



A Study On Product Service Quality At G K Engineering : Customer Satisfication And Service Effectiveness

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ABSTRACT

In today's competitive market, service quality plays a crucial role in shaping customer satisfaction and brand loyalty. This study, titled "A Study on Product Service Quality at GK Engineering – Customer Satisfaction and Service Effectiveness," aims to assess the key factors influencing customer satisfaction, service efficiency, and retention strategies in the service and maintenance industry. The research examines how product features, communication quality, after-sales support, and service reliability impact customer perceptions. A structured questionnaire was used to gather insights, analysing customer expectations, satisfaction levels, and challenges related to GK Engineering's services. Key aspects such as timely delivery, pricing, brand reputation, and customer support were evaluated. Findings from this study will help GK Engineering enhance its service strategies, strengthen customer relationships, and optimize retention programs. The results provide valuable insights into aligning business practices with customer needs, market trends, and long-term service effectiveness. This study highlights the importance of service excellence in marketing and customer satisfaction, offering practical recommendations for continuous improvement in the industry.

Keywords: Service Quality, Customer Satisfaction, Brand Loyalty, After-Sales Support, Retention Strategies

INTRODUCTION

In today's competitive market, service quality plays a vital role in shaping customer satisfaction and brand loyalty. Businesses in the service and maintenance industry must prioritize efficient service delivery, effective communication, and strong after-sales support to retain customers and build a positive brand reputation. Ensuring high-quality service not only strengthens customer trust but also leads to long-term business growth and competitive advantage. This study, titled "A Study on Product Service Quality at GK Engineering – Customer Satisfaction and Service Effectiveness," aims to assess the factors influencing customer satisfaction, service efficiency, and retention strategies at GK Engineering, a company specializing in air conditioning services. The research examines how various service attributes—such as product features, communication quality, after-sales support, and service reliability—impact customer perceptions and satisfaction levels. To achieve these objectives, a structured questionnaire was designed to gather insights from GK Engineering's customers. The study analyzes customer expectations, experiences, and challenges related to service quality, providing a deeper understanding of the company's performance in meeting customer needs. Key aspects such as timely delivery, pricing, brand reputation, and customer support were carefully evaluated.

With increasing competition in the service and maintenance sector, companies must continuously refine their service strategies to stay relevant and meet evolving customer expectations. This study provides valuable insights into understanding customer preferences, evaluating service effectiveness, and identifying gaps in service quality. By addressing these factors, GK Engineering can enhance its service operations, improve customer relationships, and maintain a strong market presence. The findings from this research will help GK Engineering develop practical strategies to improve service quality, optimize customer retention, and align business practices with market trends. By focusing on service excellence, the company can strengthen its position in the industry and foster long-term customer loyalty.

OBJECTIVES OF THE STUDY

Primary Objectives:

A Study on Product Service Quality at G K Engineering : Customer Satisfaction and Service Effectiveness

Secondary Objectives:

- ❖ To recognize the factors which influences the customer satisfaction
- ❖ To rate the frequency and quality of communication you receive from the service and maintenance after purchasing
- ❖ To feel about after-sales services in decision to remain loyal to service brand
- ❖ To study the factor influenced your decision to purchase from this service and industry the most

- ❖ To rank the following aspects of service quality in terms of their importance to you when choosing an service and maintenance industry
- ❖ To find the perceive as the challenge in ensuring service quality within the service and maintenance industry

REVIEW OF LITERATURE

- **YugowatiPraharsied al (2020)** This service and maintenance explores the influence of strategic planning and functional-business strategy in helping small-independent Quality services/traditional Quality services to survive amidst the competition with organized Quality services. Based on cross-sectional survey research, this study illustrates the influence of strategic planning and functional-business strategy to Quality service–supplier relationship, consumer loyalty program, and Quality service performance. In order to clarify the relationships among these constructs, a structural equation model (SEM) is employed to examine the model fit and the five hypotheses. The results show that strategic planning is critical for small independent Quality services due to its influence on the Quality service–supplier relationship and consumer loyalty program. Besides, consumer loyalty program is also influenced by functional-business strategy. The Quality service–supplier relationship and consumer loyalty program exhibits a positive influence on the small-independent Quality service performance.
- **Patel and Desai (2020)** investigated the role of customer loyalty programs and their effect on retention in the service and maintenance industry. Their research found that loyalty programs, such as discounts, special financing offers, and free services, were effective in retaining customers. The study indicated that customers who engaged with these programs were more likely to purchase again from the same brand and recommend the company to others. The authors concluded that well-structured loyalty programs create a sense of value, thereby improving overall customer retention.
- **Wang et al. (2020)** explored the interconnection between customer acquisition, service quality, and customer retention in the Chinese service and maintenance market. Their findings indicated that while many companies focus on attracting new customers, retaining them through superior service is even more critical to long-term success. The study found that a well-designed customer service experience, which includes timely service, follow-up, and problem resolution, significantly increased customer retention rates. Furthermore, customers who experienced high service quality were more likely to recommend the brand to others, facilitating the acquisition of new clients through positive word-of-mouth.
- **Jain and Kumar (2020)** focused on the relationship between service quality and customer retention in premium service and maintenance brands. Their study concluded that for high-end service and maintenance brands, a personalized customer experience is a critical factor for retention. They identified that after-sales services such as timely servicing, consistent

communication, and quality assurance were pivotal in ensuring customer loyalty. The authors also observed that customers of premium brands are more likely to stay loyal when they experience a high level of professionalism in the service process, creating a bond that goes beyond the product itself.

- **Patel and Joshi (2020)** focused on the link between customer satisfaction, service quality, and retention in the service and maintenance industry, particularly in the context of luxury vehicle brands. They suggested that while product quality is crucial for customer acquisition, it is superior service quality—especially in personalized customer interactions—that leads to high levels of retention. Their study highlighted that for high-end service and maintenance brands, customers expect a tailored experience, including personalized maintenance schedules and exclusive service offers. The research concluded that investing in a high-quality service experience was necessary to maintain long-term relationships with customers and to foster brand loyalty.
- **Wang and Zhang (2021)** explored the impact of service quality in customer acquisition and retention in the service and maintenance sector in China. Their study found that excellent service quality was crucial in influencing a customer's decision to repeat purchase from the same brand. They also noted that factors such as fast servicing, skilled technicians, and effective problem resolution in after-sales services were vital to customer satisfaction. Their findings suggested that a well-executed service experience not only retains existing customers but also attracts new ones through positive word-of-mouth recommendations, further emphasizing the need for consistent service standards across all customer touchpoints.
- **Srinivasan and Kaur (2021)** conducted research into the service quality dimensions that affect customer acquisition in the service and maintenance sector. They emphasized that service quality in service and maintenance companies had to be viewed holistically, involving not just the product but also the entire customer journey, from initial inquiries to after-sales services. Their study found that consistent service quality across all customer touchpoints was critical in fostering customer trust and encouraging repeat business. Furthermore, the authors suggested that companies should focus on maintaining a continuous feedback loop with customers to enhance service quality and subsequently, customer loyalty.
- **Patel and Sharma (2021)** highlighted the strategic significance of improving customer satisfaction and service quality as part of retention strategies in the service and maintenance industry. Their research indicated that customers prioritize after-sales services, including repair and maintenance offerings, when deciding whether to continue their relationship with a brand. The study also found that a focus on efficient service delivery and customer-centric approaches, such as providing value-added services, contributed significantly to improved customer retention rates. They concluded that service and maintenance firms need to continuously invest in service quality improvements to sustain a competitive edge and maintain customer loyalty over time.

METHODOLOGY

1. Research Type:

The study is descriptive, focusing on customer preferences and satisfaction in G K Engineering service and maintenance industry.

2. Data Collection:

Primary Data: Collected through a questionnaire given to customers.

Secondary Data: Gathered from company reports and online sources.

2. Sampling Method:

Stratified sampling was used, targeting G K Engineering customers.

4. Analysis Methods:

Percentage analysis to understand customer preferences Mode to find the most common response. Standard deviation to measure response variation.

This study focuses on understanding customer behavior and decision-making in the service and maintenance industry, specifically related to service industry, which provides air conditioning services. The analysis helps determine key factors influencing purchases and retention strategies.

FINDINGS

1. Purchase Decision Factors:

- Quality (50.78%) is the primary reason customers choose a service provider.
- Brand reputation (20.31%) follows, showing the importance of maintaining a strong image.
- Financing options (13.28%) and price (9.38%) also play a role, though less significant.
- Features (6.25%) rank lowest, indicating that customers prioritize reliability over extra features.

2. After-Sales Service Impact on Customer Retention:

- 46.88% of customers believe after-sales services "sometimes" influence their loyalty, showing inconsistency in service quality.
- Only 17.19% feel that after-sales services "always" impact their decision, meaning companies must improve customer engagement after purchase.
- 3.91% of customers say after-sales services "never" influence them, showing that some customers might be less reliant on post-purchase support.

CONCLUSION

- Strategic Importance of Quality & Reputation:

Customers prioritize quality over cost, meaning that G K Engineering should focus on maintaining high service standards and effective brand positioning.

- Need for Better After-Sales Services:

The inconsistency in after-sales service impact suggests that G K Engineering must enhance customer follow-up, maintenance reminders, and service quality to retain clients.

- Customer Retention Challenges:

Since a significant portion of customers (49.22%) have been with the company for less than a year, long-term retention strategies need improvement.

SUGGESTIONS

1. Enhance Service Quality & Reliability:

Invest in staff training to ensure consistent and high-quality service delivery. Implement quality control measures to maintain high standards.

2. Strengthen Brand Reputation:

Encourage customer testimonials and referrals to build credibility. Increase social media presence to improve visibility.

3. Improve After-Sales Services:

Introduce loyalty programs (discounts for long-term customers). Implement automated service reminders for maintenance follow-ups. Offer personalized customer support to improve engagement.

4. Increase Retention Strategies:

Focus on customer relationship management (CRM) tools for better engagement.

Collect regular feedback to address service gaps. Provide exclusive offers for repeat customers to build loyalty.

This study highlights the importance of quality, brand reputation, and after-sales services in customer retention. By implementing these suggestions, G K Engineering can enhance customer satisfaction, improve brand loyalty, and ultimately grow its customer base.

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