
A Study on “After Sales Service Satisfaction with Special Reference to Nayan(Yamaha) Motors”

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ABSTRACT

Customer satisfaction is a key driver of long-term relationships and competitive advantage in the automobile industry. In the current market environment, after-sales service plays a critical role in shaping customer loyalty, brand perception, and repeat purchase behavior. This study evaluates customer satisfaction with after-sales services provided by Nayan Motors, an authorized dealer of Yamaha Motor Company.

The study assesses customer perceptions of service quality, timeliness, staff behavior, service cost, availability of spare parts, and overall service experience. It also identifies the major factors influencing satisfaction and proposes practical recommendations to improve service performance.

Primary data were collected through structured questionnaires administered to customers who availed after-sales services at Nayan Motors. Secondary data were obtained from company records, official sources, and relevant literature. The analysis uses descriptive statistical tools such as percentage analysis and graphical representation.

The findings highlight gaps between expected and perceived service quality and provide actionable insights to enhance customer satisfaction, strengthen customer retention, and improve the effectiveness of after-sales service operations in the automobile sector.

Keywords:

After-Sales Service; Customer Satisfaction; Service Quality; Customer Loyalty; Automobile Industry; Yamaha Motor Company

INTRODUCTION:

In the competitive two-wheeler industry, after-sales service plays a crucial role in determining customer satisfaction and long-term loyalty. Customers expect timely service, transparent billing, availability of spare parts, and professional staff behavior after purchasing a vehicle. Effective service support strengthens brand image and encourages repeat visits. This study focuses on examining customer satisfaction toward after-sales services provided at Nayan Motors, an authorized dealer of Yamaha Motor Company. The research aims to evaluate service quality and identify areas for improvement to enhance overall customer experience and retention.

Meaning of After-Sales Service Satisfaction:

After-sales service satisfaction refers to the level of contentment a customer feels regarding the support and services received after purchasing a product. It measures how well a company meets customer expectations in areas such as maintenance, repairs, warranty support, spare parts availability, timely service, cost transparency, and staff behavior. When customers perceive the service experience as

reliable, efficient, and professional, their satisfaction increases. High after-sales service satisfaction helps build trust, encourages repeat purchases, and strengthens long-term relationships between the customer and the organization.

Types of After-Sales Service Satisfaction:

1. **Service Quality Satisfaction:**
Satisfaction based on the quality and accuracy of repair, maintenance, and technical service provided.
2. **Timeliness Satisfaction:**
Satisfaction derived from completing service within the promised time without unnecessary delays.
3. **Cost Satisfaction:**
Satisfaction related to fair pricing, transparency in billing, and value for money.
4. **Staff Behavior Satisfaction:**
Satisfaction influenced by the courtesy, professionalism, and helpful attitude of service staff.
5. **Spare Parts Availability Satisfaction:**
Satisfaction based on easy availability and genuineness of spare parts.
6. **Warranty and Support Satisfaction:**
Satisfaction regarding warranty claims handling, follow-up service, and customer support.

IMPORTANCE:

1. **Builds Customer Loyalty**
When customers receive reliable and satisfactory service after purchase, they are more likely to continue their relationship with the company. Good service encourages repeat visits and long-term loyalty.
2. **Enhances Brand Image**
Quality after-sales service creates a positive impression about the company. Satisfied customers often share their experiences with others, improving the brand's reputation in the market.
3. **Increases Repeat Purchases**
Customers who are happy with service support are more confident in purchasing the same brand again. This helps in increasing future sales.
4. **Creates Competitive Advantage**
In a competitive market, strong after-sales service can differentiate a company from its competitors. Better service quality can attract and retain more customers.
5. **Improves Customer Retention**
Providing timely and efficient service reduces customer dissatisfaction and prevents them from switching to other brands.
6. **Helps in Continuous Improvement**
Customer feedback regarding service satisfaction helps the organization identify weaknesses and improve service performance.

REVIEW OF LITERATURE:

Mohd Nasir, Mohd Adil & Aruna Dhamija (2021):

This study examined how after-sales service quality relates to customer satisfaction, customer loyalty, repurchase intention, and word-of-mouth in the two-wheeler sector. The findings revealed that satisfied customers are more likely to be loyal and recommend the brand to others, showing the strategic importance of quality service in building long-term customer relationships.

Justine Roy Balinado et al. (2021):

The research analyzed the impact of service quality dimensions (like reliability, responsiveness, and empathy) on customer satisfaction in automotive after-sales service. Results showed that reliability and empathy significantly influence customer satisfaction, emphasizing the need for dependable service performance at service centers.

Ratna Ekasari, Donny Arif & Muhammad Nurcholis (2023):

This study focused on the effect of service quality and after-sales service on satisfaction and repeat purchase behavior among IoT-enabled car users in Indonesia. It found that after-sales service significantly enhances satisfaction, which in turn influences customer loyalty and future purchases, especially in digitally connected service environments.

Ichsan Gaffar, Elvira Sitna Hajar & Neila Aisha (2024):

This literature review highlighted the role of after-sales service and service recovery in strengthening customer satisfaction and supplier credibility. It emphasized that efficient post purchase services and recovery strategies are essential for maintaining strong customer relationships and market competitiveness.

Retos (2025):

A recent empirical study investigated how supportive after-sales services influence customer satisfaction and corporate reputation in the automobile industry. It highlighted that fair pricing, strong dealership reputation, and quality service delivery contribute significantly to customer satisfaction and brand engagement.

NEED FOR THE STUDY:

In the competitive automobile sector, customer satisfaction with after-sales service is essential for retention and brand loyalty. Customers expect reliable service, timely support, and fair pricing after purchase. This study aims to evaluate the satisfaction level of customers at Nayan Motors, an authorized dealer of Yamaha Motor Company. The findings will help identify service gaps and suggest improvements to enhance overall customer experience and long-term business growth.

OBJECTIVES OF THE STUDY:

1. To study the overall level of customer satisfaction towards Yamaha's after-sales service.
2. To identify the key factors influencing customer satisfaction with Yamaha's after-sales service.
3. To analyze customer satisfaction with service staff behavior and communication.
4. To evaluate customer satisfaction regarding service time and efficiency.
5. To suggest suitable measures for improving Yamaha's after-sales service satisfaction.

RESEARCH METHODOLOGY:

Research Methodology refers to the systematic process and techniques used to identify, select, process, and analyze information about a research problem. It explains how the research is conducted and why certain methods are chosen over others.

Research design:

The research design adopted for this study is Descriptive research design

Descriptive research design :Descriptive Research Design is a type of research design used to describe the characteristics, behavior, opinions, or conditions of a population or phenomenon without influencing or manipulating any variables.

Sources of Data :- Data sources can be classified into two types as follows.

Primary Data :- Primary data was collected from the consumers by completing the questionnaire.

Secondary Data :- Secondary data is collected from various books. Magazines, newspapers, company reports, and various websites

Sample size: I preferred to use convenience sampling method for this project

Sampling element: YAMAHA CUSTOMERS

Sampling size: 70

Research instrument: The instrument used for the research is a well-structured questionnaire.

Statistical tool: Simple percentage analysis has been used to analyze the data

"Simple percentage = Number of respondents/Total no of respondents* 100

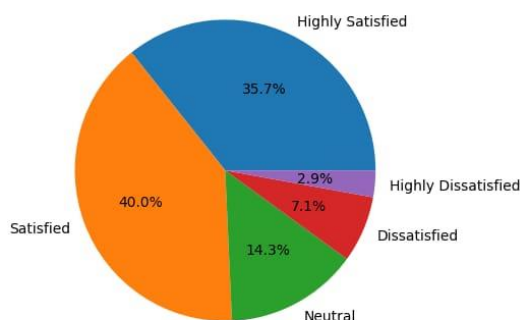
DATA ANALYSIS & INTERPRETATION

1. What is the overall satisfaction about service?

Table-1

Satisfaction Level	No. of Respondents	Percentage
Highly Satisfied	25	35.7%
Satisfied	28	40.0%
Neutral	10	14.3%
Dissatisfied	5	7.1%
Highly Dissatisfied	2	2.9%
Total	70	100%

Overall Satisfaction Level (70 Customers)



Interpretation:

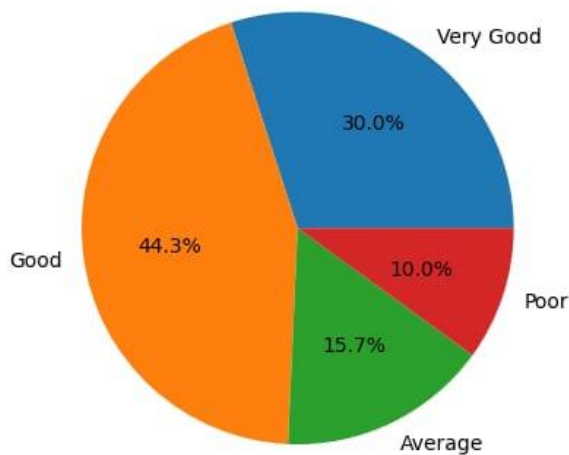
The majority of respondents (75.7%) are satisfied with Yamaha’s after-sales service. Only 10% of customers expressed dissatisfaction. This indicates a positive overall service performance

2. What is your opinion on service time?

Table-2

Response	No. of Respondents	Percentage
Very Good	21	30.0%
Good	31	44.3%
Average	11	15.7%
Poor	7	10.0%
Total	70	100%

Service Time Satisfaction (70 Customers)



Interpretation:

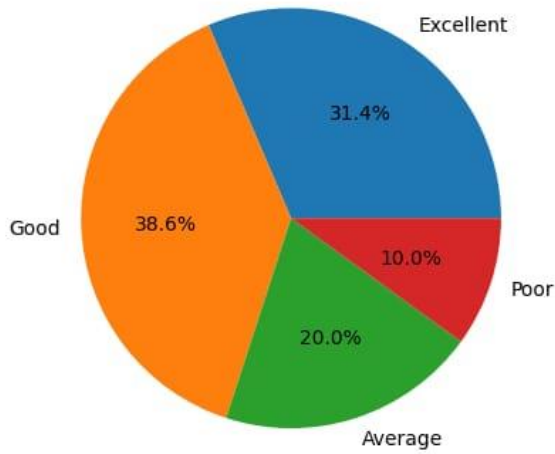
75% of customers feel service time is good or very good, showing efficiency in service delivery. However, 10% are unhappy with service delay.

3.Are you satisfied with staff behaviour at service time?

Table-3

Response	No. of Respondents	Percentage
Excellent	22	31.40%
Good	27	38.60%
Average	14	20.00%
Poor	7	10.00%
Total	70	100%

Staff Behaviour (70 Customers)



Interpretation:

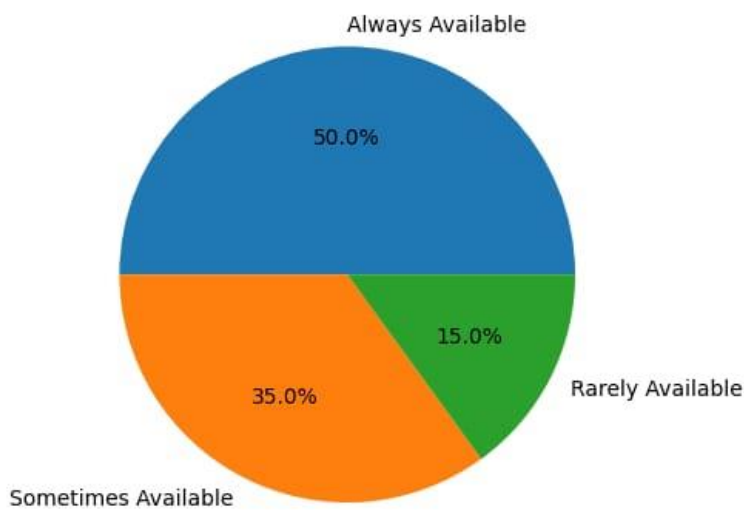
70% of respondents rated Staff behavior as good or excellent. This shows that customer relationship management is one of Yamaha’s strengths

4.Are spare parts available when needed?

Table-4

Response	No. of Respondents	Percentage
Always Available	35	50.00%
Sometimes Available	24	34.30%
Rarely Available	11	15.70%
Total	70	100%

Spare Parts Availability



Interpretation:

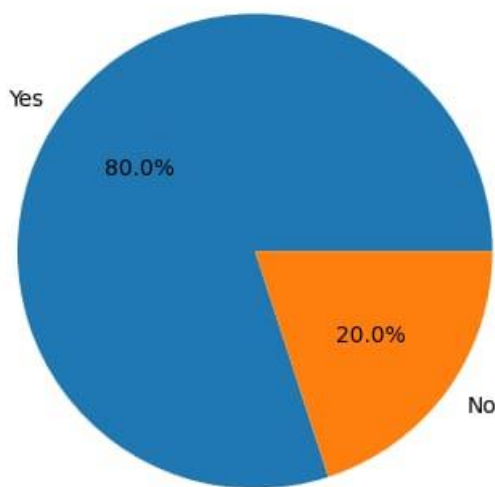
Half of the respondents reported that spare parts are always available. However, 15.7% face availability issues, indicating scope for better inventory management.

5. Will you recommend Yamaha to others?

Table-5

Response	No. of Respondents	Percentage
Yes	56	80.00%
No	14	20.00%
Total	70	100%

Recommendation to Others (70 Customers)



Interpretation:

80% of customers are willing to recommend Yamaha to others. This reflects strong customer loyalty and overall satisfaction with After-sales service.

FINDINGS:

1. Most customers are satisfied with Yamaha’s after-sales service, as about 75.7% of respondents reported being satisfied or highly satisfied with the service.
2. Service time is considered good by the majority of customers, but around 10% reported delays, indicating the need for better time management.
3. Staff behavior and communication are positively rated, although some customers feel communication during service could be improved.
4. The quality of service provided is satisfactory, as most customers rated it good or excellent, but a small percentage rated it average or poor.
5. Vehicle delivery after service is mostly on time, but a few customers experienced delays in receiving their vehicles.
6. Spare parts are generally available, but about 15.7% of customers reported difficulty in getting spare parts when required.
7. Most respondents feel the service charges are reasonable, but some customers feel the cost is expensive.

8. Customers showed interest in additional service facilities, such as faster service delivery, pickup and drop service, and digital service updates.

SUGGESTIONS:

1. The service center should continue maintaining its current service quality to keep customers satisfied with Yamaha's after-sales service.
2. The service center should reduce service delays by improving scheduling and ensuring vehicles are serviced within the promised time.
3. Staff should improve communication with customers by clearly explaining service details, repairs, and expected delivery time.
4. Regular training should be provided to technicians so that they can handle vehicle problems more efficiently and improve service quality.
5. The service center should ensure better spare parts availability so that customers do not face delays during vehicle servicing.
6. Service charges should be clearly explained to customers before servicing, which will help avoid confusion and increase transparency.
7. Vehicle delivery should be managed more efficiently to ensure customers receive their vehicles on time after servicing.
8. The service center can introduce additional customer-friendly services such as pickup and drop facility, online service booking, and service updates through SMS or mobile app

CONCLUSION:

The study was conducted to understand customer satisfaction towards Yamaha after-sales service. Based on the responses collected through the questionnaire, it is found that most customers are satisfied with the service provided by the Yamaha service center.

Customers gave positive responses regarding service quality, staff behavior, service time, and spare parts availability. However, a small number of customers expect improvements in areas such as service waiting time and communication.

Overall, the study concludes that customers are generally satisfied with Yamaha's after-sales service, but focusing on minor improvements can further increase customer satisfaction and loyalty.

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