

Analysis Based On Customer Satisfaction for Kun Hyundai Auto Co.Pvt. Ltd

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ABSTRACT: This paper reviews the research on the levels of the customer satisfaction. The foremost challenge for organizations is to implement and secure a standardized customer satisfaction process across their procurement field.

Customer satisfaction can be addressed as a strategic business development process of an organization and it should have a positive effect on an organization's profitability. Satisfied customers could be able to form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, customer loyalty. Customer satisfaction research should be done with greatest care. Measuring customer satisfaction must be a continuous, consistent, timely accurate and reliable process. This is where a new customer satisfaction approach becomes a powerful strategic business development tool for an organization.

KEY WORDS: Customer satisfaction, Business, Organizations, Customers.

I. INTRODUCTION

The aim of the study is to find out the level of Customer Satisfaction on sales towards the Hyundai vehicle and to find out the Satisfaction level of the performance of the employees. Creating customer value and satisfaction are the heart of modern marketing thinking and practice.

Marketing is the delivery of customers by promising superior value and to keep current customers by delivering satisfaction. Hyundai Motor India Ltd is a wholly owned subsidiary of the Hyundai Motor Company in India. It is the second largest automobile manufacturer in India. Hyundai Xing/Altos Prime (Discontinued-2014) was manufactured only by Hyundai Motor India Limited. During the entry of Hyundai in 1996, there were only five major automobile manufacturers in India, i.e. Marti, Hindustan, Premier, Tata and Mahindra.

Hyundai Motor India Limited was formed on 6 May 1996 by the Motor Company of South Korea. When Hyundai Motor Company entered the Indian Automobile in 1996 the *Hyundai* brand was almost unknown throughout India.

As HMC's global export hub for compact cars, HMIL is the first automotive company in India to achieve the export of 10 lakh cars in just over a decade. HMIL currently exports cars to more than 87 countries across EU, Africa, Middle East, Latin America, Asia and Australia. It has been the number one exporter of passenger cars of the country for the eighth year in a row.

The Hyundai(Discontinued-2016) was exclusively manufactured only by HMIL. HMIL has two manufacturing plants in [Sriperumbudur](#), [Kanchipuram district](#), [Tamil Nadu](#). HMIL's manufacturing plant near Chennai claims to have the most advanced production, quality and testing capabilities in the country.

To cater to rising demand, HMIL commissioned its second plant in February 2008, which produces an additional 300,000 units per annum, raising HMIL's total production capacity to 600,000 units per annum.

II. DATA AND METHODOLOGY:

SURVEY RESEARCH

It is one of the most popular methods of investigating or identifying the nature of the research methods and also it is a method of data collection in which information is gathered through oral or written questioning

III. STATISTICAL TOOLS

Data Collection

Data is collected with prepared questionnaire by arranging personnel interviews when customers are taking their vehicle at the delivery counter in the Varun Motors showroom.

Data Analysis

Consider the manner of data collection adopted the study analyses the data on a Qualitative basis by decipher in individual opinion various options collected from Respective respondents are analyzed separately.

Data Interpretation

The data collection from each and every user is analysed and interpreted individually then compared together

and presented in the form of tables and charts. In each table the total respondents for particular questions predicted among them. The alternative answers were for the particular questions are traced. The high percentage of the answer is taken has correct answer then the data for that answer has been analyses.

Primary Source of Data:

Primary source of data is a raw data or original data which is collected by the researcher from a source such as observations, surveys, questionnaires, case studies and interviews according to his requirements.

Secondary Source of Data:

Secondary source of data it is a set of data which had been already collected by someone other than the user.

The data was collected by Questionnaire method :

It consists of set of questions which was given to the respondents to fill it, based on which the data was interpreted. Direct interviewing involved in the process where I asked the questions directly to the customers and got the feedback.

IV. OBJECTIVE:

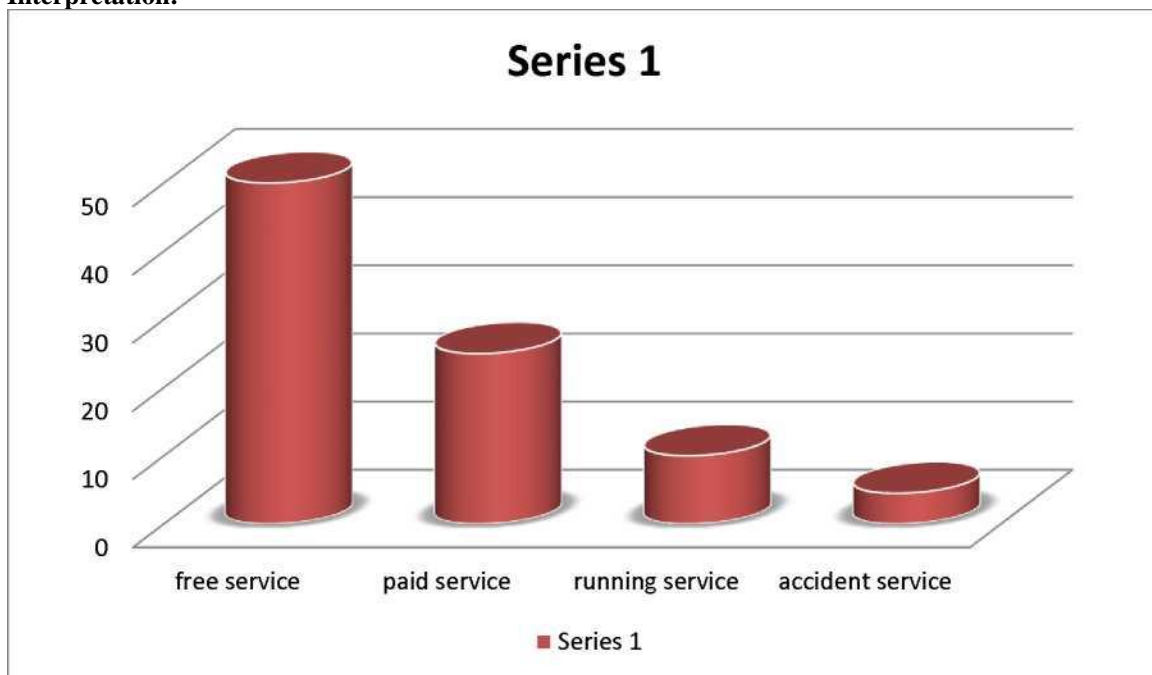
A Primary objective of the study is to analyse the customer satisfaction level on service and also to understand the relationship between service executive and customer and analysis of the customer satisfactions and improvement level eventually to determine the area where the customer are getting dissatisfied.

V. RESULTS AND CONCLUSION

- 1. What is the main reason to visit this workshop?

PARTICULAR	SAMPLE SIZE (100) NO OF CUSTOMERS	% OF CUSTOMERS
Free service	50	50%
Paid service	25	25%
Running repair	10	10%
Accident repair	15	15%

Interpretation:



50% of customers had been visited the show room for free service, 25% customers for paid service, 10% customers for Running repair and 15% for Accident repair.

2. Was the service Advisor Performed an inspection of vehicle?

Interpretation:

PARTICULAR	SAMPLE SIZE (100) NO OF CUSTOMERS	% OF CUSTOMERS
Performance level	50	80%
Accepted	10	5%
Not Accepted	15	10%

Service performance inspection of vehicle for that 80% of customers said YES, 5% of customers said NO and 15% of customers said NA.

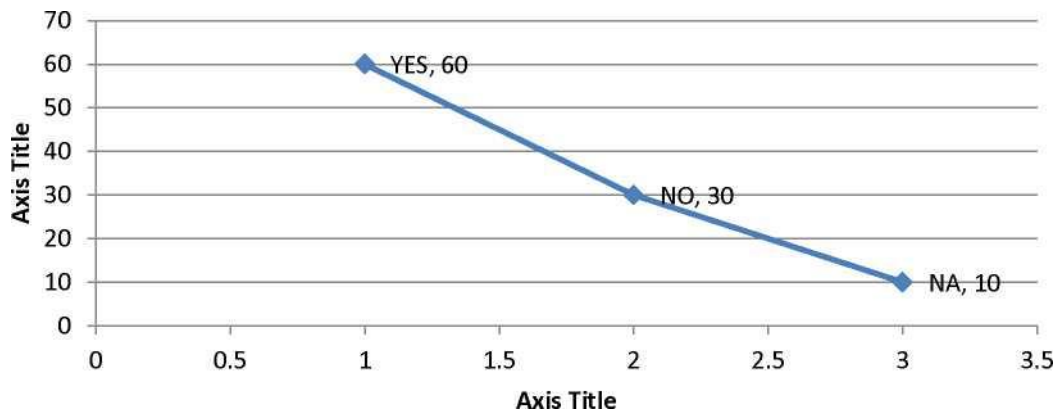
3. Was the service advisor aware of your vehicles service history?

Interpretation:

PARTICULAR	SAMPLE SIZE (100) NO OF CUSTOMERS	% OF CUSTOMERS
Service Review	50	60%
Satisfied	25	30%
Not satisfied	30	10%

Review by Service Advisor for that 60% of customers said YES, 30% of customers said NO and 10% of customers said NA.

series



4. After the service was completed did someone explained to you the actual work that was performed?

PARTICULAR	SAMPLE SIZE (100) NO OF CUSTOMERS	% OF CUSTOMERS
Yes	75	75%
No	15	10%
NA	10	15%

Interpretation: 75% of customers say YES, 10% of customers say NO and 15% of customers say NA.

VI. CONCLUSIONS

This study is focused on the level of Customers satisfaction in KUN HYUNDAI PVT.LTD. In general the customer satisfaction is all about measuring the satisfactory level of the products and services which has been served by the company. In this study the organization is almost satisfied their customers based on their requirements. And it is necessary for any organization to ensure that the employees satisfaction.

Most of the employees are satisfied with their pay structure and they know their competency level for the progress of the organisational growth. And also some of the employees had stated that top managerial contribution and their participation level in customer satisfaction was high and in a deliberate manner so that the employees can be able to convey their thoughts to the managerial team members, and also it was good for the growth of the organization

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