for the statement “Gender”.

TABLE NO: 3 Table Showing the Frequency of Car Age

		Frequency	Percent	Cumulative Percent
Valid	2-4 year	41	33.9	33.9
	5 & above	40	33.1	66.9
	less than 1 year	40	33.1	100.0
	Total	121	100.0	

From the above table it is inferred that 33.9% of the respondents are 2-4 years , 33.3% of the respondents are 5 & above , 33% of the respondents are less than 1 year with the time taken for the statement “Age of car”.

TABLE NO: 4 Frequency of Physical Facility Complete

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	9	7.4	7.4
	Neutral	14	11.6	19.0
	Satisfied	72	59.5	78.5
	Very Dissatisfied	2	1.7	80.2
	Very satisfied	24	19.8	100.0
	Total	121	100.0	

From the above table it is inferred that 7.4% of the respondents are dissatisfied, 11% are neutral, 59% of the respondents are satisfied and 1% of the respondents are very dissatisfied and 19% very satisfied with the time taken for the statement “Physical facility complete”.

TABLE NO: 5 Frequency of Complete and Modern - Looking Equipment

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	8	6.6	6.6
	Neutral	14	11.6	18.2
	Satisfied	56	46.3	64.5
	Very Dissatisfied	2	1.7	66.1
	Very satisfied	41	33.9	100.0
	Total	121	100.0	

From the above table it is inferred that 6.6% of the respondents Dissatisfied, 11% are neutral, 46% of the respondents are satisfied and 2% of the respondents are very dissatisfied and 34% very satisfied with the time taken for the statement “Complete and modern-looking equipment”

TABLE NO: 6 Frequency of Spare Parts Available

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	10	8.3	8.3
	Neutral	13	10.7	19.0
	Satisfied	66	54.5	73.6
	Very Dissatisfied	2	1.7	75.2



	Very satisfied	30	24.8	100.0
	Total	121	100.0	

From the above table it is inferred that 8% of the respondents Dissatisfied, 10% are neutral, 55% of the respondents are satisfied and 2% of the respondents are very dissatisfied and 25% very satisfied with the time taken for the statement “Spare part available”

TABLE NO: 7 Frequency of Personal Information Security

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	5	4.1	4.1
	Neutral	15	12.4	16.5
	Satisfied	46	38.0	54.5
	very Dissatisfied	3	2.5	57.0
	Very satisfied	52	43.0	100.0
	Total	121	100.0	

From the above table it is inferred that 6.6% of the respondents Dissatisfied, 24% are neutral, 66.9% of the respondents are satisfied and 68.6% of the respondents are very dissatisfied and 31% very satisfied with the time taken for the statement “Personal information security”

TABLENO: 8 Frequency of Keeping Promises

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	12	9.9	9.9
	Neutral	15	12.4	22.3
	Satisfied	55	45.5	67.8
	very Dissatisfied	3	2.5	70.2
	Very satisfied	36	29.8	100.0
	Total	121	100.0	

From the above table it is inferred that 10% of the respondents Dissatisfied, 12% are neutral, 45% of the respondents are satisfied and 2% of the respondents are very dissatisfied and 29% very satisfied with the time taken for the statement “knowledgeable staff reasonable pricing “Keeping promises”

TABLENO:9 Frequency of Using Original Products

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	10	8.3	8.3
	Neutral	21	17.4	25.6
	Satisfied	41	33.9	59.5
	very Dissatisfied	4	3.3	62.8
	Very satisfied	45	37.2	100.0
	Total	121	100.0	

“From the above table it is inferred that 8% of the respondents Dissatisfied, 17% are neutral, 33% of the respondents are satisfied and 3% of the respondents are very dissatisfied and 37% very satisfied with the time taken for the statement “knowledgeable staff reasonable pricing “Use original products”



TABLE NO: 10 Frequency of Providing Efficient Service to Customers

		Frequency	Percent	Cumulative Percent
Valid	Agree	28	23.1	23.1
	Disagree	7	5.8	28.9
	Neutral	28	23.1	52.1
	Strongly agree	25	20.7	72.7
	Strongly disagree	33	27.3	100.0
	Total	121	100.0	

From the above table it is inferred that 21% of the respondents Agree, 6% are disagree, 23% of the respondents are neutral and 21% strongly agree, 28% strongly disagree 13% with the time taken for the statement “Provide efficient service to customers”

TABLE NO: 11 Frequency of Willing to Help You

		Frequency	Percent	Cumulative Percent
Valid	Agree	34	28.1	28.1
	Disagree	20	16.5	44.6
	Neutral	31	25.6	70.2
	Strongly agree	21	17.4	87.6
	Strongly disagree	15	12.4	100.0
	Total	121	100.0	

From the above table it is inferred that 28% of the respondents Agree, 17% are disagree, 26% of the respondents are neutral and 18% strongly agree, 17% strongly disagree 12% of the respondents are strongly disagree with the time taken for the statement “responsiveness willing to help you”.

TABLE NO: 12 Frequency of Compatible Staff

		Frequency	Percent	Cumulative Percent
Valid	Agree	27	22.3	22.3
	Disagree	12	9.9	32.2
	Neutral	36	29.8	62.0
	Strongly agree	25	20.7	82.6
	Strongly disagree	21	17.4	100.0
	Total	121	100.0	

From the above table it is inferred that 22% of the respondents Agree, 10% are disagree, 29% of the respondents are neutral and 21% strongly agree, 17% strongly disagree are with the time taken for the statement “responsiveness compatible staff”.

TABLE NO:13 Frequency of Quick Response to Your Request

		Frequency	Percent	Cumulative Percent
Valid	Agree	30	24.8	24.8
	Disagree	12	9.9	34.7
	Neutral	44	36.4	71.1



	Strongly agree	19	15.7	86.8
	Strongly disagree	16	13.2	100.0
	Total	121	100.0	

From the above table it is inferred that 25% of the respondents Agree, 10% are disagree, 36% of the respondents are neutral and 16% strongly agree, 13% strongly disagree with the time taken for the statement “Quick response to your request”.

TABLE NO: 13 Table Showing the Frequency of Telling Customers Exactly the Time of Service

		Frequency	Percent	Cumulative Percent
Valid	Agree	27	22.3	22.3
	Disagree	17	14.0	36.4
	Neutral	30	24.8	61.2
	Strongly agree	28	23.1	84.3
	Strongly disagree	19	15.7	100.0
	Total	121	100.0	

From the above table it is inferred that 22. % of the respondents Agree, 14% are disagree, 25% of the respondents are neutral and 23% strongly agree, 16% strongly disagree, with the time taken for the statement “Telling customer exactly the time services”

TABLE NO: 14 Frequency of Politeness with Staff

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	3	2.5	2.5
	Neutral	26	21.5	24.0
	satisfied	72	59.5	83.5
	very Dissatisfied	5	4.1	87.6
	Very satisfied	15	12.4	100.0
	Total	121	100.0	

From the above table it is inferred that 2.4% of the respondents Dissatisfied, 21% are neutral, 60% of the respondents are satisfied and 4% of the respondents are very dissatisfied and 12% are very satisfied with the time taken for the statement “Politeness of the staffs”

TABLE NO: 15 Frequency of Knowledgeable Staff Reasonable Pricing

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	8	6.6	6.6
	Neutral	21	17.4	24.0
	satisfied	52	43.0	66.9
	very Dissatisfied	2	1.7	68.6
	Very satisfied	38	31.4	100.0
	Total	121	100.0	

From the above table it is inferred that 6.6% of the respondents Dissatisfied, 17% are neutral, 42% of the respondents are satisfied and 1% of the respondents are very dissatisfied and 31% very satisfied with the time taken for the statement “knowledgeable staff reasonable pricing”



TABLE NO:16 Table Showing the Frequency of Informative Explained

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	7	5.8	5.8
	Neutral	23	19.0	24.8
	satisfied	58	47.9	72.7
	very Dissatisfied	3	2.5	75.2
	Very satisfied	30	24.8	100.0
	Total	121	100.0	

From the above table it is inferred that 5.8% of the respondents Dissatisfied, 19% are neutral, 48% of the respondents are satisfied and 2% of the respondents are very dissatisfied and very satisfied 25% with the time taken for the statement “Informative explained”

TABLE NO: 17 Frequency of Giving Personal Attention to Its Customers

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	7	5.8	5.8
	Neutral	19	15.7	21.5
	Satisfied	80	66.1	87.6
	Very Dissatisfied	15	12.4	100.0
	Total	121	100.0	

From the above table it is inferred that 5.8% of the respondents Dissatisfied, 15% are neutral, 66% of the respondents are satisfied and 12% of the respondents are very dissatisfied and with the time taken for the statement “Give personal attention to its customer”

TABLE NO: 18 Frequency of Customer Expectations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	4	3.3	3.3	3.3
	Neutral	25	20.7	20.7	24.0
	Satisfied	56	46.3	46.3	70.2
	Very Dissatisfied	36	29.8	29.8	100.0
	Total	121	100.0	100.0	

From the above table it is inferred that 3.3% of the respondents Dissatisfied, 20% are neutral, 46% of the respondents are satisfied and 29% of the respondents are very dissatisfied with the time taken for the statement “Focus on customer expectations”.

TABLE NO: 19 Frequency of Easy to Get Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	4	3.3	3.3	3.3
	Neutral	16	13.2	13.2	16.5
	Satisfied	75	62.0	62.0	78.5
	Very Dissatisfied	26	21.5	21.5	100.0
	Total	121	100.0	100.0	



From the above table it is inferred that 3.3% of the respondents Dissatisfied, 13.2% are neutral, 62% of the respondents are satisfied and 21% of the respondents are very dissatisfied with the time taken for the statement “Easy to get information”.

TABLE NO: 20 Frequency of Delivery Quality

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	4	3.3	3.3
	Neutral	26	21.5	24.8
	Satisfied	57	47.1	71.9
	Very Dissatisfied	34	28.1	100.0
	Total	121	100.0	

From the above table it is inferred that 3.3% of the respondents are dissatisfied, 21% of the respondents are neutral, 47% of the respondents are satisfied, 28% of the respondents are very dissatisfied with the time taken for the statement “Delivery quality”.

TABLE NO: 21 Frequency of Payment Options

		Frequency	Percent	Cumulative Percent
Valid	Dissatisfied	4	3.3	3.3
	Neutral	19	15.7	19.0
	Satisfied	73	60.3	79.3
	Very Dissatisfied	25	20.7	100.0
	Total	121	100.0	

From the above table it is inferred that 3.3% of the respondents are dissatisfied, 15% of the respondents are neutral, and 60% of the respondents are satisfied 20% of the respondents are very dissatisfied with the time taken for the statement “payment options”.

5. FINDINGS & SUGGESTIONS

- From the survey 46.3% of respondents are female and 53% of respondents are male
- Majority of the survey 36% of the respondents are in the group of 18-24
- From the survey, a majority of 33.9% of respondents says the age of the car
- From the survey, majority 59% of respondents are satisfied with physical facility complete
- From the survey, majority 46% of respondents are satisfied with the equipment which was provided
- From the survey, majority 54% of respondents are satisfied with available of spare parts
- From the survey, majority 48% of respondents are satisfied with services provided in their promised time
- From the survey, majority 43% of respondents are very satisfied with personal information security
- From the survey, majority 39% of respondents are very satisfied with their services right at the first time
- From the survey, majority 45.5% of respondents are satisfied with keeping promises
- From the survey, majority 37.2% of respondents are satisfied with using original products
- From the survey, majority 27.3 % of respondents strongly disagree with provide efficient service to customers based on responsiveness
- From the survey, majority 28 % of respondents are agreeing with satisfaction fulfilling customer needs and wants
- From the survey, a majority 29.8% of respondents said neutral to compatible staff.



- From the survey, a majority 36.4% of respondents said neutral to quick response to your request
- From the survey, a majority 23.1 % of respondents are strongly agreeing with the time of service
- From the survey, a majority 59 % of respondents are satisfied with the professionalism of staff
- From the survey, a majority 43 % of respondents are satisfied with getting a reasonable pricing products
- From the survey, 48% a majority of respondents are satisfied with informative explanation given to the customers
- From the survey, 66% a majority of respondents are satisfied with giving personal attention to its customers
- From the survey, 46.3 % a majority of respondents are satisfied with focus on customer expectations
- From the survey, 62% a majority of respondents are satisfied with given response to the customer
- From the survey, 47% a majority of respondents are satisfied with quality
- From the survey, 60% a majority of respondents are satisfied with payment options regarding the service

SUGESSTIONS

Continue to prioritize and improve data security measures to maintain customer trust. Continue to focus on personalized service and follow-up after services to ensure customer satisfaction. Develop a standardized process for clearly communicating service timelines to customers. Maintain an updated and user-friendly website or mobile app where customers can easily access information. Implement continuous quality improvement programs to maintain high standards. To improve client convenience, keep providing a range of payment choices, such as financing options and digital wallets.

5. CONCLUSION

Based on the survey findings on service quality, it is evident that Hyundai demonstrates strong performance in several key areas, notably in customer satisfaction with physical facilities, modern equipment, spare parts availability, and staff professionalism. Particularly, the customers have expressed satisfaction with the overall service experience. High satisfaction levels are noted in personal information security, timely service delivery, and staff politeness. However, there are clear areas for improvement, particularly in service efficiency, quick response to requests, and clear communication regarding service timelines. Enhancing these aspects, along with continuing investments in modern equipment and personalized customer service will be crucial. By addressing these areas, Hyundai can further elevate its service quality, meet customer expectations more effectively, and strengthen customer loyalty. Maintaining a focus on operational excellence and leveraging technological advancements will ensure Hyundai remain competitive and continue to foster long-term customer relationships.

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