

ISSN:23474726(online)

ISSN:2347-4076(print)



Vichaara

An International Journal of Management

Price: ₹500/-

Annual Subscription: ₹1000/-

Volume: 10

September 2024

Number: 2

User Perspectives on Chat GPT's Impact on Online Social Interactions

Dr. Prabha D, Head, Department of Management, KG College of Arts and Science, Coimbatore

Impact and Perceived Usability of Mobile Wallets: a Structural Equations Modelling towards Business and Sustainable Innovation

Dr. Sendhil Kumar, Assistant Professor Presidency Business School, Bengaluru, India

Dr. Shanabal Tahngan, Associate Professor Presidency Business School, Bengaluru, India

Dr. Monica, Assistant Professor Presidency Business School, Bengaluru, India

Dr. Ravindran Kandasami, Assistant Professor Presidency Business School, Bengaluru, India

Evaluating the Role of Service Quality in Driving Customer Satisfaction and Loyalty in Automobile Repair Services

Dr. R. Shanthi, Research Supervisor, Department of Management, Kaamadhenu Arts and Science College, Erode, Tamilnadu

S. P. Ananthavalli, PhD Scholar, Department of Management, Kaamadhenu Arts and Science College, Erode, Tamilnadu

Employee State Insurance Scheme: A Study on Awareness and Utilisation

Mrs. C. Bakkialakshmi Kumar, Assistant Professor, Department of Management Studies, Jeppiaar Institute of technology, Kanchipuram, Tamilnadu, India.

Environmental Initiatives by College Students in Coimbatore

Mrs. S. Kalaivani, Research Scholar, CMS Institute of Management Studies, Bharathiar University, Coimbatore, Tamilnadu, India. Assistant Professor, Department of Management Studies, Vivekananda Institute of Management Studies, Coimbatore, Tamilnadu, India.

Dr. S Suganya, Associate Professor, CMS Institute of Management Studies, Coimbatore

Social Innovation For A Just Sustainable Development: Integrating The Wellbeing Of Future People

Dr.V.Sudha, Assistant Professor, School of management, Nehru Arts and Science College, Coimbatore, Tamilnadu, India. Ms. Pavithra Gopinath, Assistant Professor, School of management, Nehru Arts and Science College, Coimbatore, Tamilnadu, India.

PROFILE

VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES (VIMS) promoted by a group of professionals in association with the parent organization M/s. Zawawi Powertech Engineering L.L.C., a renowned MNC, operating from Sultanate of Oman with 3500 employees. VIMS is run by Coimbatore Education Foundation, is a highly reputed stand-alone B-School approved by AICTE New Delhi and Permanently affiliated to Anna University, Chennai, with an avowed goal of achieving human excellence by means of Academic and Allied programs. It is ranked 1st among top B- Schools in Coimbatore by India Today, 68th among top Private B-Schools in India and 28th among top B-Schools in South India by Business World. VIMS B-school prepares the students to fill the quality gap and meet the industry expectations through its Two-Year full-time MBA Program. Methodologies in teaching adopted at VIMS are devised in such a way that the real-world experiences are perfectly simulated in the class-room. The program architecture of VIMS is designed to provide a holistic education in the field of management.

Objectives of Vichaara

1. To be a vehicle of academic research, documentation and dissemination of management innovation and practice.
2. To maintain the quality of publication by means of achieving high impact factor and securing a coveted place in the Social Science Index Citation and online database.

VICHAARA AN International Journal of management, print version (ISSN 2347-4076) is a bi-annual double blind and peer-reviewed journal promoted by Vivekananda Institute of Management Studies. Vichaara is a medium for academicians to share the current developments and perspectives on research stratagem, business / management diplomacy and paradigms of Business, Management and allied Social sciences. The journal invites robust papers that contribute to the area of research in business a management and related disciplines. The journal carries the following features:

Business Research

The articles on Quantitative and or Empirical in nature are published with Research problems, Hypotheses, Findings and Suggestions.

Case Studies

Business and management practices in diverse institution context specific cases shall be published.

Editorial Board

1. Dr. Geetha Suresh, Faculty, University of Louisville, Kentucky, USA
2. Dr. Renuka Herath, Professor, University of Kelaniya, Sri Lanka.
3. Dr. Latha Krishnadas, Associate Vice President & Distinguished Professor, Mother Teresa Women's University, Ontario, Canada.
4. Dr.S.Sathya Narayanan, Assistant Professor, Higher Colleges of Technology, Abu Dhabi, UAE.
5. Dr. A. Srinivasa Rao, Associate Professor (Management), BITS Pilani, Dubai Campus, Dubai Academic City, Dubai(U.A.E.)
6. Prof.(Mrs.)V.Maya Chakravarthi, Director, Symbiosis Institute of Media & Communication, Bangalore
7. Prof. Silendra Dasari, Professor, Icfai Business School, Bangalore
8. Dr.C.Manohar, Director-Strategy and Dean, ISBR (International School of Business and Research), Bangalore.
9. Dr. S. Prabakaran, Principal, Alliance Business Academy, Bangalore
10. Dr.R.Ramachandran, Associate Professor ,Dept. of Commerce, Annamalai University, Tamilnadu.

Patron

Mr.P.Saravanakumar, Secretary, VIMS

Editor-in-Chief

Dr. A. Valarmathi, Director, VIMS

Editorial Advisors

Dr.Srinivasan R Iyengar, Associate Professor, Jamanlal Bajaj Institute of Management Studies, Mumbai

Dr. R. Chandrasekhar, Professor/Consultant.

Executive Editor

Prof. Dr.K.Durai, VIMS

Joint Executive Editors

Dr. S. Umamaheswari, Professor, VIMS

Dr. P. Kowsalya, Associate Professor, VIMS

Processing Fee

The journal does not charge any publication fee but a nominal fee for processing the papers would be charged.

For Indian Authors:	For Foreign Authors:
Single author: Rs.1500 Two or more authors: Rs.1000 per author	Single author : USD75 Two or more authors : USD 50 per author

Subscription Fees

Indian Members	INR1000/year	INR500/issue
Educational Institutions / Corporate	INR1500/year	INR750/issue
International Members from any Domain	USD100/year Plus Postal-Charges Extra	USD50/issue Plus Postal- Charges Extra

Guidelines for Authors

The authors are advised to follow the guidelines, given below:

- The authors are advised to submit the original contribution only.
- A declaration has to be made by the authors that the contribution is not sent for any publication, in any form, for any purpose.
- The empirical based papers will have preference over others.
- There can be single author or multiple authors.
- All the manuscripts must be prepared in MS Word, the paper font must be Times New Roman, 12-point, 1.5 line spacing.
- The first page should contain title of the study, name(s) of the author(s), current designation, affiliation, telephone number and email address. Mailing address of the primary and secondary authors should be mentioned.
- Do not write authors' name elsewhere in the manuscript as the paper will be sent for double blind peer review.
- The second page should contain title and abstract of maximum 250 words followed by five (5) keywords.
- The full article should have a maximum of 3000 words excluding the title and abstract page.
- All tables, charts and graphs should be in black colour. Wherever necessary, the source should be indicated in bottom. The number of tables used is restricted to 3.
- Authors are expected to adhere to standard academic writing.
- Please follow the latest edition of APA referencing style for every type of reference.

Sample Book Reference

Daft, L. (2012). *Leadership*. Delhi: Cengage Learning.

Sample Reference to Chapter in Book

Nancy W. Nix. (2001). *Supply Chain Management in the Global Environment*, John T. Mentzer (Ed.). *Supply Chain Management* (pp.27-58). New Delhi: Sage Publications, Inc.

Sample Journal Reference

Pandey, R., & Raman, V. (2012). Financial Inclusion in Uttar Pradesh and Bihar *Journal of Social and Management Sciences*. 41(2). 147-164.

Disclaimer

Vichaara, its Editors and Publisher disclaim responsibility and liability for any statement of fact or opinion made by the contributors. The responsibility for permission to use any copyright materials is exclusively lies with the contributors concerned.

Copyright Policy

Author (s) should affirm that the material has not been published previously. It has not been submitted to another journal, and it is not under consideration by any other journal. Vichaara will be the holder of copy right of published articles. Articles published in Vichaara should not be reproduced or reprinted in any form, either in full or in part, without prior permission from the Editor.

EDITORIAL

It is heartening to see that the ninth issue of the VICHAARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge. The design architecture of Vichaara is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. Business Research forms the core part wherein original, empirical based research papers are included. This issue comprises articles on recent issues in business world from different disciplines. These articles show a methodological way of conducting a research and presenting their findings. Findings on technology influence, cultural changes in the organizations, behavioural changes among the consumers and their expectations have been presented with relevant facts. We invite scholarly articles and research papers and write ups on robust cases. Suggestions and views from readers and scholars are solicited for the qualitative improvement of the Journal.

EVALUATING THE ROLE OF SERVICE QUALITY IN DRIVING CUSTOMER SATISFACTION AND LOYALTY IN AUTOMOBILE REPAIR SERVICES

Dr. R.Santhi, Research Supervisor, Department of Management, Kaamadhenu Arts and Science College, Erode, Tamilnadu, India

Ms. S P Ananthavalli, PhD Scholar, Department of Management, Kaamadhenu Arts and Science College, Erode, Tamilnadu, India

Abstract

Service quality is a crucial determinant of customer satisfaction and loyalty in the context of automobile repair services. This study investigates the impact of service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibles on customer satisfaction and loyalty. Conducted in Coimbatore, a dynamic urban center known for its thriving automobile industry, the research employs a quantitative approach with surveys distributed to customers of automobile repair services. Multiple regression analysis was utilized to assess the relationships among variables. The findings reveal a significant positive relationship between service quality and customer satisfaction, with customer satisfaction serving as a mediator for loyalty. Among the service quality dimensions, assurance and reliability emerged as the most influential factors. The study highlights the critical importance of consistently delivering high-quality services to retain customers and sustain business growth. These insights are particularly relevant for service providers in competitive urban markets such as Coimbatore.

Keywords

Service quality, customer satisfaction, customer loyalty, automobile repair services, SERVQUAL model

Introduction

The automobile repair industry is a vital sector within the service economy, playing a critical role in maintaining the functionality and longevity of vehicles. As urbanization and vehicle ownership continue to grow, the demand for reliable and efficient automobile repair services has escalated. In this competitive landscape, service providers face increasing pressure to deliver superior service quality to attract and retain customers. Service quality has emerged as a pivotal factor influencing customer satisfaction and loyalty, which are essential for the long-term sustainability and profitability of businesses in this sector.

This study seeks to explore the intricate relationships between service quality, customer satisfaction, and loyalty in the automobile repair industry. By focusing on the SERVQUAL dimensions reliability, responsiveness, assurance, empathy, and tangibles it aims to provide actionable insights into how service providers can enhance their offerings to meet customer expectations. Understanding these dynamics is especially important in urban centers like Coimbatore, where the study is conducted. Coimbatore, often referred to as the "Manchester of South India," is one of the fastest-growing urban centers in Tamil Nadu. Known for its thriving textile, engineering, and automotive industries, the city has a vibrant economy that fosters a strong demand for automobile repair and maintenance services. Coimbatore is home to a diverse population of vehicle owners, ranging from private car users to commercial fleet operators, making it an ideal location for studying customer behavior and service quality in the automobile repair sector. The city's well-developed infrastructure and growing middle class further contribute to the need for high-quality and reliable service providers. By examining the unique context of Coimbatore, this study adds regional relevance to the broader discussion of service quality and customer satisfaction in the automobile repair industry.

Statement of the Problem

Despite the evident importance of service quality in fostering customer satisfaction and loyalty, many automobile repair service providers face significant challenges in meeting and exceeding customer expectations. Common issues such as delays, lack of transparency, inconsistent service quality, and inadequate customer engagement lead to dissatisfaction and eventual attrition. Negative experiences can further propagate through word-of-mouth, tarnishing the reputation of the service providers and impacting their ability to attract new customers.

Moreover, the evolving customer base, characterized by increased technological awareness and higher expectations, presents additional complexities for service providers. Customers today demand not only technical expertise but also personalized, efficient, and transparent services that reflect value for their time and money. These challenges underscore a critical research gap: understanding how specific dimensions of service quality influence customer satisfaction and loyalty within the automobile repair sector. By addressing these issues, this study aims to provide empirical evidence and actionable recommendations to help automobile repair businesses improve their service quality, enhance customer satisfaction, and build lasting loyalty. The research problem can therefore be encapsulated as: How does service quality influence customer satisfaction and loyalty in automobile repair services?

Objectives

1. To evaluate the impact of service quality dimensions (reliability, responsiveness, assurance, empathy, and tangibles) on customer satisfaction in the automobile repair industry.
2. To analyze the influence of customer satisfaction on loyalty within the context of service quality in the automobile repair sector.

Review of Literature

The concept of service quality has been extensively studied in various industries, with the SERVQUAL model by Parasuraman, Zeithaml, and Berry serving as a widely accepted framework. This model identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. Numerous studies have demonstrated that these dimensions significantly influence customer satisfaction and loyalty. For instance, Cronin and Taylor (1992) argued that customer satisfaction acts as a mediator between service quality and behavioral intentions such as loyalty.

In the context of automobile repair services, factors such as technical competence, timely delivery, and clear communication have been identified as critical determinants of service quality. Studies by Zeithaml et al. (1996) and Grönroos (1984) emphasize the importance of perceived value and functional quality in shaping customer perceptions. Furthermore, Bitner et al. (1990) highlighted the role of employee behavior in creating positive customer experiences.

Recent research by Smith and Brown (2020) explores the impact of digitalization on service quality in the automobile repair sector. Technologies such as automated appointment scheduling and real-time service updates enhance transparency and efficiency, thereby improving customer satisfaction and trust.

Research Methodology

This study adopts a quantitative research design. Structured questionnaires were distributed to 300 customers of automobile repair services in urban areas, specifically focusing on Coimbatore. The questionnaire was designed based on the SERVQUAL model, measuring customer perceptions of service quality, satisfaction, and loyalty. Data analysis was conducted using regression analysis and structural equation modeling (SEM) to test the hypothesized relationships.

Prominent automobile service providers such as TVS Service Center, Bosch Car Service, Honda Two-Wheeler Authorized Service, Mahindra First Choice, Maruti Suzuki Service Centers, and Hyundai Service Centers were included in the sample. The inclusion of both authorized and non-authorized service providers ensured a comprehensive analysis of the sector. This approach enabled a detailed examination of how service quality dimensions impact customer satisfaction and loyalty across different types of service facilities.

Table 1: Demographic Analysis

Demographic Variable	Categories	Percentage (%)
Gender	Male	59.8
	Female	40.2
Age Group	18-30	35.4
	31-50	49.6
	51+	15.0
Education Level	Illiterate	0
	High School	39.7
	Graduate	60.3
Frequency of Service Use	Monthly	20.3
	Quarterly	50.2
	Rare	29.5
Service Provider Location	Coimbatore city	70.4
	Coimbatore outer	29.6
Vehicle Type Serviced	Two-Wheeler	45.3
	Four-Wheeler	54.7
Service Provider	Authorized	65.0
	Non-Authorized	35.0

Interpretation of the Demographic Table

The demographic data reveals insightful trends regarding the customer base of automobile repair services. The majority of respondents were male (59.8%), with a significant proportion falling within the 31-50 age group (49.6%), indicating that middle-aged customers are the primary users of these services. Educationally, a larger segment (60.3%) comprised graduates, suggesting that educated individuals form a key demographic for automobile service providers. Service frequency data shows that most customers (50.2%) seek services quarterly, highlighting periodic maintenance as a primary driver of demand. The study predominantly focused on Coimbatore, where 70.4% of respondents were located.

In terms of vehicle type, four-wheelers slightly outnumbered two-wheelers at 54.7%. Additionally, authorized service providers catered to a larger share of the market (65%), reflecting customer preference for branded or trusted service facilities. These insights help contextualize the study's focus on service quality in relation to customer satisfaction and loyalty.

Statistical Tool Used

Multiple regression analysis was used to test the relationships between service quality dimensions, customer satisfaction, and customer loyalty. This statistical method is suitable for examining the influence of multiple independent variables on a dependent variable.

Results and Discussion

Table 2: Coefficients

Relationship Tested	Coefficient (β)	Significance (p-value)
Reliability → Satisfaction	0.42	< 0.001
Responsiveness → Satisfaction	0.38	< 0.001
Assurance → Satisfaction	0.48	< 0.001
Tangibles → Satisfaction	0.29	< 0.001
Satisfaction → Loyalty	0.60	< 0.001

The analysis revealed that all five dimensions of service quality significantly influence customer satisfaction. Among these, assurance and reliability had the strongest impact. Tangibles, though significant, had a relatively lower effect. Customer satisfaction was shown to strongly influence customer loyalty, indicating its mediating role.

The findings highlight the importance of delivering consistent and reliable services, as well as maintaining a professional and appealing service environment. These elements contribute to enhanced customer perceptions of service quality and foster loyalty.

Conclusion

This study confirms that service quality is a critical determinant of customer satisfaction and loyalty in the automobile repair industry. Service providers must prioritize improvements across all dimensions of service quality to meet and exceed customer expectations. By focusing on reliability, responsiveness, assurance, empathy, and tangibles, businesses can enhance customer satisfaction, foster loyalty, and achieve long-term success. Future research could explore the role of technological advancements in improving service quality and customer experiences.

Bibliography

1. Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The service encounter: Diagnosing favorable and unfavorable incidents. *Journal of Marketing*, 54(1), 71-84.
2. Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55-68.
3. Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36-44.
4. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
5. Rust, R. T., & Oliver, R. L. (1994). Service quality: Insights and managerial implications from the frontier. *Service Quality: New Directions in Theory and Practice*, 1-19.
6. Smith, J., & Brown, T. (2020). Digitalization in the automobile repair sector: Enhancing service quality through technology. *Journal of Service Management*, 31(2), 203-215.
7. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.

RNI Registration No. TNENG/2014/59303



Vivekananda Institute of Management Studies,
Karuvalur Road, Kovilpalayam, Coimbatore-641107
Email: vim@vimsobe.ac.in www.vimsobe.ac.in