ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MASTER OF ART IN MARKETING MANAGEMENT

THE EFFECT OF AFTER-SALES SERVICES ON CUSTOMER SATISFACTION IN THE CASE OF ELECTROCOMMERCIAL S.C. SUZUKI CAR

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MAY, 2022

ADDIS ABABA, ETHIOPIA

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A RESEARCH PAPER SUBMITTED TO ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES FOR THE PARTIAL FULFILLMENT OF MASTER OF ART IN MARKETING MANAGEMENT

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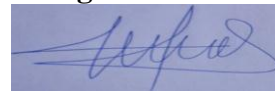
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DECLARATION

I declare that this Master of Art in Marketing Management. Thesis is my original work, and has never been presented for the award of any degree in this or any other university and all source of materials used for the thesis have been duly acknowledged.

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ABSTRACT

Offering your customers good after-sales service shows that you want to build a long-term relationship with them, earn their loyalty, and keep their business. The primary goal of this study is to assess and analyze the effect of after-sales services on customer satisfaction with Suzuki cars. Thus, this study evaluates the relationship between after-sales services of Suzuki car and its customer satisfaction and identify the cause-and-effect relationships between after-sales service and customer satisfaction, this research adopted Explanatory research design. For this study, primary data were collected using five-point Likert scale based questionnaire that was constructed considering all the dimensions of after sales-services. Additionally, customer's perceptions were used to assess Customer Satisfaction. Samples of 90 customers were selected using systematic sampling technique, and 81 customers completed and returned the questioners. The data was analyzed using descriptive statistics (frequency, mean and standard deviation). The statistical methods of analysis included a descriptive statistic for demographic profile, and inferential statics correlation and Regression analysis processed through SPSS version 20. The result of this study shows that, out of five after-sales services dimensions; Warranty, spare parts supply and maintenance service have a positive coefficient and significant impact on customer satisfaction. However, online services and inspection services have a statically insignificant relationship with customer satisfaction. Based on the study's findings, the researcher recommended Suzuki car dealers who provide after-sales services to their customers to focus on their after-sales service and separately recognize and regulate its after-sales service components, as after-sales service is essential for customers to get service after they purchase the product as well as for sellers as a means of customer loyalty, repeat purchase, and profitability.

Key words: Suzuki car, Inspection, Online service, Customers, Spare part

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

After-sales services serve as a basis for evaluating customer satisfaction because after-sales services are expected and meet customer expectations, meaning they are satisfied with the services of companies Pride and Nam, (2010). Intended service is a product of consumer perception Service metrics that are naturally technical and practical. It is important to note here that the quality of service is evaluated not only as a result of the end result, but also in how it is delivered in the service process and the final impact on user perception, Fornell (1992). After-sales services have a strong relationship with customer satisfaction, financial performance, manufacturing costs, customer retention, customer loyalty and success of marketing strategies (Gaiardelli, Cavalieri, & Ierace, 2007).

Companies operating in the car industry can reach out to companies by using after-sales services as part of their after-sales marketing strategy.
It can guarantee high quality of service, high customer satisfaction and constant competitive advantage (Sudharshan, 2010).

According to Sudharshan (2010), after-sales service is a concept that has emerged in the business community and many car dealers now offer after-sales service to their customers because the nature of the product requires constant monitoring and control. Competition in the current car market is intensifying, coupled with the rapid development of new customer service technologies, which has increased its focus on customer engagement. The nature of products in the car industry is prone to technical and mechanical problems, and after-sales service is essential to attracting new customers and retaining existing customers (Ehinlanwo and Zari, 1996).

Consumer satisfaction has been studied and recognized as an important factor in management literature for the past few decades. Studies show that there is a link between customer satisfaction, customer loyalty and profitability. In recent years, there have been studies that have established mechanisms that link customer satisfaction and customer loyalty. Many studies also

try to establish relationships between after-sales service, customer satisfaction, customer loyalty and profitability Rizka & Widji (2013). As a result, many researchers have studied the impact of after-sales service and customer satisfaction on non-car industries in Ethiopia. Potluri and Apostles (2010) ETC customers are among the other researchers, who examine customer satisfaction after sales,

1.2. Statement of the Problem

Customer satisfaction is a well-known and established concept in several areas like marketing, consumer research, economic psychology, welfare-economics, and the most common interpretations obtained from various authors reflect the notion that satisfaction is a feeling which results from a process of evaluating what has been received against what was expected, including the purchase decision itself and the needs and wants associated with the purchase Customer satisfaction plays an important role for the success and continuous existence of the company. Customer satisfaction is critical to any product or service, because it is a strong predictor of customer retention and products repurchase (Kotler & Keller, 2012

Buyer seller relationship for a long time is very important this can be strengthened through after-sales services. After-sales services keep the customers satisfied; it thus influences customer purchase intentions and increases the profitability of the firm. After-sales service encompasses installation services, function aids, spare parts, repair and maintenance, and enhancements to keep the products in workable condition (Danish & Sanatullah 2011).

Moreover, according to (Oliver 2007) as cited by (Datsomor & Henry 2012), for the automobile industry, made up of dealers and manufacturers, customer satisfaction through quality service remains one of the main factors affecting customer loyalty. On the other hand, according to (Lin 2009) as cited by (Kindye 2011), only 4% of dissatisfied customers complain, and eventually, one dissatisfied customer tells nine other people about the problem. Hence, customer satisfaction plays an important role in the success and continued existence of the company

Regarding this, there are several empirical studies conducted by different individuals targeted at investigating the title of Effect of after-sales services on customer satisfaction. Muhammad (2011) and Hawariat and Potluri (2010) are among the researchers who conducted studies on the Effect of after-sales services on customer satisfaction in Ethiopia.

Also one hardly finds researches which were undertaken about the After Sales-services and customer satisfaction in Suzuki car Ethiopia. According to the Suzuki Car customer service officer, the after-sales service given by Suzuki Car are Maintenance service (Repair), spare part supply, Warranty, inspection, and online service. Customers have many compliance on repair service takes many days or does not take, spare parts are provided or not provided in a reasonable and adequate manner, the total cost after the sale is reasonable or not reasonable, and it takes a long time to repair or not takes and so on.

The study aims to investigate the effect of after-sales services on customer satisfaction in the case of Suzuki Car. Based on this, the researcher intends to conduct initial research on a Suzuki car customer it is intended to include some complaints and positive feedback from customers of the company using post-sales services.

1.3. Research Questions

➢ How the after sales services offer by electro commercial S.C has an effect on customer satisfaction?
➢ How is the effect of after sales service offered by electro commercial S.C. Suzuki car on customer satisfaction?
➢ How different components of after sales service have different degree of effect on customer satisfaction?

1.4 Research Hypothesis

H1: There is a positive relationship between maintenance service and customers satisfaction.
H2: There is a positive relationship between spare part supply services and customers satisfaction.
H3: There is a positive relationship between warranty service and customers satisfaction.
H4: There is a positive relationship between online service and customers' satisfaction
H5: There is a positive relationship between inspection service and customers satisfaction

1.5. Objective of the study

1.5.1. General Objective

In line with the research question, general objective of this research is to examining the effect of after-sales services on customer satisfaction in Suzuki Car.

1.5.2. Specific Objectives

Based on the general objective of the study, the specific objectives will be:

- To examine the effects of maintenance (repair) service on customer satisfaction.
- To investigate the effect of spare part supply service on customer satisfaction.
- To identify the effect of inspection service on customer satisfaction
- To ascertain the effect of online service on customer satisfaction
- To determine the effect of warranty service on customer satisfaction
- To identify which component of after sales service have higher effect on customer satisfaction of Suzuki Car.

1.6. Significance of the Study

Car companies play an important role in the country's sustainable development by providing car products to the economy. As mentioned in the previous sections, the study is designee examine the impact of post-sales service on customer satisfaction. The results of this study is a great benefit to the management of car companies in Ethiopia, which was a crucial for the continuity of post-sales service and the identification of post-sales services.

1.7. Scope and Limitation of the Study

The focus of this study is to examine the impact of post-sales service on Suzuki cars on customer satisfaction. After-sales service is provided by Electro-Commerce Repair Service, Sport Supply, Warranty, Supervision and Online Services. As a result, this study focuses on customer satisfaction for the maintenance, repair, warranty, control and online service of Suzuki cars. The information that customers of the company's after-sales service intended to analyze in this study data received at least once after the sale. Therefore, the study only works for those. In addition, the study will be limited to Addis Ababa, as the sales service for the selected company will be in Addis Ababa, Mexico and Mekanisa.

1.8. Organization of the study

This study organized into five chapters. Chapter one provides a brief background of the study, discusses the research problem, the study objective, significance, scope and definition of basic terms. Chapter two reviews theoretical and empirical evidence research on after-sales service, customer satisfaction, and conceptual framing work. Chapter three presents the organizational background and methodology adopted in the study. Chapter four presents the results and discussions. Chapter five draws conclusions and provided recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Theoretical Literature

"After-sales support" Raddats (2011), as well as "technical support" or even just "services", are terms also found in the literature Sudharshan (2010). "After-sales services" are often Goffin (1999), referred to as "product support activities", meaning all activities that support the product-centric transaction. They are also found in the literature as "customer support" elements, meaning all activities that ensure that a product is available to consumers "over its useful lifespan for trouble-free use" (Asugman, Johnson & McCullough, 1997).

Furthermore, the term "after-sales services" has been approached in the literature under two broad perspectives. When referring to service providing companies, after-sales services are being treated as one among several supplementary service elements provided by them Hussain, Bhatti & Jilani (2011). On the other hand, when referring to tangible goods, they are mostly seen as operative activities of some or all members of the distribution chain Saccani, Johansson & Perona, M. (2007). Such services are the transport/delivery to clients, the installation, the product-related training, the hot line and advice by the help desk, any repairing service and even the recycling process. The theory of distribution services argues that the merchandise of explicit products or services is to be seen embodied in a variety of distribution services Urbaniak (2001). According to the particular theory, these services accompany the merchandise possessing one of the two primary components or retailing Kotler & Keller (2012), and can be split further into five groups, namely assortment, information, location and ambiance and "assurance of immediate product delivery at the desired.

2.1.1. Definition of after sale service

According to Adrian, et al. (1995) in today's marketing environment, an increasingly important source of competitive advantage is the way we serve customers. In recent years, more and more organizations focus their attention on retaining existing customers rather than attracting new ones. According to Kotler (2002), attracting a new customer is five times greater than the cost to

keep a current customer happy. Gaiardelli, et al. (2007) define after sale service as those activities taking place after the purchase of the product and devoted to supporting customers in the usage and disposal of the goods to make them loyal. While according to Rigopoulou, et al. (2008) after-sales services are often referred to as "product support activities", meaning all activities that support the product-centric transaction. Furthermore, as stated in Potluri and Hawariat (2010) the term "after-sales services" has been approached in the literature under two broad perspectives. When referring to service providing companies, after-sales services are being treated as one among several supplementary service elements provided. On the other hand, when referring to tangible goods, they are mostly seen as operative activities of some or all members of the distribution chain.

2.1.2. Objectives of after sale service

According to Loomba (1998), the main objective of the after-sales is to keep the customer satisfied through trust, credibility and sense of security conveyed by the organization, and building lasting relationships that contribute to increased performance for sustainable results. Forooz and Rostami (2006) have shown after sale service advantages like:-

- Competitive advantage
- Customer satisfaction
- Long- term customer relationship, customer retention and loyalty
- New product
- High profit
- Differentiation
- Branding

Gaiardelli, et al. (2007) said an effective after-sales service protocol is essential to streamline service management and meet customer's expectations, it can let you experience customer delight, while also saving on your bottom-line and it generates profit. It can also defuse ill will that causes disaffected customers to bad-mouth the brand. According to Potluri and Hawariat (2010), delivery of after-sales service is becoming increasingly critical as businesses do everything in their power to be more cost-effective, boost profit margins, and meet customer demand for a product or service.

However, most of the business organizations are not aware about the after-sales service factors and its impact towards the customer satisfaction. Failing to realize the importance of the factors can lead to a disastrous and threatening business relationship. This may lead dissatisfied customers switch to a competitor or the company lose potential for new customers due to negative word-of-mouth effect. Hence, every business should know the objective and importance of having after sale service and implement it to satisfy customers and make them loyal.

2.1.3. Components of after sales service

Goffin (1999) explains seven elements of after sale support which must be provided to customers over the working lifetime of product as follows.

> **Installation:** - for many products the first element of product support following the sale is installation. This is usually performed for complex product or where personnel from the manufacturing company or their representatives involve safety issues.

> **User training:** - the complexity of some type equipment necessitates that manufacturers provide good training for users. Many computers based and complex products include functions that help users learn to use them more efficiently.

> **Documentation:** - most products have some form of documentation and industries such as medical electronics plays key role. Typical form of documentation covers equipment operation, installation, maintenance, and repair. Good documentation can lead to lower support cost.

> **Maintenance and repair:** - maintenance and repair are an important element of product support, which has required companies to invest significant resource. Preventive maintenance is undertaken to clean, refurbish or replace parts of equipment which otherwise would be liable to fail. Mechanical parts, for example, normally require regular maintenance as in the case of cars.

> **Online support:** - telephone advice on product is a major element of customer support in many industries. Product experts give online consulting to customers to help them use products more or, sometimes to trace the cause of fault (troubleshooting).

> **Warranties:** - manufacturers of most products offer warranty and, in some markets such as automobiles. Manufacturers try to gain a competitive advantage by offering longer

warranty periods. Warranty reduces the financial risk of owning products and therefore it is an important element of customer support.

➢ **Upgrades:** - offering customer the chance to enhance the performance of the existing products can be an important aspect of support. For example, computer manufacturer's offer upgrades, because they increase the working lifetime of products and can be a significant source of revenue. Original equipment manufacturers have a competitive advantage in this because they normally have records of where equipment has been sold which could benefit from upgrading.

According to Potluri and Hawariat (2010), the major tasks related to after-sales services of fixed lines in ETC are: -

- **Provision of information**. Customer may require information about products and services, availability, delivery dates, and prices. They may require information on progress, e.g. what is happening with their order or fault.

- **Service delivery**. It is required that the service provider to undertake a series of tasks which may vary from product to product and from service to service. Delivery is the setting up, by the service provider, of all the components required for the operation and maintenance of a service as defined in the service specification and to be used by the customers.

- **Maintenance and repair service**. This service function includes all activities associated with repair from the instant a service does not offer one or more of the specified features to the instant these features are restored for use by the customer. The process must also be Consistent from the customer's perspective, irrespective of which product or service is being repaired.

- **Billing service**. Billing is common to almost all services that are not provided free of charge. Inaccurate, illegible, or incompatible bills disappoint customers. Customers usually expect bills to be clear, informative, itemized in ways that make it clear how the total was computed.

- **Customer complaints handling**. Complaint is the result of organization‟s service failures that occurs for many reasons. Any type of service failures bring about negative feelings and responses from customers. Complaining customers need quick responses.

Thus, if an organization welcomes and encourages complaints, it must be prepared to act on them quickly.

2.1.4. Importance of After-Sales service

As a term, "after-sales services" has been used the most, to describe services that are provided to the customer after the products have been delivered. The same services are sometimes called "field services", when they are embodied in them aim characteristics that are located at a customer's site. "After-sales support" as well as "technical support" or even just "services", are terms also found in the literature. "After-sales services" are often referred to as "product support activities", meaning all activities that support the product-centric transaction. They are also found in the literature as "customer support" elements, meaning all activities that ensure that a product is available to consumers "over its useful lifespan for trouble-free use" .Although a substantial body of literature exists regarding the topic of service quality, it seems that the subject remains open to additional 13

contributions, since the topic of service quality apart from its theoretical and academic value, plays a notable role as a source of sustainable competitive advantage for the companies (Mohammadipour & Minavandchal, 2013).

2.2. Definition of Customer Satisfaction

Customer satisfaction can be experienced in a variety of definitions and connected to both goods and services. Mathe and Shapiro (1990) define customer satisfaction as a short-term emotional reaction to a specific service performance. Customers may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Kotler (2002) defined satisfaction as: „a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Neal (1998 cited in center for the study of social science (Anon., 2007) defines customer satisfaction as the attitude resulting from what customers think should happen (expectations) interacting with what customers think did happen (performance perceptions). According to Rigopoulou, et al. (2008) customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service.

2.2.1. Customer Satisfaction Measures

Customer satisfaction measurement involves the collection of data that provides information about how satisfied or dissatisfied customers are with a service. This information can be collected and analyzed in many different ways. Many organizations regularly check the levels of customer satisfaction to monitor performance over time and measure the impact of service improvement.

Henley center headlight vision (Anon., 2007) states the research carried out in the UK with public sector organizations suggests that there are five themes that are likely to be relevant to all organizations in measuring customer satisfaction.

Delivery of the service (how problems were handled, reliability, outcome etc…)

- **Timeliness** (waiting times, number of times contacted)
- **Information** (accuracy, enough information, kept informed)
- **Professionalism** (competent staff, fair treatment)
- **Staff attitude** (friendly, polite, sympathetic)

Further according to Kotler & Keller (2012), customer satisfaction measures depend on the five following parameters.

1, **Quality**: - If defects are detected during the warranty period, the customer is happy. However, what is important is whether the defects fall into an acceptable range. Sometimes, customers specify what an acceptable defect is.

2, **On-time delivery:** - Nothing is more frustrating than not receiving a delivery on an agreed-upon day. This frustration may be eased if somebody calls to tell you that the delivery is going to be delayed, but the frustration is there just the same.

3, **Money**: - Obviously, no vendor can bill the customer for an amount that was not agreed to by the customer that is if the vendor expects his invoice to be respected in full and without issue. Whenever the customer has to pay more than the purchase order value, the customer is dissatisfied.

4, **Issue factor**: - Issues crop up during project execution mainly because of unclear specifications or a lack of understanding the specs. Issues may also occur because of a conflict or an error in the requirements. When the vendor raises an issue whose origin is attributable to the customer, the customer's satisfaction is not usually affected. However, the customer's satisfaction does become affected if the issues raised are due to the vendor's improper understanding of the requirements.

5, **Accommodation and cooperation**: - Most projects would not be complete without a few change requests from the customer software maintenance projects run on these. But since change requests are commonly implemented before delivery and it cause additional work for the vendor. Customer will be happy when change requests are accepted without impacting the price or the delivery schedule, but it is rare to happen.

2.3. Methods of Measuring Customer Satisfaction

Customer satisfaction measurement involves the collection of data that provides information about how satisfied or dissatisfied customers are with a service. This information can be collected and analyzed in many different ways. Many organizations regularly check the levels of customer satisfaction to monitor performance over time and measure the impact of service improvement (Hoffman & Bateson, 2010).

CSM works In other words; CSM is related to important business variables such as repeat purchase, customer retention and profitability. It is logical to suppose that if customers are satisfied, they will return. They will be less inclined to switch to another company. Almost by definition, we would expect customer satisfaction to relate to loyalty and profitability. If customer satisfaction does not accomplish these, then from a business point of view, there would be little point in tracking it (Rizka & Widji, 2013).

Customer satisfaction could be related to loyalty and profitability, and if it is not, it is the measurement that is at fault shows 10 steps to measure customer satisfaction. In this methodology the first three steps are the conceiving steps, the next three are the developing steps and the last ones are the interpretation and tracking steps (Kotler & keller, (2012).

1: Gather background data:

is important to begin with some qualitative research; techniques such as brainstorming are useful

2: **Choose the attributes to measure:** In this step relevant attributes may be chosen. These mean that the attributes are relevant to the mission organization, contribute to customer satisfaction, avoiding measures that are no longer valid and avoiding measures that are unfavorable to customer satisfaction.

3. Choose the right audience to be measured: Customer dissatisfaction is the main engine to look for discrepancies and some customer dissatisfactions.

4. Decide on the basic CSM question components: Five basic questions relate to the basis of the customer satisfaction measurement: incidence, frequency, importance, performance and an overall criterion measure.

- Incidence relates to the relevance of a given service or the incidence of a given problem. Did you have any problem with this service in the last year?
- Frequency relates to the recurrence of the problem. How often did you have the problem with this service?
- Importance is the service that is not used frequently by the customer.
- Performance is just how satisfied is the customer with the company performance.
- Overall criterion measure provides the importance of the individual attributes.

5. Choose the right metric Attributes can be measured on a number of different scales. Numeric scale (10-point scale), verbal scale (good, average and poor) and binary (satisfied or not satisfied) scale can be used.

6. Make Analysis Action Oriented; In this step several analysis techniques can be used; quadrant analysis is one of the most common ones.

7. Consider Segmenting Customers; Segmentation analysis is the best option because not all customers are seeking the same benefit. Techniques such as cluster analysis and a classification tree can be used.

8. Interpret the measures correctly; It is important to differentiate common cause and special cause variations, if customer satisfaction is tracking; it may be easy to plot the results on a run chart using upper and lower control limits

9. Use results cautiously; for this step it will be easy to have all the results in attributes. For example, services give the attribute and the branches can be speed, availability and courtesy.

10. Create a tracking system: It will be easy to track customers on a continuous basis rather than in longer intervals

2.4. Empirical Studies on After Sale Service and Customer Satisfaction

As shown in Ehinlanwo and Zairi (1996) a survey carried out by Autohaus in 1993, approximately 59 per cent of a car dealer"s yearly profits come from the after-sales service. The after-sales market, apart from being profitable, is also less subject to economic cyclic ups and downs.

According to Ehinlanwo and Zairi (1996) Toyota describes its after sales objectives as customer satisfaction, customer retention, efficiency in work and job flow, both for the distributor and dealer, and high service absorption for dealers, while Ford describes its after-sales objectives as to make Ford the number one aftermarket operation by providing owners of Ford vehicles with an ownership experience. The after sale services given by those companies include: Maintenance service, original spare parts, warranties, washing, key-care service and training program.

There was a research conducted by Lin (2009) on electric power customer satisfaction using Kano model to evaluate the customer satisfaction, depending on the customers' satisfaction degree and importance degree corresponding to each service item during the statistical work. on the other hand, Potluri and Hawariat (2010) conducted a study on assessment of after-sales service behaviors of Ethiopia Telecom customers to assess and review fixed-line telecom customers" perception of the quality of after-sales services provided by Ethiopian Telecom. It 22 Was conducted on 450 telecom customers who are in Addis Ababa using self-administered questionnaires. They use SERVQUAL measures in order to asses after sale service behavior Ethiopia telecom customers. Finally they get service provider is the most determinant for customer satisfaction and on an average 61.86 percent of customers responded positively to the after-sales service offered by the Ethiopian Telecom employees" on the dimensions of on responsiveness, reliability, assurance, empathy, and tangibility or appearance. Though the research was conducted in after sale service behavior of Ethiopia telecom customers using

SERVEQUAL, the researcher doesn't see the effect using another model to prove the relationship.

Finally the researcher got Kano model is best if applied to identify customer needs, and calculate customer satisfaction coefficient that helps the manager to trade-off which is the most important quality for increasing satisfaction. The researcher believes the research conducted by Lin (2009) is appropriate to measure customer satisfaction in after sale service. Because Kano model clearly measures the customer satisfaction depending on their desire in to two opposite forms i.e. measure customer satisfaction in a given service attribute is offered and also measure customer satisfaction in a given service attribute is not offered. In addition, the research was done with customers in china customers who are familiar with after sale service and in electronic power company. Hence, the researcher conducted a research on Ethiopian after sale service customers to understand the effect of after sale service on customer satisfaction and loyalty in Holland Car PLC using Kano model and disconfirmation theory.

2.5 Research Framework

The study was guided by the researcher's conceptual framework According to the framework; the independent variable for this study is after sale services. The After-sale service was measured using five dimensions namely: Spare parts supply service, Maintenance service, online service, Inspection service, Warranty service. Customer satisfaction is the dependent variable. Based on these variables, a conceptual framework is constructed as shown below.

Independent Variables (IV)   **Dependent Variable (DV)**

| Spare parts supply service |

| Maintenance service |

| Online service |

| Inspection service |

| Warranty service |

| Customer satisfaction |
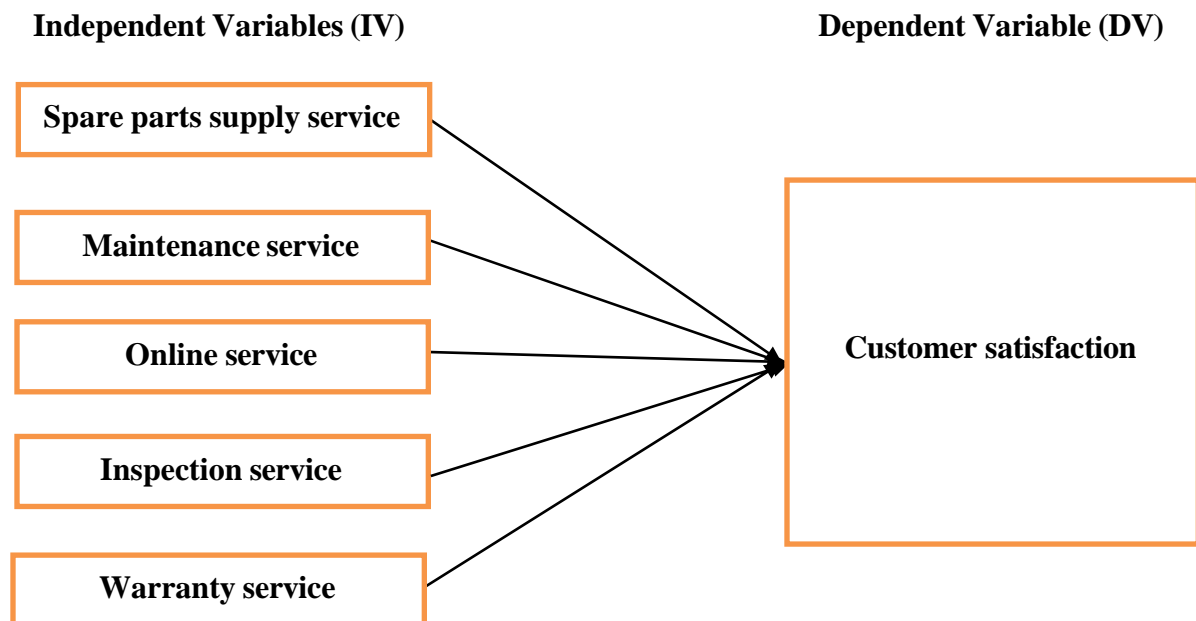
Source: Source: Attafar, 2011 and own developed 2022

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This topic details the research design and methodology intended for use in the study. It therefore covers topics related to research design, data type and source, target population, sample technique and sample size, data collection system and data analysis method. An explanation of the reliability and accuracy of the study was also covered in this research.

3.2 Research Approach

This study applied both qualitative and quantitative research methods. The qualitative and quantitative methods are the two primary methodological approaches to diverse investigations. Quantitative research, on the other hand, is more descriptive, drawing inferences based on statistical techniques and frequently employing graphs and figures in its analysis (Ghauri & Grönhaug, 2005).

Based on this, the researcher developed the conceptual framework of the study to shows the linkage between independent variables (after sale services) and dependent variable (customer satisfaction) to obtain the evidence regarding The Effect of after sale services on Customer satisfaction in Suzuki Car.

3.3 Research Design

The nature of problem and objective of any study usually determine the type of research design adopted by researcher (Hoffman & Bateson, 2010; Jacob & Ulaga, 2008). The major objective of this study is to examine; The Effect of after-sales services on Customer satisfaction in Suzuki Car. To identify the extent and nature of cause-and-effect relationships between after-sales service and customer satisfaction, this research adopted explanatory research method analysis. Whether there is a cause-and-effect relationship between variables,

Explanatory research is more appropriate to be undertaken (Kurata&Nam,2010).

3.4 Population of the study

The total population for the study comprised all customers of the company who got after-sales service at least one time. Electro commercial has more than 1200 customers special in Suzuki care among these 825 customers had used different services after bought and used their car.

3.2.1 Sampling Techniques and Sample Size Determination

This study has used systematic sampling technique, which is a probabilistic sampling technique. The reason to use systematic sampling technique is because the list of all customers are available on the company customers registration document, since it enabled the researcher to select the the appropriate sample that represent the true population.

Since there is a limited time and resources to conduct research on total population, the researcher determined the sample size from the overall customers of Suzuki Car. According to c annual report, since, the company started operation in Ethiopia until now the company gives after-sales service for 825 customers. Based on this the study has used sample size formula to determine the sample of the respondents. According to Cochran (1977) the following sample size determination formula for Finite population:

$$n = \frac{N}{1 + N(e)^2}$$

N = Where N is total population = 825

e is the level of precision or the error term tolerable = 0.10

n is no of sample drawn from the total population

Based on the above formula and by using 10% margin of error (the amount of error that the researcher can tolerate), 90 % confidence level (tells how sure the researcher can be). According to annual report of Suzuki Car there were 825 after-sales service customers who got after-sales service at least one time. From these after-sales service customers of the companies this study determines the sample size of the study that was.

$$n = \frac{825}{1 + 825(0.05)^2} = 89.189$$

n = 89.189 which was approximately equal to~ 90

Therefore, according to the above calculation a total of 90 questionnaires were distributed to collect relevant data concerning the research purpose.

3.4. Data Collection Methods and procedures

This study uses a major source of information to examine the impact of post-sales service on Suzuki cars. . The questionnaires are developed using a comprehensive literature review and Lirt measurement related to the impact of after-sales service on customer satisfaction. Five-point scale balance from strong disagreement to strong agreement Used to benefit participants

Present their views and opinions in the direction (positive or negative) and strength (level of agreement or disagreement). The questionnaire is divided into two parts. Part one was about general information about the respondent. Part Two deals with post-sales dynamics and the impact on customer satisfaction.

The data was collected from sample white taxi drivers (Sergela / riders), and after the sales service station, Suzuki car was conducted by self-administered questionnaires from customers and the researcher Distributes the questionnaire with Suzuki's help. Car crews working in the company after a sales service workshop in Mexico. The data collection process is a one-time process of integrating quantitative data to provide a comprehensive analysis of the study problem.

3.5 Data Analysis

The data that was collected from respondents through questionnaires analyzed and interpreted so as to reach on meaningful findings. The researcher used SPSS Version 20.0 to code and analyzes the collected responses from questionnaire. After proper editing, the data was coded and entered to the software then to get ready for analysis. Furthermore; Descriptive statistical techniques are adopted for analysis of data from questionnaire responses of respondents, by using mean, standard deviation and. The study also applied multiple linear regression model used to investigate the effect of after sales service on customers satisfaction.

3.7 Reliability and Validity

According to Bryman (1988), Validity means that we are measuring what we want to measure. There are different types of validity measurements including, face validity - whether at face value, the questions appear to be measuring the objective of the study. This study was undertaken a pre-test on selected employees to check the validity of the questionnaire and corrections were made based on the feedback collected. Those respondents who were part of the pilot test were not included in the actual conduct of the study. The content validity also assured when the questionnaire was prepared based on extensive reading of literature review. While preparing the questionnaire ambiguous or vague wordings were avoided to ensure that respondents would read and answer the question consistently on different occasions in the same context. The data from different sources can help for crosschecking the information obtained. To assess the goodness of the instrument measures, the instrument was subjected to the construct validity and reliability tests.

Reliability of the items/questions has been checked and rechecked before the distribution of a questionnaire was analyzed by using Alpha Test. The term reliability is defined as consistency of measurement or stability of measurement over a variety of conditions in which basically the same results should be obtained (Hoffman & Bateson, 2010; Jacob & Ulaga, 2008).

Cronbach's alpha coefficient is the most popular and commonly used technique to estimate reliability or internal consistency of assessments and questionnaires in the behavioral sciences coefficients Kurata & Nam (2010). Reliability of the items/questions has been checked and rechecked before the distribution of questionnaires was analyzed by using Alpha Test. The accepted alpha value is ranging from 0.70-0.95, Cochran (1977). Thus, the pre-test result revealed that the calculated value aimed to test the reliability of the instrument was found to be relevant, because reliability calculated value above 0.70 is considered to be reliable instrument. A summary of the reliability statistics of the data from the SPSS version 20 is presented in Table Since the value of crombach alphas for this study is above 0.77 for all scale variables except online service but the overall alpha value is more than .901, the data collected from respondents was reliable and consistent with the scale. In simple term the result is confirmed the reliability and consistency of the questionnaire

Table 3.1 Reliability test

Variable	Item	Alpha
Spare part supply services	4	.876
Maintenance service	5	.842
Online service	5	.405
Inspection service	6	.876
Warranty service	3	.926
Over all	23	.901

Source: survey data 2022

3.8 Ethical Considerations

Confidentiality and Privacy is the cornerstone of field research. The researcher confirms the purpose of the study and the confidentiality of the information. Respondents ensure that any information collected through data collection tools is used for academic purposes only. The data and documents are kept secure during the study and were not passed on to third parties. Backup of research resources and results was be archived. In addition, the study was conducted with the consent of the organization and with the consent of the respondents.

CHAPTER FOUR

RESULT AND DISCUSSION

This chapter deals with analysis and interpretation of the collected data through questionnaires. Which Included a Reliability analysis, demographic information of the respondents, descriptive analysis and Regression analysis are presented through SPSS version 20.

4.1 Response rate

A number of Ninety (90) questionnaires were distributed and were filled out by eighty one (81) of the company customers with a response rate of 90 %. Since a result of the questionnaire collecting, it can be concluded that enough questionnaires were returned to analyze the data and conclude in this study, as Burgess (2001) states that in a questionnaire survey research, a response rate of 60% +/-20% is appropriate for data analysis. The information gathered was examined using the multiple linear regression models.

4.2 Demographic Characteristics

Descriptive statistics were used for demographic factors of gender, education qualification, Length of years as a customer of Suzuki car, Frequency of after sale service used from Suzuki car and type of after sales service used from Suzuki car.

Table 4.1 Demographic Characteristics of the respondents

Variable	Category	Frequency	Percent
Gender	Male	53	65.4
	Female	28	34.6
Education	Primary School	22	27.2
	Secondary School	10	12.3
	Certificate/Diploma	25	30.9
	Degree and Above	24	29.6
Length of years	Less than 5 years	26	32.1

	5-10 Years	41	50.6
	More than 10 Years	14	17.3
Type of after sales service used	Once	27	33.3
	Twice	10	12.3
	Three times and above	44	54.3

Source: Survey data 20222

According to table 4.3, (65.4 %) of the respondents were male, while the remaining (34.6 %) were female. This reveals that the number of male respondents higher than female respondents.

In terms of educational level, (30.9%) of the respondents have certificate/diploma, and 29.6%, 27.2%, and 12.3% have a degree and above, primary school and secondary school. Based on this, the majority of the participants were highly qualified.

In terms of years of experience, 50.6% of respondents had 5-10 years, 32.1% had Less than 5 year and 17.3% of the customers had more than 5 years. This demonstrates that having them is advantageous because their experience contributed greatly to analyzing in detail their experience on after seals service.

In terms of years of experience, 54.3% of respondents had three times and above, 33.3% of once and 12.3% had twice. In general, the data shows that of the total 250 respondents, sample respondents had at least one time service used as a Suzuki car customer.

4.3 Descriptive Analysis

This section discus about the descriptive statistics for data which was gathered through questionnaires to examining the Effect of after-sales services on Customer satisfaction in Suzuki car. According to Kumar (2014), the mean score below 3.39 is considered as low; the mean score from 3.40 up to 3.79 is considered as moderate and mean score above 3.8 is considered as high.

Table 4.2 Descriptive Analysis

Demission	N	Mean	Std. Deviation
Inspection services	81	3.9802	.77952
Maintenance services	81	3.6664	.82874
Online services	81	2.0568	.40772
Spare part supply	81	3.7325	.71719
Warranty services	81	3.7119	.97433

Source: Owen Survey 2022

According to Table 4.4, the mean value of online service was 3.9802 (SD=.77952), indicating that the majority of respondents responded higher the high limit (3.80) on Suzuki car inspection service. This implies that Suzuki car inspection service is satisfactory the company customers.

Maintenance service of Suzuki car has a mean score of 3.6664 (SD=.82874). This Maintenance service means score is between 3.40 and 3.79. This implies that the maintenance service has a moderate effect on customers' satisfaction on Suzuki car.

According to Table 4.4, the mean value of online service was =2.0568 (SD=0.40772), indicating that the majority of respondents responded below the lower the low (3.39) on online service. This implies that Suzuki car online service is unsatisfactory for the study's respondents.

The mean score of the fourth after-sales service factor is spare parts supply of Suzuki car, and it was 3.7325 (SD=.71719). This mean score of spare parts supply is means score is between 3.40 and 3.79. This implies that the spare part supply service has a moderate effect on customers' satisfaction on Suzuki car

The mean value of Warranty service was = 3.7119 (SD=.97433), this indicates that, majority of the respondents did respond between 3.40 and 3.79 on the warranty service that was provided by Suzuki car. This implies that Warranty service of Suzuki is moderately satisfactory for the respondents of this study.

4.4 Assumptions Testing in Multiple Regressions

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as, multi-Collinearity and normality.

4.2.1 Multicollinearity Test

The independent variables should not be substantially associated with each other in order to achieve good results. In multiple regression analysis, Collinearity refers to the correlation among the independent variables (Pallant, 2007).

Therefore, to make sure that there is low Collinearity, the values of Tolerance and VIF (Variance Inflation Factor) should be checked. According to Pallant (2007), tolerance reflects how much the independent variables do not explain of a specific independent variable's variability, and the value should not be tiny (less than 0.10) to demonstrate the lack of Collinearity. In addition to that, VIF, the inverse of tolerance value, should have a value of less than 10 to avoid any concerns of Collinearity (Pallant, 2007). Hence, the values in the Table 4.3 below indicate low Collinearity because all Tolerance values are above 0.1 and all VIF values are less than 10. As a result, these tests show that the variables employed in the study are not multi-collinear.

Table 4.3 Multicollinearity Test

Variables	Collinearity Statistics	
	Tolerance	VIF
Inspection services	.962	1.040
Maintenance services	.341	2.929
Online services	.973	1.028
Spare part supply	.575	1.739
Warranty services	.285	3.507

Source: survey data 2022

4.2.2 Normality Test

One of the most important statistical procedures is the normal distribution. A normal distribution with a mean of zero and a standard deviation of one is referred to as a standard normal distribution (Garson, 2012). Multiple regression analysis demands that the variables in the sample be naturally distributed. Assume that the histogram was bell-shaped and that the residuals were usually spread around its mean of zero. As seen in Figure 4.1, residuals were normally spread around their mean of zero, indicating that the results were normally distributed and conformed to the normal distribution assumption. Since the figures validated the data's normality assumption, it follows that the inferences drawn regarding population parameters from survey statistics are likely to be correct.

Figure 4.1 Normality Test, Histogram

Histogram

Dependent Variable: CS

Mean = 9.16E-16
Std. Dev. = 0.968
N = 81
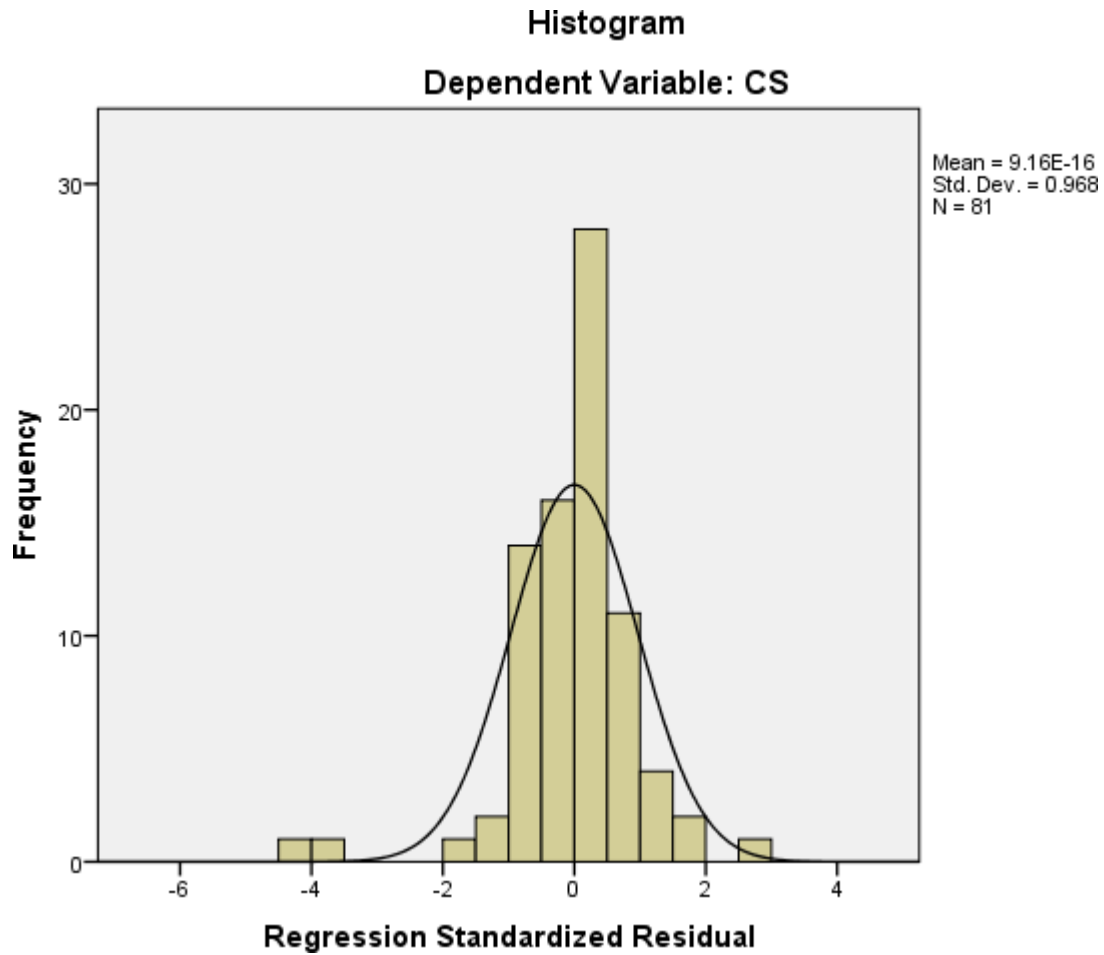
Source: Survey data (2022)

Furthermore, the normal likelihood plots were used to verify the normality statement, as seen in Figure 4.2 of the Normal P P-Plot.

Figure 4.2: Normal P P-Plot

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: CS
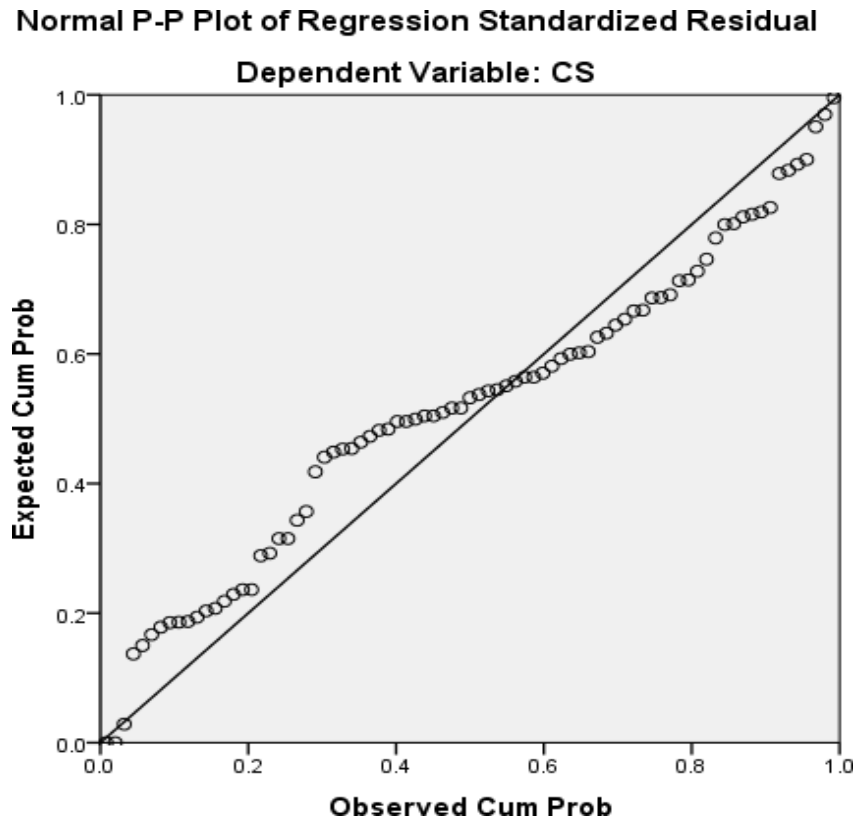
Source: Survey data (2022)

The normal probability plot is a graphical tool that may be used to determine whether or not a data set is normally distributed (Chambers et al., 1983). It aids us in examining the probability plot and determining how closely the data points match the fitted distribution line. The points fall closely along the straight line if the provided theoretical distribution is a good fit. The data is displayed in comparison to a theoretical normal distribution, with the dots forming an almost straight line. Deviations from this straight line denote a departure from normality.

The preceding graphic clearly indicates that the normal probability plot has a significantly linear structure. There are very minor differences between the line fit and the probability plot points. For this data, the normal distribution looks to be a viable model. The probability plot displays a significantly linear trend. As a result, the residuals' normal probability plot indicates that the error terms are indeed normally distributed.

4.2.3 Test for Autocorrelation

The Durbin Watson (DW) statistic is a test for autocorrelation in the residuals from a statistical model or regression analysis (Akter, 2014). The Durbin-Watson statistic will always have a value ranging between 0 and 4. A value of 2.0 indicates there is no autocorrelation detected in the sample. Values from 0 to 2 point to positive autocorrelation and values from 2 to 4 mean negative autocorrelation. In special attention, a **rule of thumb** is that test statistic values in the range of 1.5 to 2.5 are relatively normal. Values outside of this range could be cause for concern. Field (2009) suggests that values under 1 or more than 3 are a definite cause for concern. The autocorrelation test stat shows a DW value of 2.280 (see table) which indicates relatively normal.

Table 4.4 Autocorrelation test

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.792[a]	.627	.614	.57596	2.280
a. Predictors: (Constant), WS, IS, OS, SP, MS					
b. Dependent Variable: CS					

4.2.4 Test for Homoscedasticity

To test for homoscedasticity and linearity, a Scatter plot was used. The scatter plot compares the normalized residuals (ZRESID) to the standardized expected (ZPRED) values. The data graph is depicted in Figure 4.3.

Figure. 4.3 Scatter Plot of ZPRESID and the ZPRED values of the Data

Scatterplot
Dependent Variable: CS
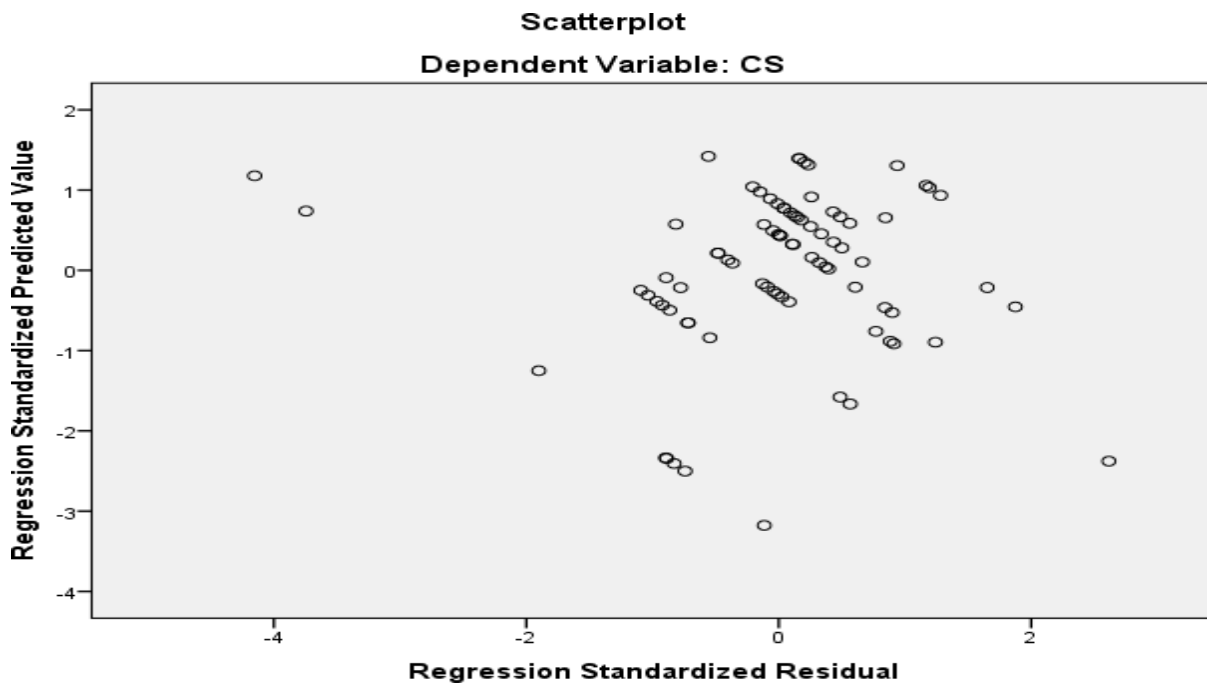
Source: Survey data (2022)

To evaluate if the residuals in regression analysis are random, we simply check if they are randomly distributed around zero throughout the whole range of fitted values. When the residuals are centered on zero, it means that the model's predictions are on average correct rather than systematically excessively high or low. Furthermore, regression assumes that the residuals have a normal distribution and that the degree of scattering is constant across all fitted values (Pallant, 2007). Figure 4.3 depicts how the data is uniformly and randomly distributed around zero. It does not appear to funnel out, and there is no discernible curvature. It does not have an obvious pattern, there are points equally distributed above and below zero on the X axis, and to the left and right of zero on the Y axis. This is indicative of the fact that the conditions necessary for linearity and homoscedasticity have been fulfilled.

4.3 Regression Analysis

Multivariate regression was used to establish the correlation between the independent variables (Spare part supply, Maintenance services, online services, Inspection services and warranty) and customer satisfaction (dependent variable) in Electro Commercial Suzuki car. The analysis applied the Statistical Package for Social Sciences (SPSS) version 20 to compute the measurements of the multiple regressions for the study. The goal of this analysis is to know the level to which customer satisfaction is affected by

independent variables by considering R square value, beta coefficient and P-value for the significant of the relation.

4.3.1 Model Summary

The overall results of the subject study are as shown in Table 4.5.

Table 4.5: Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.792[a]	.627	.614	.57596	2.280
a. Predictors: (Constant), WS, IS, OS, SP, MS					
b. Dependent Variable: CS					

Source: Survey data (2022)

The model summary findings indicated that there is a strong (R= .792) relationship between the independent variables (Warranty services, Inspection services, online services, Spare Part supply and Maintenance services) and the dependent variable (Customer satisfaction) in Electro Commercial. R-square measured the goodness of fit of the explanatory variables in explaining the variations in dependent variable. The adjusted R-Square (R^2= 0.627) shows the explanatory power of all independent variables involved in the study. Hence self-awareness, self-management, social awareness and relationship management jointly determine (explain) 61.4% of the variance in customer satisfaction. Whereas, 38.6% of customer satisfaction was determined by the variables which were not included in the study.

4.3.2 Analysis of Variance (ANOVA)

The study further sought to establish the goodness of fit of the regression model using ANOVA statistics. According to Mugenda & Mugenda (2003), ANOVA is a statistical technique for the data analysis, which is applied in establishing whether any significant differences among two or more groups or samples at a chosen level of probability exist, or not. An explanatory variable is said to be a significant predictor of the dependent variable if the absolute t-values of the regression coefficient related with that independent variable is greater than the absolute critical t-values. The results of the study are as shown in the table below.

Table 4.6 Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.809	5	4.562	13.751	.000[b]
	Residual	24.880	75	.332		
	Total	47.689	80			
a. Dependent Variable: CS						
b. Predictors: (Constant), WS, IS, OS, SP, MS						

Source: Survey data (2022)

According to the findings in the study as above, the regression model had a significance level of 1% which indicates that regression model is perfect for predicting Electro Commercial Suzuki car customers' satisfaction given variables. This is because the significant value (p-value) was less than 5% which was used as an indicator of statistical significance. Therefore, from the result, it can be concluded that with 61.4% of the variance (adjusted R-Square) in customer satisfaction is significant and the model appropriately measured it.

4.3.3 Coefficients of Determination

Regression co-efficient indicates the direction of the relationship between dependent and independent variables. The results of this study are as shown in Table 4.6.

Table 4.7 Regression Coefficient Analysis of the Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.525	.593		2.574	.012
Inspection service	.040	.084	.041	.478	.634
Maintenance service	.741	.133	.795	5.573	.000
Online service	-.165	.160	-.087	-1.031	.306
Spare part Supply	.297	.118	.276	2.510	.014
Warranty Service	.293	.124	.370	2.369	.020

Source: Survey data (2022)

Table 4.7 presented results of customer satisfaction as dependent variable and emotional intelligence sub-dimensions as explanatory variables. The explanatory power of this model is 61.4%. The regression F- statistic takes a value 13.751. F-statistics tests the null hypothesis that all of the slope parameters (β's) are jointly zero. In the above case p-value of zero attached to the test statistic shows that this null hypothesis should be rejected even at 1% level of significance.

As it is shown in the above table maintenance services, Spare part and warranty services were the statistically significant factors affecting customer satisfaction of Electro Commercial Suzuki Car customers.

4.3.4 Discussion of the Regression Results

The ultimate objective of the research is to examine the impact of After Sales services on customer satisfaction in Electro Commercial Suzuki car. The regression result shows that there is a strong positive impact of After Sales services on customer satisfaction. The study's hypothesis testing was made based on *β* and *P* values. The values of the unstandardized Beta Coefficients (*β*) indicate the effects of each independent variable on dependent variable. Furthermore, the values of the unstandardized Beta Coefficients in the Beta column of the Table 4.7 above, indicate which independent variable makes the strongest contribution to explain the dependent variable (customer satisfaction), when the variance explained by all other independent variables in the model is controlled.

Hence using those coefficient results, the proposed hypotheses for this study were tested as follows:

H1: There is a positive relationship between maintenance service and customers satisfaction.

A car or truck today may have 10,000 mechanical parts, according to Ehinlanwo and Zairi (1996). As a result, the vehicle requires maintenance. Vehicle owners should visit their automotive dealer on a regular basis to receive maintenance services.

The regression results show that Suzuki car maintenance service has a positive and statistically significant effect on customer satisfaction with unstandardized services. Maintenance service coefficients are 0.741, implying that a 1% increase in Maintenance will increase Suzuki car

Customer Satisfaction by 74.1% and vice versa. This result indicates that Suzuki car maintenance service has a positive impact of customer satisfaction.

These findings are in the line with Choudhary et al. (2011) and Isaac et al. (2013), who stated that there is an impact of After Sales services on customer satisfaction.

Further, repairs had the highest regression coefficient value. It means repairs have a strong positive impact on customer satisfaction and this has a higher impact than other dimensions of After Sales services. This is in line with Mustofa (2011) who identified that repairs is the most popular measure for After Sales services meantime providing the repair services a core as element of customer satisfaction.

H2: There is a positive relationship between spare part supply services and customers satisfaction.

According to Muhammad (2011), different types of services have different success factors. Pricing, availability, delivery speed, and a combined technical and customer database, for example, are critical to customer satisfaction and profitability in spare parts supply.

The regression result for Suzuki care Spare parts supply service has a positive and significant effect on Suzuki car customer satisfaction. As shown in table 4.7, the regression unstandardized Coefficients of Suzuki car Spare parts supply service are 0.297, implying that a percentage increase in Suzuki car Spare parts supply service will increase Suzuki car Customer Satisfaction by 29.7 percent and vice versa. The findings suggest that Suzuki car spare parts supply service can influence customer satisfaction. The finding of this study is in line with Rahel Tenker (2018) and V.Nivethika& D. Yoganathan (2015), who stated that there is an impact of After Sales services on customer satisfaction.

H3: There is a positive relationship between warranty service and customers satisfaction.

Warranties are persuasive marketing tools in two ways: I promotional and (ii) protective. Warranties, as a promotional tool, serve to promote a product's reliability and quality, with longer and better warranty terms implying a more reliable product. Warranties, as a protective tool, provide consumers with assurance against defective products that fail to perform

satisfactorily over the warranty period. Warranties have played a significant role in the automobile industry (Kumar, 2014).

The results of the warranty regression have a statistically significant effect on customer satisfaction. The unstandardized Coefficients of Warranty service are 0.293, implying that a 5% increase in Warranty service will increase Suzuki car Customer Satisfaction by 29.3 percent and vice versa. The findings suggest that Suzuki car warranty service can influence customer satisfaction. The result of this study is in line with Rahel Tenker (2018) and V.Nivethika& D. Yoganathan (2015), who stated that there is an impact of After Sales services on customer satisfaction.

Table 4.11: Summary of actual and expected signs of explanatory variables on the dependent variables

Variables	Expected Signs	Actual Signs	Sig.	Hypothesis
Spare part supply service	Positive & Significant	Positive & Significant	0.014	Supported
Inspection Service	Positive & Significant	Positive & insignificant	0.634	Not Supported
Maintenance service	Positive & Significant	Positive & Significant	0.000	Supported
Online service	Positive & Significant	negative & insignificant	0.306	Not Supported
Warranty service	Positive & Significant	Positive & Significant	0.020	Supported

Source: Survey data (2022)

4.3.5 Summary of the Findings

Multiple linear regression analysis was used to explore the role of each sub-dimension of after sales services as a predictor of customers' satisfaction. The findings revealed that all the three sub-dimensions of after sales services included in the model were found to be significant predictors of customers' satisfaction and to have a significant positive influence on customer satisfaction, namely spare part supply services, maintenance services and warranty services, while inspection services and online services are not statistically significant. Online service is statistically insignificant for Rahel Tenker (2018) and V.Nivethika& D. Yoganathan (2015 but it is significant for Kindaye Essa (2011) this implies that online service is not consistent factor for

customer satisfaction. Inspection service is statistically insignificant for Kindaye Essa (2011) while it is statistically significant for Rahel Tenker (2018) study. Therefore, inspection service is not a consistent factor for customer satisfaction.

The following regression equation can be obtained from the analysis

$$Y = 1.525 + 0.297X_1 + 0.741X_2 + 0.293X_3$$

Where;

Y = Customers Satisfaction

X_1 = Spare part supply services

X_2 = Maintenance services

X_3 = Warranty services

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Based on the data analysis and results discussion, the following findings are drawn:

- ✓ The descriptive result shows that inspection service is the high effect of customers' satisfaction after online service. Maintenance service and spare part supply service are moderately impact on customers' satisfaction after sales services in Suzuki car while online service is a weak impact of customer satisfaction.

5.2 Conclusion

According to the findings of the study, the components of after-sales services provided by Suzuki car to their customers are online service, spare parts supply, warranty, inspection, and maintenance. The descriptive statistics show that respondents are satisfied with the current Spare parts supply, Warranty service, Inspection service, and Maintenance service. But Customers were dissatisfied by the current Online (telephone) service.

The regression results for each after-sale service show that online service and inspection service have no statistically significant effect on the company's customer satisfaction. Other parameters of after sales service i.e. spare part supply, maintenance service and warranty services have a

positive coefficient, and it has a statistically significant effect on the company's customer satisfaction.

This means that warranties, spare parts supplies, and maintenance services all have an impact on the company's customer satisfaction. However, inspection services and online service is not significantly related to customer satisfaction with after-sales service. As a result, online (telephone) sales have no effect on Suzuki car customer satisfaction.

This study examined the effect of after-sales service on customer satisfaction. The researcher discovered that after-sales service plays a significant role in satisfying customers and has a significant impact on customer satisfaction. After-sales service indices (maintenance service, spare part supply and warranty) were found to be significant independent and joint predictors of customer satisfaction in the study. As a result, it bridged the empirical gap between after-sales services and customer satisfaction on Suzuki car.

5.3. Recommendation.

Based on the study's major findings, the researcher makes the following recommendations to management and other stakeholders.

The main reason for conducting this study was the company's customers' complaints and dissatisfaction with after-sales service components. This study presents some findings that contribute to our understanding of after-sales service in Electro Commercial Suzuki car and its impact on customer satisfaction. According to the study's findings, warranty, spare parts supply, and maintenance service have a significant impact on customer satisfaction.

The following suggestions are made in this regard:

The company should investigate the use of just in time inventory. This means you order and receive spare parts just before scheduled maintenance. At the same time, the company should avoid job delays due to a lack of spare parts. Furthermore, the company could examine forecasted demand and look for parts with incorrect order settings. It should be noted that the most common cause of stock out is a delay in the supply chain.

The company should extend the duration of warranty service to allow enough time to deliver the promised service.

The company should use advanced maintenance equipment and excellent technology to improve the correctness or accuracy of automobile failure detection and maintenance efficiency, reduce maintenance and lower maintenance costs, and ensure maintenance quality and continuous improvement.

This study, however, is based solely on the findings of Suzuki customers. As a result, the interpretation cannot be generalized to other automobile manufacturers. Furthermore, this study did not examine other automotive companies' aftersales service components, which can affect customer satisfaction. As a result, future research should focus on other factors such as documentation, installation, and other factors that may influence customer satisfaction.

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Appendix A

<div align="center">

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

</div>

Dear Respondents

I am post graduate student of St. Mary's University in School of Graduate Studies. This questionnaire is a part of the research project conducted for the fulfillment of requirement of Master of Arts in Marketing Management. This research is designed to collect information on how you feel about AFTER-SALES SERVICES ON CUSTOMER SATISFACTION IN THE CASE OF ELECTROCOMMERCIAL S.C. SUZUKI CAR.

NB. As your responses to the statement below are of great importance to my research, I kindly request you to answer the questions honestly, carefully and genuinely. This information will be used wholly and exclusively and only for the academic purpose and your response will be treated confidentially.

If you have any question(s), please call at +251-12785244

Thanks for your participation!!!

Instruction: please Put (√) on the your response

Part I: Demographic Characteristics

1. Gender

A. Male ☐　　　　　　　　　**B. Female** ☐

2. Educational qualification

A. Illustrate ☐

B. Primary school ☐

C. Secondary School ☐

D. Certificate or Diploma ☐

E. Degree and Above ☐

3. Length of years as a customer of Suzuki car

A. Less than 5 Years ☐

B. 5 -10 Years ☐

C. More than 10 years ☐

4. How many times have you used the after-sales service from Suzuki Care?

A. Once ☐   B. Twice ☐   C. Three times and above ☐

Part II: After Sales Related Questions

Notice! 1= Very Low, 2= Low, 3= Neutral, 4= High, 5= Extremely High

S.N	Variables	Level of Agreement				
		1	2	3	4	5
1.	**Spare parts supply service**					
1.1	Spar part supply of Suzuki car is available					
1.2	Suzuki car delivery of spare parts is prompt					
1.3	The spare parts of Suzuki car is genuine/original					
1.4	The price for spare parts are fair					
2.	**Inspection service**					
4.1	Suzuki car has a good recording system of Vehicle History Report					
4.2	(vehicle exterior, vehicle interior, tires and wheels etc...) is condescend					
4.3	The Scheduled of inspection of Suzuki car is suitable					
4.4	The inspectors of Suzuki car are skill full					
4.5	The Inspection staffs are polite and courteous					
4.6	Suzuki car makes a reliable and prompt inspection service					
3.	**Online service**					
3.1	The telephone operator of Suzuki car is polite and courteous while answering the phone					
3.2	Suzuki car has a call center that is a multi-line phone answering system takes messages and transfers callers to the appropriate staff member					
3.3	The telephone line service of Suzuki car is committed to providing excellent customer service and enjoys a fast paced after sales service					
3.4	Suzuki car take feedback by phoning to you					
3.5	Suzuki car Update you the service period					
4.	**Maintenance service**					
2.1	Suzuki car's maintenance service Solve the problem of my car					

2.2	The time it takes for maintenance in Suzuki car workshop is appropriate					
2.3	Suzuki car maintenance workshop has skill full technical					
2.4	Suzuki car staffs working on maintenance is polite and courteous					
2.5	The price for maintenance service of Suzuki car reasonable					
5.	**Warranty service**					
5.1	The length of warranty service that was provided by Suzuki car was appropriate for me					
5.2	The warranty of Suzuki car is implemented as promised					
5.3	Suzuki car provides adequate information about warranty					
6	**Customer Satisfaction**					
6.1	I feel safe and satisfied when using after sales services from Suzuki car					
6.2	The employees of Suzuki car was able to render the after sales service according to my expectations					
6.3	I am satisfied with the amount I paid for after sales services I received from Suzuki car					
6.4	I am satisfied with time it took to after sales services or the delivered speed of after sales services by Suzuki car					
6.5	I am satisfied with the workwise and the capability staffs on the department of Suzuki car					

SECTION III: information on after service and customer satisfaction

1. Please State factors that you think could help improve on the after sales of Suzuki car in the satisfaction of customer

_____

_____

_____

_____

2. Please state the after sales service that was disappointing/challenging for you by overall the companies after sales service_____

_____

_____

Appendix B

<div align="center">

ቅድስተ ማርያም ዩኒቨርስቲ

የማርኬቲንግ ማኔጅመንት ት/ክፍል

</div>

መጠይቅ

የተከበራችሁ አስተያየት
ሰጪዎች

እኔ ዮሴፍ መላኩ በቅድስተ ማርያም ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት ት/ክፍል የድህረ ምረቃ ተማሪ ስሆን መስፈርቶችን ለማሟላት የሚካሄድ የምርምር ጥናት በመስራት ላይ እገኛለው። የጥናቴ ርዕስ ከሽያጭ በኋላ ግልጋሎት በደንበኞች እርካታ ላይ ያለዉን ተፅዕኖ ሱዙኪ የመኪና አቅራቢ ድርጅት ላይ ሲሆን፤ ከእዚህ በታች ለተቀመጡት መግለጫዎች የሚሰጧቸዉ ምላሾች ለጥናት ስራዬ ታላቅ ጠቀሜታ ስላለቻዉ ጥያቄዎቺን በጥንቃቄ እና በሃቀኝነት እንዲመልሱ በትህትና እጠይቃለዉ። መልስዎ ሚስጥራዊነቱ ተጠብቆ ለትምህርት ዓላማ ብቻ እንደሚዉል ለማረጋገጥ እወዳለሁ፤ ማንኛዉም ጥያቄ ካልዋት እባክዎን በስልክ ቁጥር ይደዉሉ

0912785244

መመሪያ
ስምዎን በመጠይቁ ሊይ መፃፍ አይጠብቅቦትም
መጠይቁ ማብራሪያ የሚያስፈልጋቸዉን እና አጭር ጥያቄዎችን አካትቲል.

ክፍል አንድ: *መጠየቅ የሚዋሉ ሰወች መረጃ*

1. *ጾታ*

    ሀ. ወንድ ☐   ለ. ሴት ☐

2. *የት/ደረጃ*
    ሀ. ያልተማረ ☐
    ለ. የመጀመያ ደረጃ ☐
    ሐ. ሁለተኛ ደረጃ ☐
    መ. ሰርተፊኬት/ዲፕሎ ☐
    ሰ. ዲግሪና ከዚያበላይ ☐

3. *የሱዙኪ መኪና ደንበኛ ከሆኑ ምን ያህል ጊዜ ሆኖት;*
    ሀ. ከ5 አመት በታች ☐
    ለ. ከ5-10 አመት ☐

<div align="center">45</div>

ሐ.10 አመት በላይ ☐

4.ከሽያጭ በኋላ አገልግሎት ምን ያህል ጊዜ ተጠቅመዉ ያዉቃለ

   A.አንድ ☐   B.ሁለት ☐   C.ሶስት ጊዜ እና ከዛ በሊይ ☐
   ጊዜ   ጊዜ

ክፍል ሁለት: እባክዎ በሳጥኑ ዉስጥ ትክክለኛዉን መልሶን በደረጃቸዉ መሰረት ያስቀምጡ፡

5 በጣም እስማማለዉ
4 እስማማለዉ
3 መካከለኛ
2 አልስማማም
1 በፍፁም አልስማማም

ካሎት ልምድ በመነሳት የሱዙኪ ምኪና ከሽያጭ በኋላ አገልግሎት ይመዝኑ፡

S.N	Variables	የስምምነት ደረጃ				
		1	2	3	4	5
1.	**የመለዋወጫ እቃ አቅርቦት**					
1.1	የመለዋወጫ እቃ አቅርቦት ይገኛል					
1.2	ፈጣን የመለዋወጫ እቃ አቅርቦት ያደርጋሉ					
1.3	የመለዋወጫ እቃዎች ኦሪጅናል ናቸዉ					
1.4	የመለዋወጫ እቃዎች ዋጋ ተመጣጣኝ ነዉ					
2.	**የጥገና አገልግሎት**					
2.1	የጥገና አገልግሎት የመኪናዬን ችግር ቀርፎልኛል					
2.2	ለመኪና ጥገና የሚወስደዉ ጊዜ ተገቢ ነዉ					
2.3	የመጠገኛ ቦታ ብቃት ያላቸዉ ቴክኒሻኖች ይገኛል					
2.4	የጥገና አገልግሎት ላይ የሚሰሩ አባላት ጥሩ ሰስነምግባር እና በትህትና የተሞሉ ናቸዉ					
2.5	የጥገና አገልግሎት ክፍያ ምክንያታዊ ነዉ					
3.	**የስልክ ጥሪ አገልግሎት**					
3.1	የስልክ አገልግሎት ሰጪዎች ትህትህና በተሞላበት መንገድ ነዉ በስልክ ምላሽ የሚሰጡት					
3.2	የጥሪ ማዕከል በመስመር ስልክ በኩል ምላሽ በመስጠት እና መለዕክት ወደ ትክክለኛዉ የመስሪያ ቤቱ ሰራተኛ ያደርሳሉ					

3.3	የስልክ መስመር በጣም ጥሩ የሆነ የደንበኞች አገልግሎት በማቅረብ እና የፈጠነ ከሽያጭ በኋላ አገልግሎት በመስጠት ይደሰታሉ					
3.4	ስልክ በመደወል አስታየቶትን ይቀበላሉ					
3.5	በየጊዜው የአገልግሎት ጊዜዎን ያሳዉቆታል					
4.	የመኪና ፍተሻ					
4.1	ጥሩ የሆነ የመኪና ታሪክ መረጃ አያያዝ ዘዴ አላቸዉ.					
4.2	የመኪና ፍተሸ መመርመሪያ ዝርዝር (የዉጭ ክፍል ፤ ዉስጣዊ የመኪና ክፍል፤ ጎማ፣ እና ቸርኬ ወዘተ...)ያካትታል					
4.3	የመኪና ፍተሻ መርሃ ግብር ተስማሚ ናቸዉ					
4.4	የመኪና ፍተሻዎች በብቃት የተሞሉ ናቸዉ					
4.5	የመኪና ፍተሻ አባላት ጥሩ ፀባይ እና በትህትና የተሞሉ ናቸዉ					
4.6	አስተማማኝ እና ፈጣን የመኪና ፍተሻ ይሰጣሉ					
5.	ዋስትና					
5.1	ያገኘሁት የዋስትና አገልግሎት ለእኔ ተስማሚ ነዉ					
5.2	ዋስትና በቃላቸዉ መሰረት ነዉ የሚፈፀመዉ					
5.3	ስለዋስትና በቂ የሆነ መረጃ ነዉ የሚሰጡት					
6	የእርካታ መጠን					
6.1	ከሽያጭ በኋላ አገልግሎት አስተማማኝነት እና እርካታ ይሰማኛል					
6.2	ሰራተኞች ከሽያጭ በኋላ አገልግሎቱን እንደምጠብቀዉ ነዉ የሚያቀርቡልኝ					
6.3	ከሽያጭ በኋላ ለአገልግሎት በከፈልኩት ክፍያ ደስተኛ ነኝ					
6.4	ከሽያጭ በኋላ አገልግሎት በወሰደዉ ሰዓት እና ያቀርበት ቅልጥፍና እረክቻለዉ					
6.5	ባለ ክፍሎች የሰራተኞች ስራዉን ከማወቅ እና ከአቅም አንፃር እርካታ ይሰማኛል					

ክፍል 3፡ የደንበኞች እርካታ እና ከሽያጭ በኋላ አገልግሎት መረጃ

1. እባክዎ ሱዙኪ መኪና ለደንበኞች እርካታ የሚሰጠዉን ከሽያጭ በኋላ አገልግሎት ለማሻሻል ይረዳል የሚሏቸዉን ነገሮች ይዘርዝሩ

_____
_____
_____
_____

2. እባክዎ በአጠቃላይ በቀረበው ከሽያጭ በኋላ አገልግሎት ያልተደሰቱበትን/አስቸጋሪ የነበሩትን ነገሮች ይዘርዝሩ

_____
_____