



# **An assessment of customer satisfaction of hyundai car in udhna, surat**

**PINKAL RATHOD**

**STUDENT, B.V.PATEL INSTITUTE OF MANGMENT**

**UKA TARSADI UNIVERSITY, MALIBA CAMPUS, BARDOLI**

**MRT.DHARMRAJ SOLKI**

**ASSITANT PROFESSOR, B.V.PATEL INSTITUTE OF MANAGMENT,**

**UKA TARSADIA UNIVERSITY, BARDOLI, SURAT, GUJARAT**

## **Abstract**

A study on assessment of customer satisfaction of hyundai car in udhna surat. In this study the difference between the client's expectation of performance and their perceived. Experience of performance is use ass the basis for measuring customer satisfaction with a service this given the metric a satisfaction gap that both objective and measurable. In this study a descriptive research methodology was adopted and primary data was acquired by a questionnaire with 100 response. The primary goal of the study was to determine the company's product on the market. To satisfy the research program's key objective a proper sample size was chosen which research total population and aids in the collection of data. In the this survey a stunted questionnaire was utilised as a research analysis and interpretation were also employed to get at the survey conclusion and finding, as well as to market recommendation.

## **1. introduction**

Customer satisfaction research is conducted in market for a variety of reason with the main purpose of assisting them in staying as close to their customer as humanly possible many cutting edge business and research agonies places premium on gathering relevant feedback from customer and clients and turning it into actionable steps to improve their performance. when it comes to customer satisfaction the most active verbal is to improve 'how often a company tests customer satisfaction

'is determined by the quality of the operation and the goal it seeks to achieve. Another organisation keep a comprehensive database with relevant information about customer needs many businesses have begun to use pop-up windows, connection or email invites to conduct online survey each approach or combination of methods has its own set benefit and drawbacks. Established customer must be retained and non-customer must be targeted customer satisfaction is a good indicator of effective a company is at delivering services to customer.

customer now an ever increasing number of product and services option. They can purchase based on their preferences and perception of quality, value, and service companies must be comprehend the factors that pleasure. The gap between total customer value and total customer cost is known as customer delivered value.

The benefits of customers satisfaction is feedback of the services, desired improvement in services, better innovation in product and services, greater customization and long-term relationship with customer.

## 2. Literature review

- **Dr.varsha goyal and dr. Sukhvidersing (2019)** has conducted research on customer satisfaction in automobile business with a focus on passenger car in delhi and the national capital region consumer satisfaction that refers to how well a company product and services meet or exceed customer expectation.
- **Soniya poudel (2019)** has conduct research on customer satisfaction in automobile industry a long-term corporate performance is determined by satisfied customer contentment and link behaviour has been will daily documented in marketing literature.
- **Anilkumar and bhupender (2016)** has conducted research on role of customer satisfaction in automobile services sector studied consumer behaviour toward passengre car segment in india , this study was the identification of factors influencing customer preference for particular segment of car such as small & hatch back segment.
- **Hadi amineha neha and nataliya kosach (2016)** has conducted research on assessment of consumer satisfaction with automotive product auality. In recent, all management theories have establish d a link between market efficiency and the reality that a company's strategic focus should be a consumer's contentment with driving an automobile.
- **Bharat singh** has conducted research on customer satisfaction towards product and after sale services offered by ford as business grow more client-centric and demand-driven,the need to develop and retain client loyalty has never been more important customer happiness is the most efficient method of gaining customer loyalty.

- **Kavita pua and savita (2013)** has conducted research on a study of customer satisfaction with reference to tata motar passenger vehicle an empirical. Study on small size passenger car in india with the main objectives to examine the satisfaction and impact on future purchase decision and explore the performance.

### 3. Research methodology

In this section researcher describe the methodology used in the research study. The main objective of study is customer satisfaction of hyundai car in udhna surat. A 100 customer from surat city were contacted for collecting data thorough personal interview via questionnaire. The data collected through questionnaire in the nature of dichotomous, likert scale, and multi-response from the respondents. The respondents are selected through non-probability judgmental sampling.

### 4. Data analysis

This study to determine the level of customer satisfaction of hyundai car in udhna surat, this study used the descriptive survey method. A researcher made questionnaire was used as the main instrument for data collection. Interviews were also conducted to answer clarification, verify the answer of the respondents, and to solicit additional information. the respondent in term of age majority are 26 to 35 year. as to gender, it shows that 71% of male and 29% female customers. Majority of the respondents are earning 2 lakhs and above every year with the percentage of 28% and minimum wage earners.

The 100% respondent are using the hyundai car. majority of respondent are using the car since 4-6 year. the hyundai i20 car being chosen by 32% customer. The hyundai santro is used by 22% of customer. 12% customer are using the hyundai tucson. 34% customer are using the other hyundai car

Using the chi-square test define the customer need and level of customer satisfaction Customer's chosen model/variant/color are essential factors. Just 2% of customers consider these factors to be very significant. 10% of male customers and 10% of female customers are unaffected by these factors. 12 percent of males and 8% of females believe that the choice of a partner is significant.

warranty and support that you like Clarity of plan is one of the most significant considerations for customers. Just 2% of customers consider these factors to be very significant. 6 percent of male customers and 12% of female customers are unconcerned about these factors. 22 percent of males and 8% of females believe that the option of desired is significant. Customers are regarded as very critical by 41% of men and 9% of women.

**Table1: chi-square test with gender**

VARIABLE	Chi-square	df	Asym p.sig
The salesperson meet you within a reasonable time ?	2.191	2	0.334
Introduction to service advisor	1.860	2	0.394
Ease of completing paper work	9.064	2	0.011
The staff at dealership introduce their service facility	0.717	2	0.699
Are you up dated timely on delivery status from booking to delivery	8.451	2	0.015
Responsiveness booking to delivery	9.139	2	0.010
Delivery on committed date	15.285	2	0.189
Good car condition on delivery	1.236	2	0.539
Quality of services is as per my expectation	2.805	2	0.246
Satisfied with the service centre responsiveness	1.946	2	0.378
Satisfied with the cost service	3.728	2	0.155
Low maintenance	5.165	2	0.076
After sales service	2.048	2	0.359
Satisfied with the quality of after sales service provided by service centre	4.956	2	0.084
Mileage consumption	2.987	2	0.225
Prices of comfort	7.338	2	0.026
Driving comfort	2.610	2	0.271
Safety	2.834	2	0.242
Sound enhancement	2.787	2	0.248
Advancing technology	4.137	2	0.126
Interior	2.520	2	0.284

exterior	11.554	2	0.003
360- Degree camera system	7.196	2	0.27
Fast USB charging	11.721	2	0.003
GPS	30.653	2	0.000

**Source** various questionnaires from respondents

In this chi-square test results and associated significant are substantially higher than 0.05 as result the null hypothesis is accepted and we can conclude that the difference level of the customer satisfaction. the respondent are highly satisfaction of the hyundai feature and service.

## 5. findings

- Firm wants to know whether customer are satisfied or dissatisfied with the company's services and according to questionnaire, more peoples are satisfied with the company product and services.
- Customer satisfaction with hyundai vehicles suggests that approximately 80% of customer are satisfied.
- The customer is satisfied with product guarantee and warranty. And the company understood that over 95% of customer were satisfied with the product.

## 6. Recommendation / suggestion

- The company should keep the need of the younger generation in mind.
- The company product advertising approach should be improved.
- It will be advantageous for company to locate the warehouse near the showroom, and the warehouse should have a roof and enough protection.
- The company should conduct periodic survey to determine the level of client satisfaction.

## 7. conclusions

Hyundai has the second-largest market share and the second-largest car-fleet on Indian roads. To keep vehicle problem to a minimal, a lot of effort and careful planning is required. I observe that skilled and talented employees are in high demand. There must be a mechanism in place to inform customer about the company various products that are appropriate for them. In terms of client happiness, hyundai has done quite well. Hyundai market share among higher-income corporate customer is the highest. According to business data, high level employees favour luxury car such as the favour.

## 8. Reference

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