

**Impact of Service Quality on Customer Satisfaction and Customer Loyalty
in Hero Suguna Automobiles**

S.PRIYA

(REG NO.17PBM023)

A Major Project Report submitted to

Avinashilingam Institute for Home Science and Higher Education for Women,

Coimbatore-641 043

In Partial Fulfillment of the Requirements for the Degree of

Masters in Business Administration

(IT Organization Administration)

April, 2019

**Impact of Service Quality on Customer Satisfaction and Customer Loyalty
in Hero Suguna Automobiles**

S.PRIYA

(REG NO: 17PBM023)

**A Major Project Report submitted to
Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore-641 043**

**In Partial Fulfillment of the Requirements for the Degree of
Masters in Business Administration
(IT Organization Administration)**

April 2019

CERTIFIED AS BONAFIDE RESEARCH WORK

**Signature of the
Guide**

**Signature of the
Head of the Department**

**Signature of the
External Examiner**

ACKNOWLEDGEMENT

The Researcher takes this opportunity to express her gratitude to the people who have been instrumental in the successful completion of this project.

The researcher is indebted to thank our Padma Shri **Dr.P.R.KrishnaKumar**, Chancellor, **Dr.Premavathy Vijayan**, Vice Chancellor and **Dr.S.Kowsalya**, Registrar, of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for their supportive encouragement and academic interest shown towards the student.

The Researcher wishes to express her deep sense of gratitude and grateful thanks to **Dr.SarojaPrabhakaran**, Director, The Hall of Residence, for her endless support and encouragement throughout the project.

The Researcher conveys her utmost gratitude to **Dr.U.Jerinabi**, Dean, School of Commerce and Management for her valuable support and for her constant encouragement for all endeavors.

The Researchers extends her heartfelt thanks to **Dr.A.Pankajam** Associate Professor, Head of the Department, Department of Business Administration, for her valuable assistance and for providing the opportunity to carry out the project successfully.

It is the Researcher's honor and privilege to express her immense gratitude to her project guide **Ms.P.Angel Ranjitham**, Assistant Professor, Department of Business Administration, for her generous guidance, sustained inspiration and valuable suggestion rendered throughout the project work.

The Researcher expresses her sincere gratitude to all the **Faculty Members** of Department of Business Administration, for their timely help, continuous support and guidance throughout the project work.

The researcher owes her thanks to **Mrs.A.Susila**, HR Manager of the Hero Suguna Automobiles, for having permitted her to carry out the project, for providing facility and ambient environment to carry out the project work.

Last but certainly not the least, the researcher would like to extend her deep sense of gratitude to her family members and her friends for their constant encouragement with timely suggestions and moral support behind this project work.

CONTENT

Synopsis

List of Tables

List of Charts

CHAPTER NO.	PARTICULARS	PAGE NO.
I	Introduction	
	1.1 Industry profile	1
	1.2 Company profile	2
	1.3 Factors definition	4
	1.4 Objectives of the study	8
	1.5 Research questions	9
	1.5 Scope of the study	10
	1.6 Limitations of the study	11
	1.7 Operational definition	12
II	Review of literature	13
III	Research Methodology	19
	3.1 Research Design	19
	3.2 Source of data	19
	3.3 Methods of Data Collection	20
	3.4 Period of Study	20
	3.5 Sampling Design	20
	3.6 Tools used for analysis	20
	3.7 The conceptual framework	25
IV	Analysis and Interpretation	26
V	Summary and conclusions	46
	5.1 Findings	46
	5.2 Suggestion	49
	5.3 Conclusion	50
	Bibliography	

SYNOPSIS

The project report is the outcome of the study titled “**The Impact of Service Quality on Customer Satisfaction and Customer Loyalty in Hero Suguna Automobiles**”, Coimbatore. The primary objective of the study is to assess customer perception towards service quality, customer satisfaction and customer loyalty. Finally the study suggests the most preferable method of employee’s development.

The study is based on the primary data. The data collected through structured questionnaire from the customers of Hero Suguna Automobiles in Coimbatore. The data collected for the period of 2 months.

The purpose of the study is to assess customer perception towards service quality, customer satisfaction and customer loyalty and also to identify the impact of service quality on customer satisfaction and customer loyalty.

The collected data was analyzed using percentage analysis, mean and standard deviation, measurement model, multicollinearity, and correlation analysis. It was identified that there is significant relationship between service quality and customer satisfaction and there is a positive influence of service quality on customer satisfaction in Hero Suguna automobiles.

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
4.1	Demographic Sample Characteristics	25
4.2	Descriptive Statistics	26
	4.2.1 Service Quality of Tangibility	27
	4.2.2 Service Quality of Reliability	28
	4.2.3 Service Quality of Responsiveness	29
	4.2.3 Service Quality of Empathy	30
	4.2.4 Assurance of Service Quality	31
	4.2.5 Customer Loyalty	32
	4.2.6 Customer Satisfaction	33
4.3	Measurement Model	
	4.3.1 Reliability	34
	4.3.2 Validity	35
4.4	Multicollinearity	37
4.5	Correlation Analysis	38
4.6	Variance Explanation	40
4.7	Effect size	41
	Bootstrapping	42

LIST OF CHARTS

CHART NO.	TITLE	PAGE NO.
3.7	The Conceptual Framework	25
4.6	Structural Model	41
4.7	Effect Size	43

CHAPTER I

INTRODUCTION

In present days business and academia have started to concentrate on service quality due to its close relationship with cost, customer satisfaction, loyalty, and customer retention. Due to stiff competition in the global market the organizations are making a review of the processes and the ways through which services are delivered. Researchers and service managers are eager to know the market demands on service quality in order to improve the business performance and customer satisfaction.

In today present time automotive industry is one the largest competitive industry. In the automotive industry there are a lot of competitions in the market who manufacture the same product but it is different in terms of design, development, manufacturing methods, marketing strategies etc. Each and every service industry try to provide best in class service and they uses the best methods of servicing or it may vary from brand to brand. Similarly the steps followed by the particular brand also vary. In the present time most of the person uses vehicle either two wheeler or four wheeler and they also try to maintain their vehicle by proper servicing and for servicing they trust only on the authorized service centre but we see that there are some differences in between expected service and perceived service quality of the service centre and this thing is directly affects the customer satisfaction.

1.1 Industry Profile:

The automobile industry designs, develops, manufactures, markets, and sells motor vehicles, and is one of the world's most important economic sectors in respect of revenue. The competitive nature of the automobile industry has prompted the companies to take up new and innovative market strategies towards the competition. The automobile industry in India has witnessed a rapid growth over the last couple of decades and in recent years it has also captured the attention of the whole world with some innovative products. It includes manufacturing of cars, two-wheelers like motorcycles, scooters, bikes, passenger cars, trucks, tractors, defense vehicles and buses. It can be divided into car manufacturing, heavy vehicle manufacturing and two-wheeler manufacturing. The study has been conducted to know the Customers Satisfaction level towards Hero Two Wheelers with Special Reference to Coimbatore District. It analyses the factors that lead to the preference of a particular brand by the customers.

This study will be useful for the organization to understand the reasons for the preference of the Hero bikes. High satisfaction delights and creates an emotional feeling with the brand. As a

result, one can have high customer loyalty. Senior managers believe that a very satisfied or delighted customer is more worthy and they are the biggest assets to an organization.

The two wheeler industry has been going steadily over the years all over the world. India is not an exception for that. Today India is the second largest manufacturer of two wheelers in the world. It stands next only to Japan and China in terms of number of two wheelers produced and sold. Until 1990 geared scooters dominated the two wheelers market so much so that their sales equaled the combined sales of Motor cycles and Mopeds. Today the customer preferences have shifted from geared scooters to motorcycles and also to an extent to the premium end scooters. With rising fuel cost and more recently stringent emission norms imposed by the government, there is a distinct consumer preference for high efficiency.

1.2. Company Profile:

Hero Moto Corp is the World's single largest two-wheeler motorcycle company. Honda Motor Company of Japan and the Hero Group entered a joint venture to setup Hero Honda Motors Limited in 1984. The joint venture between India's Hero Group and Honda Motor Company, Japan has not only created the world's single largest two wheeler company but also one of the most successful joint ventures worldwide.

During the 80s, Hero Honda became the first company in India to prove that it was possible to drive a vehicle without polluting the roads. The company introduced new generation motorcycles that set industry benchmarks for fuel thrift and low emission. A legendary 'Fill it – Shut it – Forget it' campaign captured the imagination of commuters across India, and Hero Honda sold millions of bikes purely on the commitment of increased mileage.

Over 20 million Hero Honda two wheelers tread Indian roads today. These are almost as many as the number of people in Finland, Ireland and Sweden put together. Hero Honda has consistently grown at double digits since inception; and today, every second motorcycle sold in the country is a Hero Honda. Every 30 seconds, someone in India buys Hero Honda's top –selling motorcycle – Splendor. This festive season, the company sold half a million two wheelers in a single month—a feat unparalleled in global automotive history.

Hero Honda became the first company in the country to introduce four-stroke motorcycles and set the standards for fuel efficiency, pollution control and quality. It has an excellent distribution and service network spread throughout the country.

Hero Honda bikes currently roll out from its three globally benchmarked manufacturing facilities. Two of these are based at Dharuhera and Gurgaon in Haryana and the third state of the

art manufacturing facility was inaugurated at Haridwar, Uttarakhand in April this year. These plants together are capable of producing out 4.4 million units per year.

Having reached an unassailable pole position in the Indian two wheeler market, Hero Honda is constantly working towards consolidating its position in the market place.

The company believes that changing demographic profile of India, increasing urbanization and the empowerment of rural India will add millions of new families to the economic mainstream. This would provide the growth ballast that would sustain Hero Honda in the years to come. As Brijmohan Lall Munjal, the Chairman, Hero Honda Motors succinctly points out, 'We pioneered India's motorcycle industry, and it's our responsibility now to take the industry to the next level. We'll do all it takes to reach there.'

1.2.1. Product range of the company includes:

- XTREME 200R
- KARIZMA ZMR
- XTREME SPORTS
- ACHIEVER 150
- NEW GLAMOUR
- GLAMOUR PROGRAMMED F1
- GLAMOUR
- SUPER SPLENDOR
- PASSION PRO 110
- PASSION X PRO
- PASSION PRO
- SPLENDOR ISMART+
- SPLENDOR PRO
- SPLENDOR+ IBS 135
- HF DELUXE ECO
- HF DAWN
- HF DELUXE IBS 135
- DESTINI 125
- DUET

- MAESTRO EDGE
- PLEASURE

1.2.2 Dealer Profile

Suguna Auto Mobiles authorized and leading hero Honda dealers in India, dealing Hero Honda motorcycle sales, spares and service started on 26th December 1979, name and style is Suguna Automobiles.

1.2.3 Award won by Suguna Automobiles

- “ROLL OF HONOUR” for our outstanding achievement in all India dealer contest 1987.
- “HERO HONDA BEST DEALERS” in commemoration of holiday in Japan.
- “CERTIFICATE OF EXCELLENCE” for our outstanding performance in all Indian dealer contest 1989.
- “OUTSTANDING DEALER” – Marketing conversions-1991
- “CERTIFICATE OF EXCELLENCE” award as a winner for overall performance in the “HERO STARS” contents for the year 2000-2001.

1.3 Factor Definition:

1. 3.1 service Quality:

Service quality (SQ), in its contemporary conceptualization, is a comparison of perceived expectations (E) of a service with perceived performance (P), giving rise to the equation $SQ=P-E$. This conceptualist ion of service quality has its origins in the expectancy-disconfirmation paradigm.

A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive. Evidence from empirical studies suggests that improved service quality increases profitability and long term economic competitiveness. Improvements to service quality may be achieved by improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes.

A customer’s expectation of a particular service is determined by factors such as recommendations, personal needs and past experiences. The expected service and the perceived service sometimes may not be equal, thus leaving a gap. The service quality model or the ‘GAP

model' developed in 1985, highlights the main requirements for delivering high service quality. It identifies five 'gaps' that cause unsuccessful delivery. Customers generally have a tendency to compare the service they 'experience' with the service they 'expect'. If the experience does not match the expectation, there arises a gap. Given the emphasis on expectations, this approach to measuring service quality is known as the expectancy-disconfirmation paradigm and is the dominant model in the consumer behavior and marketing literature.

A model of service quality, based on the expectancy-disconfirmation paradigm, and developed by A. Parasuraman, Valarie A. Zeithaml and Len Berry, identifies the principal dimensions (or components) of service quality and proposes a scale for measuring service quality, known as SERVQUAL. The model's developers originally identified ten dimensions of service quality that influence customer's perceptions of service quality. However, after extensive testing and retesting, some of the dimensions were found to be auto correlated and the total number of dimensions was reduced to five, namely - reliability, assurance, tangibles, empathy and responsiveness. These five dimensions are thought to represent the dimensions of service quality across a range of industries and settings. Among students of marketing, the mnemonic, RATER, an acronym formed from the first letter of each of the five dimensions, is often used as an aid to recall.

In spite of the dominance of the expectancy-disconfirmation paradigm, scholars have questioned its validity. In particular scholars have pointed out the expectancy-disconfirmation approach had its roots in consumer research and was fundamentally concerned with measuring customer satisfaction rather than service quality. In other words, questions surround the face validity of the model and whether service quality can be conceptualized as a gap.

1.3.2 Customer satisfaction

Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time (Fornell, Johnson, Anderson, Cha & Bryant 1996). With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a crucial outcome (Oliver 1999.)

At a glance, customer satisfaction is a crucial component of a business strategy as well as customer retention and product repurchase. To maximize the customer satisfaction companies should sell ideas and methods after the completion with all the necessary documents. As for example, customers will buy a car after taking a closer look at it such as how is the engine, what is its model, how many kilometers it has been traveling, and is there any cracks or not. Therefore, they do not feel disappointed after purchasing it. Otherwise, if the company uses only their sell and build method customers might expect that the car is exactly the same as what they see in the pictures or during the exhibition and later on the company might receive complaint if anything is wrong.

However, the product and its features, functions, reliability, sales activity and customer support are the most important topics required to meet or exceed the satisfaction of the customers. Satisfied customers usually rebound and buy more. Besides buying more they also work as a network to reach other potential customers by sharing experiences (Hague & Hague 2016.)

Customer satisfaction is dynamic and relative. Only the idea “customer-centric” can help companies improve satisfaction and keep customer truly, conversely, if competitors improve customer satisfaction, then it may loss corporate customers. While improving customer satisfaction, customer expectations should be noticed. Service quality, product quality and value for money have a direct positive impact on customer satisfaction. Employee satisfaction is equally important before achieving the customer satisfaction. If employees have a positive influence, then they can play a big role to increase customer satisfaction level. Satisfaction is a dynamic, moving target that may evolve overtime, influenced by a variety of factors. Particularly when product usage or the service experience takes place over time, satisfaction may be highly variable depending on which point in the usage or experience cycle one is focusing.

Customer satisfaction is influenced by specific product or service features and perceptions of quality. Satisfaction is also influenced by customer’s emotional responses, their attributions nether perception of equity (Zeithal & Bitner. 2003, 87-89.) Increased customer satisfaction can provide company benefits like customer loyalty, extending the life cycle of a customer expanding the life of merchandise the customer purchase and increases customers positive word of mouth communication. When the customer is satisfied with the product or service of the company, it can make the customer to purchase frequently and to recommend products or services to potential

customers. It is impossible for a business organization to grow up in case the company ignores or disregards the needs of customers (Tao 2014.)

1.3.3 Customers loyalty

Oliver (1999) defines loyalty as “a deeply held commitment to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviors. “Customer loyalty is viewed as the strength of the relationship between an individual’s relative attitude and re-patronage. Although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to a top level. Customer satisfaction produces a positive financial result, especially in regular purchases. Today’s unforgiving market where creating and maintaining customer loyalty is more complex than it used to be in the past years. This is because of technological breakthrough and widespread of the internet uses. Loyalty building requires the company to focus the value of its product and services and to show that it is interested to fulfill the desire or build the relationship with customers (Griffin 2002.)

Thomas and Tobe (2013) emphasize that “loyalty is more profitable.” The expenses to gain a new customer is much more than retaining existing one. Loyal customers will encourage others to buy from you and think more than twice before changing their mind to buy other services. Customer loyalty is not gained by an accident; they are constructed through the sourcing and design decisions. Designing for customer loyalty requires customer-centered approaches that recognize the want and interest of service receiver. Customer loyalty is built over time across multiple transactions.

1.4. Objectives of the Study:

1. To assess customer perception towards service quality, customer satisfaction and customer loyalty.
2. To find out the impact of service quality towards customer satisfaction in Hero.
3. To identify the impact of service quality towards customer loyalty in Hero.

1.4. Research Questions

1. How does service quality influence customer satisfaction at Hero?
2. How does service quality impact on customer loyalty at Hero?
3. How does customer satisfaction impact on customer loyalty at Hero?

1.6. Scope of the Study:

The study focuses on the impact of service quality on customer satisfaction and customer loyalty in Hero Suguna Automobile industries. It includes availability level of products, quality of the products, customer expectations towards the products and problems faced by customers if any at Hero. The important task of a buying preference is to get more number of consumers for the business and retaining them forever by providing all support and care them.

When viewing the industrial sector one can see that all the corporate houses focusing on retaining the customers without compromising the organizational objectives, ethics and values. Customers are individuals and the organizations have to make each and every customer feel that they are highly compassionate to them. Hence, customer relationship management is having a wide scope in modern world. The study has got very wider scope in the vehicle and it is common to all consumers. This study provides best choice to the consumer while selecting the brand.

1.7 Limitations

- This study is limited to 130 respondents, due to time constraints
- This study is limited to Coimbatore city
- Study is only based on service quality of customer satisfaction and loyalty towards Hero.

1.9 Operational Definition

- **Satisfaction :**

Measure of how services supplied by a company meet customer expectation

- **Service Attributes:**

- Tangibility – appearance of physical facilities, equipment.
- Reliability – ability of perform the promised service dependably and accurately
- Responsiveness – the willingness to help customers and provide prompt service
- Assurance – the knowledge and courtesy of employees and their ability to inspire trust and confidence
- Empathy – trustworthiness, believability

- **Customer Loyalty:**

Customer loyalty is the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes the product or services.

CHAPTER II

REVIEW OF LITERATURE

Woodside et al (1989) found from the research study that customer judgment of service quality is positively associated with overall satisfaction with the service encounter. The overall satisfaction varies with the service quality and customer satisfaction. Overall customer satisfaction with the service encounter-is associated with behavioural intention to return to the same service provider.

Zeithaml & Berry's (1990) argue that service quality is more complicated than product quality. The physical attribute of products enables errors in the production to be easily detected and thus necessary solutions can be taken immediately to correct the mistakes before they are sold to customers. Compared with product quality, service quality is difficult to measure physically because services are abstract entities with characteristics such as intangible, perishable, heterogeneous and simultaneous. Service Quality Food Quality Perceived Value Customer Satisfaction Behavioural Intentions.

William boulding, Ajay kalra, and Richard staelin (Feb 1993) conducted that study focus develop a behavioural process model of perceived service quality. The perceptions of quality dimension form the basis for a person's overall quality perception, which in turn predicts the person's intended behaviours. The findings of this study are perceptions of quality strongly influence behavioural intentions. Finally concludes, overall service quality as a measure of the firm's service equity.

Levesque and McDougall (1996) found in their case study on retail banking found out that if a service problem or customer complaint is not properly handled, it has a substantial impact on the customer's attitude towards the service provider. However, the study did not support the notion that good customer complaint management leads to increased customer satisfaction. They reported that at best, satisfactory problem recovery leads to the same level of customer satisfaction as if a problem had not occurred.

Yavas (1997) in their study have revealed a positive relationship between customers' satisfaction through service quality and their long term commitment to the bank. Further, the relationship between service quality and complaint behaviour of the customers, was found to be negative. Better the quality, lower will be the number of complaints received from the customers and vice-versa.

Mittal (1999) have studied the relative impact of product and service satisfaction on overall customer satisfaction. This relates to one of the key managerial challenges of how to allocate resource since firms want to manage the product and service aspects of their offerings simultaneously. Their research indicated that service satisfaction initially has a much larger impact toward the manufacturer, but later product satisfaction is more influential in generating intentions toward the service provider and manufacturer.

Brady & Cronin, (2001) stated that if the service quality is high then it will have a strong and positive impact on the organization outcomes such as customer will be more loyal towards that particular organization, market share will be high; margin of profit will be increased.

Parker and Mathew (2001) expressed that there are two basic definitional approaches of the concept of customer satisfaction. The first approach defines satisfaction as a process and the second approach defines satisfaction as an outcome of a consumption experience. These two approaches are complementary, as often one depends on the other. It was also noted that the process of satisfaction definition concentrates on the antecedents to satisfaction rather than satisfaction itself.

Gani A and Mushtaq A. Bhat (2003) carried out a study to analyze the service quality in Indian and foreign banks. The results of the study revealed that quality of service in foreign banks are comparatively better than that of Indian banks and pointed out that Indian banks are lagging behind on the front of physical facilities, up-to-date equipments, communication material, neatness of employees, employees providing prompt service to customers, convenient operating hours, banks having customers' interests at heart and employees who give personal attention.

Minjoon Jun, Zhilin Yang, and DaeSoo Kim (Sep 2003) stated that Research study identify key underlying dimensions of online retailing service quality as perceived by online customers;. The findings shows that the access dimension had a significant effect on overall service quality, but not on satisfaction. Finally concludes, a significantly positive relationship between overall service quality and satisfaction.

Mr.V.N. Devikannan (2004) stated that study attempted to analyze the different factors that influenced the consumer buying behaviour in two wheelers. The study reveals that among different sources, family members, monthly income and occupational status influence the consumers to go on particular brand and their influence is found to a greater extent.

Palkar (2004) studied the relationship between the service quality, customer satisfaction and payment equity for the services provided by cellular mobile service providers. He argues that there are five factors such as service qualify, usage pattern, billing and service support determines customer satisfaction. He also argues that customer satisfaction influences on payment equity i.e. customers' perceived fairness of the price paid for the firms products and services.

Goode (2005) found that customer satisfaction for mobile phones determined by experience with a mobile phone's product quality, the level of call charges, the level of service charges and satisfaction with the service provider. One could argue in the case of mobile phones that the customer satisfaction is likely to be dependent on attribute importance related to physical product as well as on attribute related to the service offered by the service provider.

Paulo.A (2006) stated that SERVQUAL model is used for assessing service quality in a chain of car repair workshops. The main objective is to assess quality service dimensions that are delivered through the perspectives of managers and customers. This work was performed in a multinational company service chain including one hundred shops located throughout the country. They study about the company manufactures brake system, steering wheel system, suspension and seat belts. The service chain involves automotive services concerning suspension, brake systems, clutch and tires, among others. Responsiveness and assurance were found the most relevant to shop managers and customers. Quality improvement initiatives were proposed to enhance the service rendered by the car repair shops.

Chitty et al. (2007) conducted study that empirically proved the dominant role of brand image in predicting customer satisfaction in the hospitality industry. Moreover, the congruence between the brand image and customers' self-image would enhance customer satisfaction and customers' preference for the brand

Bright leisen Pollack (2008) stated that research study focus the relationship between service qualities attributes and customer satisfaction. The findings of the study are that Satisfiers exhibit initially no relationship with satisfaction, but after the acceptable level of quality (i.e. inflection point) has been reached, become positively related. Finally concludes, for dissatisfies, the firm should increase the service quality.

Michel Rod, Nicholas Ashill, Jinyi Shao and Janet Carruthers (2009) examined the relationship among three dimensions of service quality that influence the overall internet banking service quality and its effect on customer satisfaction in New Zealand. The results indicated that there is a significant relationship between online customer service quality, online information service quality, banking service product quality, overall internet banking service quality and customer satisfaction.

Euphemia F.T.Yuen, and Sian.S.L.chen.(June 2010) stated that study examine the impacts of the retail service quality dimensions and the product quality dimension on customer loyalty. It finds physical aspects, Reliability, and problem solving are positively related to customer loyalty to store and one dimension personal interaction of retail service qualities positively associated with customer loyalty to staff. Finally concludes retail store purchase intentions are strongly determined by reliability.

Parasuraman et al. (2011) states that there are five basic dimensions that can be used to measure the quality of service, namely: 1) Tangibles, including physical facilities, personnel equipment and means of communication. Tangibles are widely used by companies engaged in services in order to improve their image, delivering quality smoothness to their customers.2) Reliability, namely the ability to provide services promised immediately, accurately and satisfactorily.3) Responsiveness, namely the desire of the staff to help customers and provide responsive services.4) Assurance, including knowledge, competence, courtesy and credibility of staff, free of danger, risk or doubt.5) Empathy, including the ease of doing good communication, personal attention and understanding the needs of the customers.

Saleem & Rashid (2011) found customer satisfaction compares the customer expectation with the services provided by the bank. Organizational factor play very important role in satisfying the customers. If the organization is flexible and can change their policies with the changing environment the company can get satisfaction from its customer. Similarly in banks the employee's attitude, skill and flexible decision making style has great impact on customer to get the satisfaction. In other words we can say that the organizational factor greatly affect the customer satisfaction. Secondly technological factor also affect the customer satisfaction level.

If the banks adopt complex technologies which is difficult to understand then it will decrease customer satisfaction level, or if the employee does not clearly communicate with customer that how to use these technologies. Then it has bad impact on the customer. So, the bank should adopt high technologies but these Downloaded by Universities Utrecht At 22:24 23 April 2015 (PT)technologies should be easy to operate. In the Mobile Banking System the bank should know about the customer before any transaction takes place on mobile.

Tjiptono, (2011) conducted study is a close relationship between the determination of service quality and customer satisfaction. In evaluating the customer will use his or her expectations as a standard or a reference. Consumer satisfaction can only be achieved by providing quality services to consumers so, the quality of service is an important thing that must be considered by the company in order to achieve customer satisfaction.

Gan at al. (2011) argued that in banking sector customer satisfaction is affected by customer's perception that already has built up. In banking sector customer satisfaction is key factor for their survival in competitive market. Measuring the customer satisfaction helps the management to monitor the performance matrix by providing the actionable information. When the banks meet the customer's satisfaction then it leads to customer's loyalty which is beneficial for the bank. So we can say that customer satisfaction encourages the banks to improve the service quality and also helps to provide effective bank management. In Pakistani banking sector the customers are classified according to the environment and location (Javed, 2005).

Samraz Hafeez and Bakhtiar Muhammad (2012) conducted that research study was conducted to find the impact of service quality, customer satisfaction and loyalty programs on customer's loyalty in banking sector of Pakistan. The research concluded that service quality; customer

satisfaction and loyalty programs are the important factors that can increase the loyalty of a customer.

Sawitri et al. (2013) states that the quality of service and satisfaction is a success factor of a corporate to achieve competitive advantage. Customer satisfaction can provide benefits such as positive WOM. Quality of service and customer satisfaction can affect customer loyalty that will form recommendations from mouth to mouth (positive WOM).

Thomas and Tobe (2013) emphasize that “loyalty is more profitable.” The expenses to gain a New customer is much more than retaining existing one. Loyal customers will encourage others to buy from you and think more than twice before changing their mind to buy other services. Customer loyalty is not gained by an accident; they are constructed through the sourcing and design decisions. Designing for customer loyalty requires customer-centered approaches that recognize the want and interest of service receiver. Customer loyalty is built over time across multiple transactions.

Service quality:

S.Rao (2014) conducted that study is Dimensions of Service Quality in Restaurants: A Comparative Study In Udupi And Dakshina Kannada Districts. The objective of this study was to explore difference in the perception of service quality among customers in Manipal and Mangalore who visited similar restaurants. It was found that the customers in Manipal and Mangalore found the Operating hours of the restaurant beneficial for them.

Duggani Yuvaraju (2014) investigated customer satisfaction towards Honda Two Wheelers. In this paper they found that 60% of respondents to know the advertisement of Honda Bike through media, 90 percent of the respondents were completely satisfied with the mileage and performance of civ the bike, 56% of the respondents are attracted the quality of the service to choose this bike, 50% of the respondents are satisfied with the design of the bike, 54% of the respondents considered the price of the Honda, 60 % of the respondents felt the explanation to be “excellent”. The company should give some incentives to the dealers for promoting the products of Honda dealers. They should select good dealers, which they can give customer satisfaction.

CHAPTER –III

RESEARCH METHODOLOGY

The meaning Research is ‘The systematic investigation into and study of materials and sources in order to establish facts and reach new calculations’. The meaning of methodology is ‘A system of methods used in particular area of study’.

Research Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge.

This chapter introduces the methodology framework applied in this study by introducing various available approaches in the research field and justifies the most suitable choices to test the research hypotheses.

This chapter consist of research design, source of data, methods of data collection, period of study, sampling design, size, technique, population and tools of analysis used in this study.

3.1 Research Design

A research design is a frame work or blueprint for conducting the marketing research project. The details the procedures necessary for obtaining the information needed to structure or solve marketing research problems. In simple words, it is the plan of how you will go about your research.

Descriptive research design is used to describe characteristics of a population or phenomenon being studied. It is also known as **statistical study**. To identify the patterns or trends in a situation.

3.2 Source of Data

Source of data is the primary location from where data comes. The data source can be a database, a data set. **Primary data** is used in this study. The primary data are those data used in research originally obtained through the direct efforts of the researcher through surveys and direct observation.

3.3 Methods of Data Collection

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions and evaluated outcomes. Primary data was collected by a student for his/her thesis or research project. It is a mixture of open and multiple choice and scaling questions.

3.4 Period of Study

The study is an attempt to analyze the quality of HERO services and their preference to use among people during the period of December to February 2018-2019.

3.5 Sampling Design

Sampling design refers to the rules and procedures by which some elements of the population are included in the sample.

3.5.1 Sampling Technique and Method

Non-probability sampling technique was used in this research.

3.5.2 Sample Size

The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. The sample size must not be too long or too small it should be most favourable. The sample size for the study includes 130 respondents.

3.6 Tools of Analysis

The tools used in this project to analyze the data are:

- Percentage Analysis
- Mean and standard deviation
- Measurement model
- Multicollinearity
- Correlation analysis
- Path analysis

3.9.1 Percentage Analysis

The percentage analysis method is used to calculate the percent of the favourable and unfavourable responses.

$$\text{Percentage} = (\text{No. of respondents} / \text{Total No. Of respondents}) * 100$$

3.9.2 Mean and Standard Deviation

1. Mean:

The sample mean is the average and is computed as the sum of all the observed outcomes from the sample divided by the total number of events. We use \bar{x} as the symbol for the sample mean.

2. Standard deviation:

The standard deviation is a statistic that measures the dispersion of a dataset relative to its mean and is calculated as the square root of variance. It is calculated as the square root of variance by determining the variation between each data point relative to the mean.

Standard deviation is a statistical measurement in finance that, when applied to the annual rate of return of an investment, sheds light on the historical volatility of that investment. The greater the standard deviation of a security and the greater the variance between each price and the mean, which shows a larger price range.

3.9.3 Partial Least Squares Analysis

Smart PLS is a software with graphical user interface for variance-based structural equation modelling (SEM) using the partial least squares (PLS) path modelling method. Besides estimating path models with latent variables using the PLS-SEM algorithm, the software computes standard results assessment criteria (e.g., for the reflective and formative measurement models, the structural model, and the goodness of fit) and it supports additional statistical analyses

3.9.3.1. Measurement Model

Measurement model is also called the outer model. It is to show the relationships between each construct & their indicator variables / measures normally draw in rectangle boxes. Typical

calculations conducted in measurement model include: composite reliability, Cronbach's Alpha reliability, indicator reliability, convergent validity, discriminant validity etc.

1. Reliability

Reliability is the degree to which an assessment tool produces stable and consistent results. Test-retest reliability is a measure of reliability obtained by administering the same test twice over a period of time to a group of individuals.

2. Validity

Validity is the extent to which the scores from a measure represent the variable they are intended to.

3.9.3.2. Multicollinearity

Multicollinearity is a state of very high inters correlations or inter-associations among the independent variables. It is therefore a type of disturbance in the data, and if present in the data the statistical inferences made about the data may not be reliable.

Multicollinearity occurs when two or more predictors in the model are correlated and provide redundant information about the response. Multicollinearity was measured by variance inflation factors (VIF) and tolerance. If VIF value exceeding 4.0 or tolerance less than 0.2 then there is a problem with multicollinearity.

3.9.3.3 Correlation Analysis

Correlation analysis is the degree of inter-relatedness among the two or more variables. It is used to study the strength of a relationship between two variables.

The Pearson correlation coefficient, often referred to as the Pearson R test, is a statistical formula that measures the strength between variables and relationships. To determine how strong the relationship is between two variables, you need to find the coefficient value, which can range between -1.00 and 1.00

3.9.3.4 Path Analysis

Path analysis is an extension of the regression model. In a path analysis model from the correlation matrix, two or more casual models are compared. The path of the model is shown by a square and an arrow, which shows the causation. Regression weight is predicated by the model. Then the goodness of fit statistic is calculated in order to see the fitting of the model.

1. Effect Size:

Effect size values of less than 0.02 indicate that there is no effect. In some places standardized path coefficients with absolute values less than 0.1 may indicate a “small” effect, values around 0.3 a “medium” effect, and values greater than 0.5 a “large” effect.

3.9.3.5 Research Instrument:

A questionnaire was developed to gather in-depth information for the measurement of the conceptual model’s constructs: Tangibility, Reliability, Responsiveness, Empathy, Assurance, customer satisfaction and customer loyalty. The items used to operationalize constructs were based on literature review and have been validated in previous studies.

The table 3.9.3.5 summarizes the constructs and their respective sources and Appendix 2 presents the detailed item information.

Table 3.9.3.5 Source of Questionnaire Items

Source	Variable	Question no
Shekhar and Ashish	Demographic profile	1-10
Amudha and Nigama	Tangibility	11-14
	Reliability	15-18
	Responsiveness	19-22
	Empathy	23-27
	Assurance	28-32
Sian.S.L.Chen	Customer loyalty	33-36
Duggani Yuvaraju	Customer satisfaction	37-41

3.9.3.6 Pilot Study

A pilot study was carried out to test the adequacy of the research instrument. Feedback and suggestions from the respondents were reflected in revisions of the survey instrument that improved the understand ability of questions and accuracy of measurement scales. Reliability analysis was then performed on each of the constructs to test for their internal consistency. Cronbach's α coefficient is the most general measurement method of reliability. The following table summarizes the Cronbach's Alpha reliability coefficient for each construct.

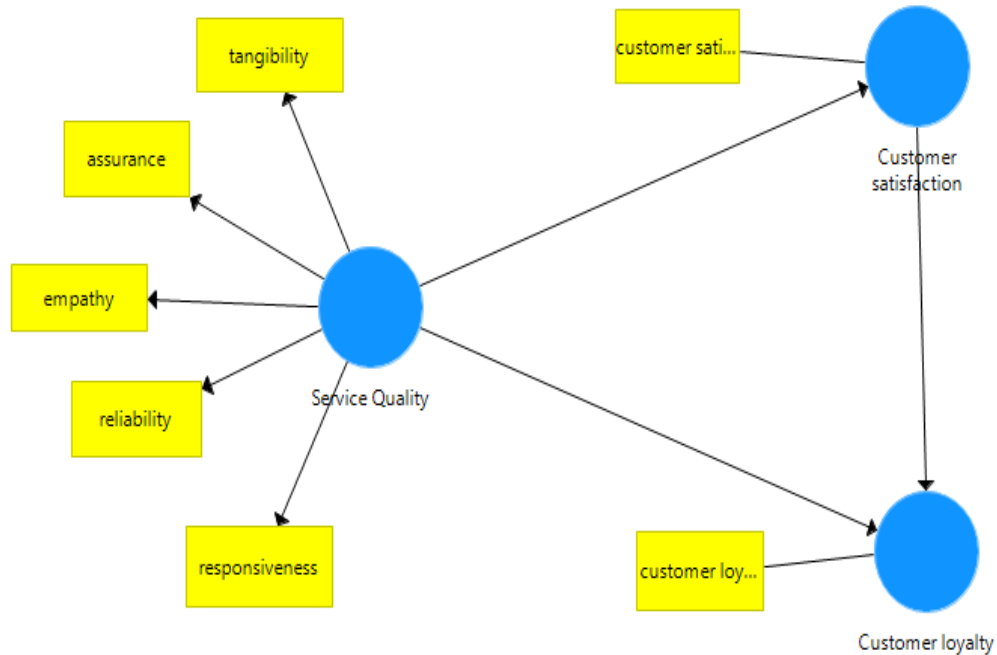
Table 3.9.3.6 Reliability Test

S.No	Variable	No. of Items	Score
1	Tangibility	4	.891
2	Reliability	4	.712
3	Responsiveness	4	.739
4	Empathy	5	.799
5	Assurance	4	.711
6	Customer loyalty	4	.715
7	Customer satisfaction	5	.707

Interpretation:

From table 3.9.3.6, the reliability value for all the variables were found to be above 0.70. The high Alpha values (close to or greater than 0.7), as per **Nunnally and Bernstein (1994)**, indicate that internal consistency of the factors is high. Thus we can conclude that all items measuring their respective construct do homogeneously belong to that construct.

3.7. The Conceptual Framework:



Hypothesis Generation:

Hypothesis H1: There is a positive relationship between service quality (i.e., tangible, reliability, Responsiveness, assurance and empathy) and customer satisfaction.

Hypothesis H2: There is a positive relationship between service quality (i.e., tangible, reliability, responsiveness, assurance and empathy) and customer loyalty.

Hypothesis H3: There is a positive relationship between customer satisfaction and customer loyalty

CHAPTER IV

ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance, and implications of the findings. The purpose of this chapter is to present analysis and interpretation relevant to answering the research questions and associated research propositions.

This chapter reveals the various statistical analyses done with SPSS 21.0 and its implications. Sample characteristics are presented first, followed by descriptive statistics. The results of the hypotheses testing and path analysis are presented for interpretation.

4.1 Demographic Sample Characteristics

Table 4.1.1 Demographic Details

Category	Frequency	%	
Age Group	Below 25 yrs	39	30
	26 - 41 yrs	51	23.8
	42 - 57 yrs	55	42.3
	Above 58 yrs	5	3.8
Occupation	Self employed	14	10.8
	Private sector	75	57.7
	Government sector	15	11.5
	Students	23	17.7
	Agriculture	3	2.3
Monthly income	Below 10000	18	13.8
	10001-20000	49	37.7
	20001-30000	15	11.5
	30001-40000	16	12.3
	40001-50000	22	16.9
	Above 60000	10	7.7
Model of Hero Two Wheelers	Hero splendor plus	47	36.2
	Hero passion pro	18	13.8
	Hero HF deluxe	12	9.2
	Hero glamour 125	14	10.8
	Hero duet	5	3.8
	Hero pleasure	17	13.1
	Karizma ZMR	17	13.1

Source of awareness	TV	37	43.8
	Newspaper	8	6.2
	Friends	40	43.8
	Dealers	25	19.2
No of years	Less than 3 years	59	45.4
	3-6 years	26	20
	6-9 years	40	30.8
	Above 9 years	5	3.8
Valuable attributes	Quality service	25	19.2
	Vehicle price	43	33.1
	Brand image	37	28.5
	Durable	10	7.7
	Convenience	12	9.2
	Standard equipment	3	2.3
Kind of problem	Mileage	57	43.8
	Brake	3	2.3
	Tier	14	10.8
	Electrical problem	13	10
	Post sale service	9	6.9
	Resale value	34	26.2

Interpretation:

From the above table show that the majority (42.3%) of the respondents are between 42-57 years age group. It could be interpreted that majority of occupation (57.7%) of respondents are private sector. The majority of respondents (37.7%) are belonging to the income level of 10001-20000. The majority of respondents (36.2%) are preferred Hero Splendor plus. The majority of respondents (43.8%) are awareness through friends. The majority of respondents (45.4%) are using bike less than 3 years. The majority of respondents (33.1%) are choosing bike based on vehicle price. The majority of respondents (43.8%) are facing mileage problem.

4.2 Descriptive Statistics

Descriptive Statistics includes statistical procedures that are used to summarize the data in a clear and understandable way. In this chapter the implication of data analysis is discussed under the following categories:

Mostly all researchers adopted Parasuraman, Zeitaml, & Berry's (1988) service quality model and adopted their SERVQUAL instrument, based upon the conception that service quality varies among industries. This study includes additional dimensions, identified by customers, which supposed to be integrated into the service quality construct it measures the level of importance of each particular dimension for the of hotel services users in Egypt.

- 4.2.1 Service quality of tangibility
- 4.2.2 Service quality of reliability
- 4.2.3 Service quality of responsiveness
- 4.2.4 Service quality of empathy
- 4.2.5 Service quality assurance
- 4.2.6 Customer satisfaction
- 4.2.7 Customer loyalty

4.2.1 Service Quality of Tangibility:

Tangibility in the form of physical environment seems to be a significant factor affecting the pre-purchase behaviour and perceived customer satisfaction in the selected services industry. A marketer should have the ability to analyze different service gaps to understand and deliver better quality services.

Katarne and Sharma in his study measured current service quality level of a typical automobile dealership in an Indian city. The satisfaction/dissatisfaction of the customer has been measured using standard statistical tools, and an attempt has been made to find out reason(s) of dissatisfaction by applying root cause analysis and results of the study show that delay in delivery is the most critical reason responsible for dissatisfaction or poor service quality level.

Table 4.2.1 Service Quality of Tangibility

Variable	Mean	Standard Deviation
Behaviour and presentation of Hero dealer is appealing	3.91	.620
Hero showroom has Modern looking equipment	3.88	.705
In Hero showroom physical facilities are visual appealing	3.87	.686
Staff are neat appearing	3.92	.886
Overall	3.89	0.62

Interpretation:

From the above table shows that highest mean value of $\mu = 3.92$ with standard deviation of 0.886. Staff neat appearing is $\mu = 3.92$. Behaviour of hero dealer is $\mu = 3.91$ and modern looking equipment is $\mu = 3.88$ and a physical facility of hero showroom is $\mu = 3.87$. The overall Standard deviation of tangibility is 0.62.

4.2.2 Service Quality of Reliability:

Reliability is the ability of the service provider to consistently provide services dependably and accurately compared to what was promised. It is the ability to perform the promised service dependably and accurately. Reliability means that the company delivers on its promises-promises about delivery, service provision, problem resolutions and pricing. Customers want to do business with companies that keep their promises, particularly their promises about the service outcomes and core service attributes. All companies need to be aware of customer expectation of reliability.

Table 4.2.2 Service Quality of Reliability:

Variable	Mean	Standard Deviation
Hero promise to do service by a certain time	4.14	.415
Hero is sincere approach in problem solving	3.95	.608
Hero performs the service right the first time	3.85	.624
Emphasis on error free records in hero	3.97	.634
Overall	3.92	0.43

Interpretation:

From the above the table shows that highest mean value of $\mu = 4.14$ with standard deviation of 0.415. Hero promise to do service by a certain time is $\mu = 4.14$, problem solving of Hero mean value is $\mu = 3.95$, service right the first time is $\mu = 3.85$ and error free record in hero is $\mu = 3.97$. The overall standard deviation of reliability is 0.43.

4.2.3 Service Quality of Responsiveness

It is the willingness to help customers and provide prompt service. This dimension emphasizes attentiveness and promptness in dealing with customer's requests, questions, complaints and problems. Responsiveness is communicated to customers by length of time they have to wait for assistance, answers to questions or attention to problems. Responsiveness also captures the notion of flexibility and ability to customize the service to customer needs.

Table 4.2.3 Service Quality of Responsiveness

Variable	Mean	Standard Deviation
Employees tell customers exactly when services will be performed at hero	4.52	.638
Employees give prompt service to customers at Hero	4.08	.890
Employees are never be too busy to respond to customers requests at Hero	4.34	.850
Employees are always willing to help you at Hero	4.13	.709
Overall	4.27	0.61

Interpretation:

From above the table shows that highest mean value of $\mu = 4.52$ with standard deviation is .638. Services will be performed at hero is $\mu = 4.52$, employees are never busy be too respond to customer request $\mu = 4.34$, employees are willing to help customer $\mu = 4.13$ and prompt service to customers is $\mu = 4.08$. The overall standard deviation of responsiveness is 0.61.

4.2.4 Service Quality of Empathy:

Empathy is the capacity to understand or feel what another person is experiencing from within their frame of reference, that is, the capacity to place oneself in another's position. In the context of conversion marketing, empathy allows you to understand your target audience, create relevant offers and engage with them in an authentic way.

Table 4.2.4 Service Quality of Empathy

Variable	Mean	Standard Deviation
Individual attention to customers in Hero is high	4.33	.640
Customer's best interests are at heart of Hero	4.12	.774
Hero dealers give personal attention to their vehicle problem	4.21	.794
Hero dealers are understand specific needs of customers	4.18	.656
Hero has convenient operating hours	4.09	.687
Overall	4.21	0.59

Interpretation:

From the above table shows that highest mean value of $\mu = 4.33$ with standard deviation of 0.794. Individual attention to customer in hero means score is $\mu = 4.33$, customer's best interests is $\mu = 4.12$, personal attention to vehicle problem is $\mu = 4.12$, specific need of customers is $\mu = 4.18$ and convenient operating hours is $\mu = 4.09$. Over all standard deviation of empathy is 0.59.

4.2.5 Assurance of Service Quality:

Assurance is Knowledge and courtesy of employees and their ability to convey trust and confidence. Customer service operations are designed to keep customers satisfied while protecting the organization. To make sure customer service achieves these goals in your small business, the person responsible for quality assurance must define the quality functions as they apply to how you serve your customers.

The quality assurance system can compare what you promise the customer to what the customer expects and what your customer service delivers. If the delivered service matches customer expectations and what you promised to deliver, quality with respect to this customer service element is high. If there are gaps, you can use the quality assurance system to track improvements.

Table 4.2.5 Assurance of Service Quality

Variable	Mean	Standard deviation
Behaviour of Hero dealers are in still confidence in customers	4.34	.629
Hero dealers are consistently courteous with customers	4.10	.657
Hero dealers have the knowledge to answer customers questions	4.35	.679
When I have problems, Hero is sympathetic and reassuring	4.24	.668
Overall	4.22	0.50

Interpretation:

From the above table shows that highest mean value of $\mu = 4.35$ with standard deviation is 0.679 Hero dealers have to answer the customer questions. Behaviour of hero dealers are $\mu = 4.10$, Hero dealers are consistently courteous with customers $\mu = 4.10$ and hero is sympathetic and reassuring $\mu = 4.24$. The overall standard deviation of assurance is 0.50.

4.2.6. Customer Loyalty:

Customer loyalty is the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes the product or services. Consider who you yourself are loyal to.

Customer loyalty refers to a situation where a customer develops a long standing preference or loyalty towards a particular product or service. Customer loyalty is reflected in the repeated purchases the customer makes of a particular product and his favourable nature towards a product or service.

Table 4.2.6 Customer Loyalty

Variable	Mean	Standard deviation
I consider to purchase and stay with Hero	4.21	.667
I will advise and recommend Hero to my peer	4.17	.779
I will say the positive things about this Hero	4.28	.514
I do not consider using competitor of Hero service	4.22	.584
Overall	4.22	0.51

Interpretation:

From above the table shows that highest mean value of $\mu = 4.28$ with standard deviation of 0.514. Positive things about this hero is $\mu = 4.28$, Do not consider using competitor of hero service is $\mu = 4.22$, purchasing and stay with hero is $\mu = 4.21$ and advise and recommend to my peer is $\mu = 4.17$. The overall standard deviation of the customer loyalty is 0.51.

4.2.7. Customer Satisfaction:

Customer satisfaction is a part of customer's experience that exposes a supplier's behaviour on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Table.4.2.7. Customer Satisfaction

Variable	Mean	Standard deviation
I am satisfied with technical knowledge of Hero dealers.	4.22	.584
I am satisfied with handling the problem	4.02	.787
My experience with the Hero is very good	4.11	.819
My expectation on quality of service is met	4.06	.833
I am overall satisfied with Hero services.	4.09	.687
Overall	4.05	.488

Interpretation:

From the above the table shows that highest mean value of $\mu = 4.22$ with standard deviation is 0.687. Satisfied with technical knowledge of the hero dealers is $\mu = 4.22$, my experience with hero is $\mu = 4.11$, overall satisfied with hero service is $\mu = 4.09$, expectation on quality of service is $\mu = 4.06$ and satisfied with handling problem is $\mu = 4.02$. The overall standard deviation of the customer satisfaction is 0.488.

4.3 Partial Least Squares Analysis

Structural Equation Modelling (SEM) is a multivariate data analysis method that is used to test theoretically supported linear and additive causal models (**Chin, 1996; Haenlein and Kaplan, 2004**). Partial Least Squares (PLS) is a soft modelling approach to SEM with no assumptions about data distribution (**Vinzi et al., 2010**).

PLS model consists of a structural part, which reflects the relationships between the latent variables, and a measurement component, which shows how the latent variables and their indicators are related. PLS is useful for structural equation modelling in applied research projects especially when there are limited participants and that the data distribution is skewed. Smart PLS is one of the prominent software applications for Partial Least Squares Structural Equation Modelling (PLS-SEM). It was developed by Ringle, Wende and Will in 2005.

There are two types of measurement scale in structural equation modeling; it can be formative or reflective. If the indicators cause the latent variable and are not interchangeable among themselves, they are formative. Formative indicators can have positive, negative, or even no correlations among each other (**Haenlein and Kaplan, 2004; Petter et al., 2007**). If the indicators are highly correlated and interchangeable, they are reflective and their reliability and validity should be thoroughly examined (**Haenlein and Kaplan, 2004; Hair et al., 2013; Petter et al., 2007**). The measurement scale of the current study is reflective in nature and the measurement model results are presented as follows.

4.3.1 Measurement Model

The first step in presenting the results of PLS analysis is to calculate the reliability and validity of the measurement items, as it is important to determine whether the measures represent the constructs. This section provides an evaluation on how accurate the measures are and also their convergent and discriminant validities.

4.3.1.1 Reliability

Cronbach's alpha is used to assess internal consistency, since it provides an estimate for the reliability based on the indicators' inter correlations (Henseler et al., 2009). Alpha coefficients range from 0 to 1 where higher coefficients indicate higher reliability. The accepted value of Cronbach's alpha is 0.70, whereas a value below 0.6 indicates a lack of reliability (Nunnally et al., 1967). Table shows that all constructs present alpha coefficients higher than 0.70.

Table 4.3.1.1 Reliability

Constructs	No. of indicators	Composite Reliability	Cronbach's α
Customer loyalty	4	1.000	1.000
Customer satisfaction	5	1.000	1.000
Service quality	20	0.785	0.688

Cronbach's alpha tends to provide an underestimation of the internal consistency (Henseler et al., 2009) and hence it is important to apply the composite reliability measure. The composite reliability takes into account that indicators have different loadings, and can be interpreted in the same way as Cronbach's alpha. The accepted value for composite reliability is 0.70 or higher (Henseler et al., 2009). The composite reliability values are shown on Table 4.3.1.1, the values for all constructs are above the accepted level. The average composite reliability for all constructs is 1.000 showing high reliability. Therefore, the measurement model of this study is reliable.

4.3.1.2 Validity

For the assessment of validity, convergent and discriminant validities are used. Convergent validity means that a set of indicators represents one and the same underlying construct, which can be analyzed through their unidimensionality. Discriminant validity is a complementary concept, meaning that each indicator should not have a stronger connection with constructs other than the one it attempts to reflect. To check convergent validity, each latent variables Average Variance Extracted (AVE) is evaluated. The AVE values for the conceptual model are tabulated below.

Table 4.3.1.2 Validity

Constructs	AVE
Customer loyalty	1.000
Customer satisfaction	1.000
Service quality	0.462

Fornell and Larcker (1981) suggested using the average variance extracted (AVE) as a criterion for convergent validity. AVE measures the amount of variance that a latent variable captures from its indicators relative to the amount due to measurement error (**Chin, 2010**). An AVE value of at least 0.5 indicates sufficient convergent validity, meaning that a latent variable is able to explain more than half of the variance of its indicators on average (**Henseler et al., 2009**). AVE is only applicable for outward-directed reflective constructs or latent variables. The entire measurement instrument in the present study is reflective, and thus AVE is applicable to all constructs. The AVE values are presented in Table 4.3.1.2, are greater than 0.50, thereby achieving convergent validity.

There are two measures of discriminant validity: The Fornell-Larcker criterion and the cross loadings (**Henseler et al., 2009**). The Fornell-Larcker criterion indicates that a latent variable shares more variance with its assigned indicators than with any other latent variable. The AVE of each latent variable should be greater than the latent variable's highest squared correlation with any other latent variable. The second measure of discriminant validity takes into account the loading of each indicator, where it is expected to be greater than all of its cross-loadings (**Henseler et al., 2009**). Although the Fornell-Larcker criterion assesses discriminant validity on the construct level, the cross loadings allow this evaluation on the indicator level (**Chin, 2010**). The results of both Fornell-Larcker criterion (Annexure 2 - Latent Variables Squared Correlations and AVE) and cross loadings (Annexure 3 - Cross Loadings) suggest that all construct measurements have adequate discriminant validities.

4.4 Multicollinearity

Multicollinearity is a statistical phenomenon in which two or more predictor variables in a multiple regression model are highly correlated. Signs of multicollinearity in a regression analysis include:

1. Large standard errors on the regression coefficient, so that estimates of the true model parameters become unstable and low t-values prevail.
2. The parameter estimates vary considerably from sample to sample.
3. Conflicting conclusions will be reached from the usual tests of significance (such as the wrong sign for a parameter).
4. Omitting a variable from the equation results in smaller regression standard errors.
5. A good fit not providing good forecasts.

Multicollinearity exists when the independent variables have a correlation rating of $r=0.9$ or above, and pose problems when trying to draw conclusions about the relative contribution of each predictor variable. Two common measurements for checking for multicollinearity are the variance inflation factor (VIF) and tolerance (**Hair and Black, 2006**). VIF values of less than 10 are considered favourable. The tolerance values should be higher than 0.1 to be considered good (**Field, 2009**). The table 4.4 indicates VIF values well below 10 and tolerance values greater than 0.6. Thus we can conclude that the data collected for research shows no signs of multicollinearity.

Table 4.4 Multicollinearity

Constructs	Tolerance	VIF
Customer loyalty	1.000	1.000
Customer satisfaction	1.000	1.000
Tangibility	.917	1.1966
Reliability	.965	1.0728
Responsiveness	.601	1.6655
Empathy	.596	2.1209
Assurance	1.000	1.6028

4.5 Correlation Analysis

Pearson's Bivariate Correlation analysis was used in the study to identify the interdependence of the variables. Pearson's correlation coefficient " r " measures the strength and direction of the linear relationship between two variables. It tells whether each variable is positively or negatively associated with the other variable. The value of correlation coefficient ranges from +1 to -1 where +1 implies perfect positive correlation and -1 implies perfect negative correlation (Whitley and Ball, 2002).

Table 4.5 Correlation Analysis of service quality on customer satisfaction and customer loyalty - Pearson's Bivariate Correlation Coefficients

Variable	Customer satisfaction	Customer loyalty	Tangibility	Reliability	Responsiveness	Empathy	Assurance
Customer satisfaction	1.000						
Customer loyalty	0.254**	1.000					
Tangibility	0.047	0.202**	1.000				
Reliability	0.137*	0.066	0.212**	1.000			
Responsiveness	0.137*	0.613	0.316**	0.071	1.000		
Empathy	0.240**	0.681	0.336**	0.103*	0.616	1.000	
Assurance	0.270**	0.616	0.206**	0.179*	0.430**	0.596**	1.000

**Correlation is significant at the 0.01 level (2-tailed); *Correlation is significant at the 0.05 level (2-tailed)

Interpretation:

From the table 4.5, the Pearson's correlation value for service quality in empathy and assurance is 0.596. The Pearson's r for responsiveness and empathy is 0.616. Thus, it can be inferred that empathy variable has a significant positive relationship with empathy and assurance. The findings of this study are perceptions of quality strongly influence behavioural intentions **Richard staelin (Feb 1993)**. The Pearson's correlation value for reliability and empathy is **0.103**. The correlation value for the variables tangibility and reliability is **0.212**. It stated that if the service quality is high then it will have a strong and positive impact on the organization outcomes **Brady & Cronin, (2001)**.

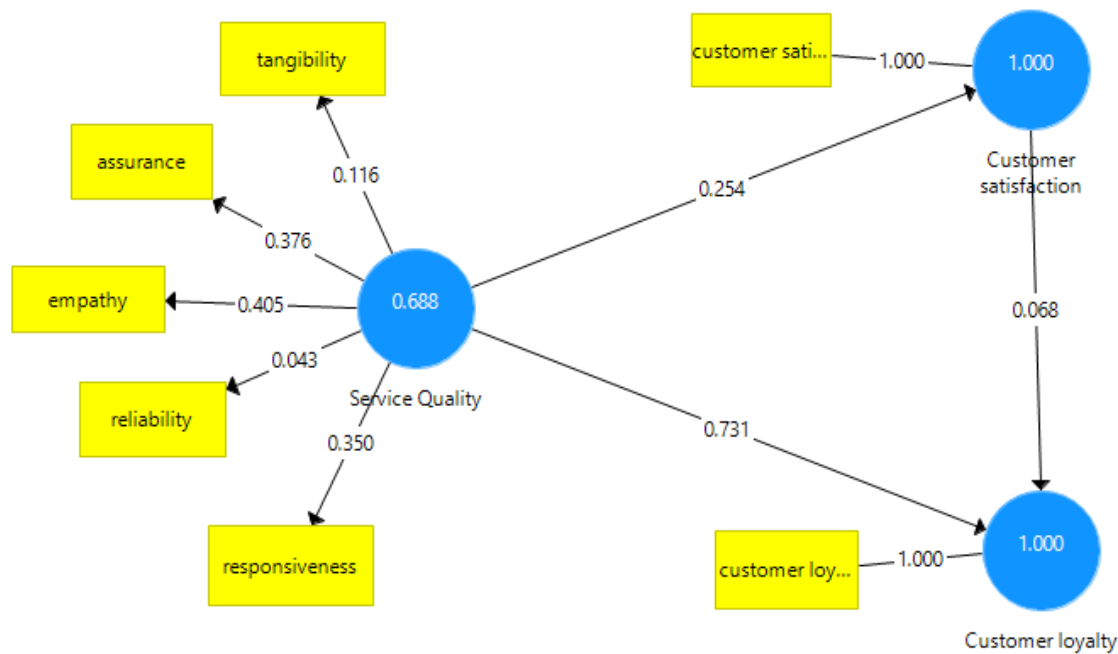
The correlation value between tangibility and responsiveness is **0.316**. The value is positive and significant and is in line with research findings that higher the disposition towards trust higher. Correlation value between customer loyalty and tangibility is **0.202**. It stated that if

the service quality is high then it will have a strong and positive impact on the organization outcomes such as customer will be more loyal towards that particular organization.

The Pearson’s correlation value for customer satisfaction and customer loyalty is **0.254**. This conducted study is a close relationship between the determination of service quality and customer satisfaction. Correlation variable for customer satisfaction and service quality is mostly significant **0.240**. Consumer satisfaction can only be achieved by providing quality services to consumers so, the quality of service is an important thing that must be considered by the company in order to achieve customer satisfaction **Tjiptono, (2011)**.

4.6 Structural Model Results

PLS algorithm was executed on Smart PLS using 130 as maximum number of iterations. The following primary observations are made from the PLS path diagram



4.6.1 Variance Explanation

The explanation power of the structural model is assessed by the R² values of the endogenous constructs. These values represent the amount of variance in the construct that is explained by the model (Tabachnick and Fidell, 2007). Table 4.6.1 summarizes the R² values obtained for the conceptual model.

Table 4.6.1 Variance Values

Constructs	R ²
Customer loyalty	0.563
Customer satisfaction	0.64

Interpretation:

The coefficient of determination R² for the endogenous latent variable customer loyalty is 0.563. This means that the latent variable moderately explain 56% of the variance in customer loyalty. The outer latent variable is able to explain 64% of variance of customer satisfaction.

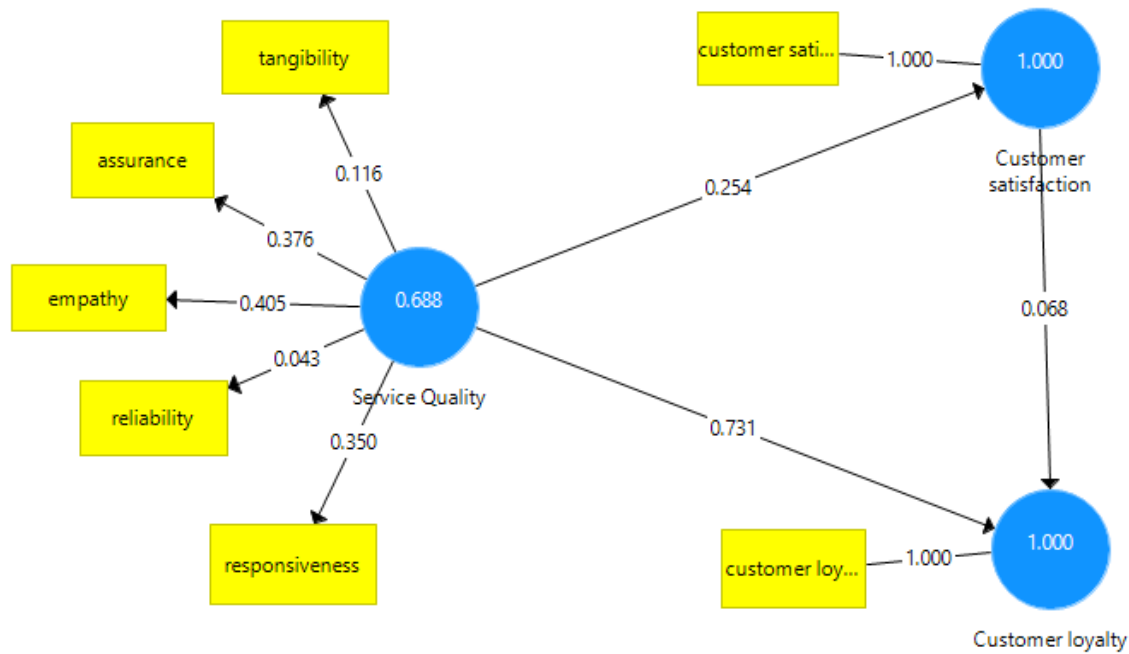
4.7 Path Analysis

The path coefficients of the PLS structural model provide a validation of the theoretically assumed relationships between constructs (Adams et al., 2007). The individual path coefficients measure the magnitude of the causal relation between constructs and they can be interpreted as standardized beta coefficients of ordinary least squares regressions (Henseler et al., 2009). The results of the structural path analysis are depicted in Fig 6, in which PLS path coefficients and indicators loadings are shown. All path coefficients are positive, except for the path perceived risk to attitude and perceived risk to trust. The negative path coefficient indicates that the causal relationship between the latent variables is negative.

4.7.1 Effect Size

Henseler et al. (2009) recommend that all indirect effects of a particular latent variable on another variable should be evaluated, considering that the standardized inner path model coefficients decline with an increased number of indirect relationships. In order to evaluate the effect size in the path model, Cohen's (1988) f^2 was calculated as the increase in R² relative to the proportion of variance of the endogenous latent variable that remains unexplained (Henseler et al., 2009).

$$f^2 = \frac{R_{AB}^2 - R_A^2}{1 - R_{AB}^2}$$



where R_A^2 = variance accounted for in the population by variable set A

R_{AB}^2 = variance accounted for in the population by variable set A and B together

According to (Cohen, 1988) values of 0.02, 0.15, and 0.35 can be interpreted as small, medium, and large effects at the structural level, respectively.

Table 4.7.1 Effect Size

Effects	f^2	Effect size
SQ-CL	1.145	Large
SQ-CS	0.069	Small
CS-CL	0.009	None

Interpretation:

From the above table we can infer that service quality on customer loyalty have large effect, service quality on customer satisfaction have small effect and customer satisfaction on customer loyalty have no effect.

4.7.2 Bootstrapping

Bootstrapping procedure is used to estimate the significance of path coefficients in the model. Bootstrapping provides an estimate of the shape, spread, and bias of the sampling distribution of a specific statistic (Adams et al., 2007). Bootstrap procedure creates a number of samples where each bootstrap sample has the same number of cases as the original sample; bootstrap samples are created by randomly drawing cases with replacement from the original sample and PLS estimates the path model for each bootstrap sample. The obtained path model coefficients form a bootstrap distribution and this information is used to calculate t-test for the significance of the path model relationships (Henseler et al., 2009).

In this study, bootstrap was performed with 303 cases and 500 samples. The significance of path relationships was determined with one tail t-test distribution with 500 degrees of freedom. One tail t-test is used because all hypotheses are directional in this study. Fig 7 shows the graphical bootstrap output with t-value for each path and table 4.7.3 summarizes the results.

Table 4.7.2 Results of PLS Paths and Bootstrapping

Hypotheses	Path Co-efficient	T-Statistics	P value
H ₁ : There is a positive influence of service quality on customer satisfaction in Hero	0.254	2.362	0.0166
H ₂ : There is a positive influence in service quality on customer satisfaction in Hero	0.731	17.2299	0.000
H ₃ : There is a positive influence in customer satisfaction on customer loyalty in Hero	0.068	2.3627	0.2494

**Correlation is significant at the 0.01 level (2-tailed)*Correlation is significant at the 0.05 level (2-tailed)

According to one tail t-test ($df = 500$), 95 percent significance level or $p < 0.05$ requires $t\text{-value} > 1.645$. The empirical results support the proposed relationship between the variables of the conceptual model as their T-Statistics values are greater than 1.645.

Wang, Lee and Chen (2012) cited that three steps procedure outlined by Baron and Kenny (1986) was adopted to test the tested by using Bootstrapping and PLS algorithm to identify mediating

effects of customer satisfaction. However, Preacher and Hayes (2004, 2008) postulated that each mediator shall be tested by running the PLS Bootstrapping. SmartPLS procedure in this study is adopted with several steps. Initial procedure is to test direct effects of the independent variables and the dependent variable by the mediator, with and without the mediator's presence to see the degree of increase or reduction in power of the relationship between the independent variable and dependent variable. Then, bootstrapping procedure was conducted and default report extracted shall determine the independent variable to mediator Beta value, the path to the dependent variable Beta value, independent variable to mediator path standard error and mediator to dependent variable standard error to determine t-statistics of 1.96 absolute value compliance.

CHAPTER V

SUMMARY AND CONCLUSIONS

5.1 FINDINGS

5.1.1 The findings of percentage analysis shows that

- Majority (42.3%) of the respondents between 42-57years.
- Majority (57.7%) of the respondents are private sector.
- Majority (37.7%) of respondents belong to the income level between10, 001-20,000.
- Majority (36.2%) of respondents are preferred Hero Splendor Plus.
- Majority (30.8%) of respondents are source of awareness through friends.
- Majority (45.4%) of respondents are using Hero bike for less than 3 years.
- Majority (33.1%) of respondents are choosing Hero bikes based on vehicle price.
- Majority (48%) of respondents are belonging to facing the mileage problem.

5.1.2 The Findings of descriptive statistics:

- The overall mean score of the tangibility was $\mu = 3.89$. The staffs are neat appearing had the highest mean score value ($\mu = 3.92$). The Standard deviation of tangibility is 0.62.
- The overall mean score of the reliability was $\mu = 3.92$. Hero promise to do service by a certain time had the highest mean score value ($\mu = 4.15$). The standard deviation of reliability is 0.43.
- The overall mean score of the responsiveness was $\mu = 4.27$. Employees tell customers exactly when services will be performed at hero had the highest mean score value ($\mu = 4.52$). The standard deviation of responsiveness is 0.61.
- The overall mean score of the empathy was $\mu = 4.21$. Individual attention to customers in Hero is high had the highest mean score value ($\mu = 4.33$). The standard deviation of empathy is 0.59.
- The overall mean score of the assurance was $\mu = 4.22$. Hero dealers have the knowledge to answer customers questions had the highest mean score value ($\mu = 4.35$). The standard deviation is 0.50
- The overall mean score of the customer loyalty was $\mu = 4.28$. The positive things about this Hero had the highest mean score value ($\mu = 4.15$). The standard deviation of the customer loyalty is 0.51.
- The overall mean score of the customer loyalty was $\mu = 4.22$. Satisfied with technical knowledge of Hero dealers had the highest mean score value ($\mu = 4.15$). The standard deviation of the customer satisfaction is 0.488.

5.1.3 Path Analysis using Partial Least Squares (PLS)

The research model was validated and tested using Smart PLS 3, after ascertaining the reliability, validity and multi-collinearity.

Reliability and Validity test:

- The result of service quality, customer satisfaction and customer loyalty have an AVE above 0.50 and all variable have AVE root value higher than coefficient between one variable with other variable
- The composite reliability of the service quality, customer satisfaction and customer loyalty has been above 0.70.

Hypothesis test:

- H1: There is a positive relationship between service quality (i.e., Tangible, Reliability, Responsiveness, Assurance and Empathy) and customer satisfaction.
- H2: There is a positive relationship between service quality (i.e., Tangible, Reliability, Responsiveness, Assurance and Empathy) and customer loyalty.
- H3: There is a positive relationship between customer satisfaction and customer loyalty.

5.2 SUGGESTION

- As a many of the customer got the awareness through their friends and relatives, the company can increase the advertisement to increase the sales.
- Many of the customers are facing mileage problem.
- Hero can improve their service quality according to their competitors.
- Five factors included in service quality dimension have a positive effects on satisfaction of the customers.

5.3 CONCLUSION

The customer expectation towards competency has the greatest impact on customer satisfaction followed by tangibility, responsiveness, reliability; empathy and assurance have positive impact on customer satisfaction. The service quality scores from the study seem to be high. It can be improved by having more modern looking equipments, changing the visual appearance of the physical facilities more appealing and making the employees more presentable to the customers. The tangibility score is also too low compare with other variables. Keeping up the promise made catering to each customer need uniquely, performing the service right in the first attempt himself the areas where improvement is required. Concentrating on error free records adds to the benefit of the organization. The recommendation which was given by customer that are mostly about to reduce the delay in delivery time and give equal importance to all customers i.e. give equal response to the first time user and bulk purchasing customer and then quick response for their queries.

BIBLIOGRAPHY

JOURNALS

- Al-Hawari, M and Ward, T. (2005) Effect of Automated Service Quality on Australian Banks' Financial Performance and the Mediating Role of Customer Satisfaction; *Marketing Intelligence and Planning*, Vol. 24, No. 02, Pp. 127-147.
- Ali, M., & Raza, S. A. (2017). Service quality perception and customer satisfaction in Islamic banks of Pakistan: the modified SERVQUAL model. *Total Quality Management & Business Excellence*, 28(5-6), 559-577.
- Andrea Pérez, Ignacio Rodríguez del Bosque, (2014) "Customer CSR expectations in the banking industry", *International Journal of Bank Marketing*, Vol. 32 Iss: 3, pp.223 - 244
- Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total Quality Management*, 20(4), 423-443.
- Choi, K. S., Cho, W. H., Lee, S., Lee, H., & Kim, C. (2004). The relationships among quality, value, satisfaction and behavioral intention in health care provider choice: A South Korean study. *Journal of Business Research*, 57(8), 913-921.
- Chumpitaz Caceres, R., & Paparoidamis, N. G. (2007). Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *European journal of marketing*, 41(7/8), 836-867.
- Cronin J.J. and Taylor, S.A. (1992), Measuring service quality: a reexamination and extension, *Journal of Marketing*, Vol. 56 No. 3, pp. 55-68.
- Dick, A. and Basu, K. (1994), Customer loyalty: toward an integrated conceptual framework, *Journal of the Academy of Marketing Science*, Vol. 22 No. 2, pp. 99-113.
- Izogo, E. E., & Ogba, I. E. (2015). Service quality, customer satisfaction and loyalty in automobile repair services sector. *International Journal of Quality & Reliability Management*, 32(3), 250-269.
- Jain, P. (2015). A Study of Customer Satisfaction of Two Wheelers on Yamaha. *IOSR Journal of Business and Management (IOSR-JBM) e-ISSN*, 08-19.

- Jamal, A., & Naser, K. (2002). Customer satisfaction and retail banking: an assessment of some of the key antecedents of customer satisfaction in retail banking. *International journal of bank marketing*, 20(4), 146-160.
- Janahi, M. A., & Al Mubarak, M. M. S. (2017). The impact of customer service quality on customer satisfaction in Islamic banking. *Journal of Islamic Marketing*, 8(4), 595-604.
- Kotler, P. (2008). *Marketing Management*. Jakarta: PT Index.
- Leelakulthanit, O., & Hongcharu, B. (2011). Factors that impact customer satisfaction: Evidence from the Thailand mobile cellular network industry. *International Journal of Management and Marketing Research*, 4(2), 67-76.
- Malik, M. E., Ghafoor, M. M., & Hafiz, K. I. (2012). Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector. *International journal of business and social science*, 3(23). 3.
- Mohajerani, P., & Miremadi, A. (2012). Customer satisfaction modeling in hotel industry: A case study of Kish Island in Iran. *International Journal of Marketing Studies*, 4(3), 134.
- Normasari, S.(2013). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan, Citra Perusahaan Dan Loyalitas Pelanggan Survei Padatamu Pelanggan Yang Menginap Di Hotel Pelangi Malang. *Jurnal Administrasi Bisnis*, 6(2).
- Poku, K., Zakari, M., & Soali, A. (2013). Impact of service quality on customer loyalty in the hotel industry: an empirical study from Ghana. *International Review of Management and Business Research*, 2(2), 600-609.
- ROY, S. K., & GANGULI, S. (2008). Service quality and customer satisfaction: An empirical investigation in Indian mobile Telecommunications services. *Marketing Management Journal*, 18(2), 119-144.
- Saleem, H., & Raja, N. S. (2014). The impact of service quality on customer satisfaction, customer loyalty and brand image: Evidence from hotel industry of Pakistan. *Middle-East Journal of Scientific Research*, 19(5), 706-711.
- Santouridis, I., & Trivellas, P. (2010). Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece. *The TQM Journal*, 22(3), 330-343.

- Srivastava, S., & Bhatnagar, A. (2013). Impact of Customer Care Services On Customer Satisfaction-A Study Of Mobile Phone Subscribers of UP (East) Circle. *International Journal of Management Research and Reviews*, 3(1), 2224.
- Stan,V., Caemmerer, B., & Cattan-Jallet, R. (2013). Customer loyalty development: The role of switching costs. *Journal of Applied Business Research*, 29(5), 1541.
- Tanjaya, R. (2014). Pengaruh Retail Mix Terhadap Customer Satisfaction Di Ace Hardward Tunjungan Plaza Surabaya. *Jurnal Strategi Pemasaran*, 2(1), 1-12.
- Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of retailing*, 70(2), 163-178.
- Tripathy, D., & Mani, R. (2014). A Study on Consumer Satisfaction of Two Wheeler Bikes. *International Journal of Engineering and Management Research*, 4, 302-306.
- Velumani, M. (2015). A study on consumer buying behavior and satisfaction level of two-wheeler with reference to Suzuki motorcycle at Erode. *International Journal of Business and Administration Research Review*, 1(12), 85-92.
- Yuktanandana, A., & Prasertsakul, D. (2015). The Effects of Service Quality and Customer Satisfaction on Customer Loyalty: A Case of Thai Mobile Network Industry. *Interdisciplinary Management Research*, 11, 808-823.
- Yuvaraju, D., & Rao, S. D. (2014). Customer satisfaction towards Honda two wheelers: A case study in Tirupati. *Journal of Business and Management*, 16(5), 65-74.

WEBSITES

- <https://www.heromotocorp.com>
- <https://autoportal.com>
- <https://www.linkedin.com>
- www.bikewale.com

The Impact of Service Quality on Customer Satisfaction and Customer Loyalty in Hero Suguna Automobiles

I am the students of Avinashilingam Institute for Home Science and Higher Education for Women. I am conducting a small survey on satisfaction level of customer towards different types of service attribute of Hero in Coimbatore. Please cooperate with us and fill up the questionnaire. This is meant only for the academic purpose. I guarantee that no details will be revealed out for the public. Thank you in advance.

1) Name (optional) -----

2) Age

a) Below 25 years b) 26-41 years c) 42-57 years d) above 58years

3) Occupation

a) Self employed b) private sector c) government sector d) professional e) students

f) Agriculture

4) Monthly income of family

a) Below 10,000 b) 10,001- 20,000 c) 20,001-30,000 d)30,001-40,000 e)40,001-50,000

f)50,001-60,000 g) Above 60,000

6) Which model of the Hero two wheelers you preferred?

a) Hero Splendor Plus b) Hero Passion Pro c) Hero HF Deluxe d) Hero Glamour 125

e) Hero Duet f) Hero Pleasure g) Karizma ZMR h) Glamour

7) Source of awareness about Hero two wheelers?

a) TV b) Newspaper c) Friends d) Dealers e) others specify.....

8) Since how many years have you been using Hero Bike?

a) Less than 3 years b) 3-6 years c) 6-9 years d) above 9 years

9) What are the valuable attributes you normally look while purchasing a two-wheeler?

- a) Quality service b) Vehicle price c) Brand image d) Durable e) Flexible
 timing f) Convenience g) standard equipment

10) What kind of problem have you faced using the Hero bike?

- a) Mileage b) Brake c) Tier d) Electrical Problem e) Post Sales Service f) Resale Value
 g) others specify.....

SERVICE QUALITY:

11) Please indicate the extent to which the following statements apply.

Respond to the statements by using the scale of 1-5.

(SA-strongly agree, A-agree, N-neutral, D-disagree, SD-strongly disagree)

Particulars	SA	A	N	D	SD
A. Tangibility					
Behavior and presentation of Hero dealer is appealing					
Hero showroom has Modern looking equipment					
In Hero showroom physical facilities are visual appealing					
Staff are neat appearing					
B. Reliability					
Hero promise to do service by a certain time					
Hero is sincere approach in problem solving					
Hero performs the service right the first time					
Emphasis on error free records in hero					
C. Responsiveness					
Employees tell customers exactly when services will be performed at hero					
Employees give prompt service to					

customers at Hero					
Employees are never be too busy to respond to customers requests at Hero					
Employees are always willing to help you at Hero					
D. Empathy					
Individual attention to customers in Hero is high					
Customer's best interests are at heart of Hero					
Hero dealers give personal attention to their vehicle problem					
Hero dealers are understand specific needs of customers					
Hero has convenient operating hours					
E. Assurance					
Behavior of Hero dealers are instill confidence in customers					
Hero dealers are consistently courteous with customers					
Hero dealers have the knowledge to answer customers questions					
.When I have problems, Hero is sympathetic and reassuring					
F. Customer Loyalty					
I consider to purchase and stay with Hero					
I will advise and recommend Hero to my peer					
I will say the positive things about this Hero					
I do not consider using competitor of Hero service					

G. Customer Satisfaction					
I am satisfied with technical knowledge of Hero dealers.					
I am satisfied with handling the problem					
My experience with the Hero is very good					
My expectation on quality of service is met					
I am overall satisfied with Hero services.					

12) What do you think about promotion of Hero product should be done.....

13) Give your suggestion in order to improve Hero.....

Thanking you