



A Survey of Post-Sales Service Satisfaction in Automobile Industry (Four Wheeler)

Part-A *

Name

Gender

- Male
- Female

Age

- Under 25
- 26 -40
- 41 – 60
- Over 60

Educational Level

- Below High School
- UG
- PG
- Ph.D
- Others

Average Monthly Income *

Name of Your Vehicle *

Do you think Post-Sales Service-by-Service Provider has effect on level of Satisfaction? *

- Yes
- No

How many times did you get Post sales service? *

- Yes
- No

Is there any facility to drop customer to their home?

- Yes
- No

Do they provide any discount on payment on services? *

- Yes
- No

Time required to book your vehicle for Post Sales Service at service center *

Total Service time of the vehicle at Service Center *

Part - B

Read each statement and record your response on the basis of ranking *

Note: For this following form, I am using likert scale, in which

SDA = Strongly Disagree DA = Disagree N= Neutral A = Agree SA = Strongly Agree

Sl. Nos.	Statement	SDA	DA	N	A	SA
1	Automobile firm is easily accessible i.e. distance (Service quality dimension -Tangible)					
2	Employee wear dress properly and talk clearly (Service quality dimension -Tangible) *					
3	Company's environment at service counter (Service quality dimension -Tangible) *					
4	Performance of the car after maintenance (Service quality dimension -Tangible) *					
5	Several insurance are provide to vehicle owner i.e. Car damage (Service quality dimension -Tangible) *					
6	Use of technology and modern facility (Service quality dimension - Reliability) *					
7	The service cost is reasonable (Service quality dimension - Reliability) *					
8	Availability of document and tools (Service quality dimension - Reliability) *					
9	Company provide service record information (Service quality dimension - Reliability) *					
10	Standard of Parts availability (Service quality dimension - Reliability) *					
11	Customer can give car to others person i.e. Relatives or friends (Service quality dimension - Reliability) *					
12	Can employee of service counter drop the person at home due to maintenance (Service quality dimension - Reliability) *					
13	Company to make image In the consumer minds (Service quality dimension - Responsiveness) *					
14	Good reputation or image of the company (Service quality dimension - Responsiveness) *					
15	Company provide any representative in service failure (Service quality dimension - Responsiveness) *					
16	Company give quickly response when problem occur (Service quality dimension - Responsiveness) *					
17	Provide accurate information to the consumer (Service quality dimension - Responsiveness) *					
18	Consumer response during satisfaction and dissatisfaction (Service quality dimension - Responsiveness) *					
19	Employee behaviour is polite at service center (Service quality dimension - Assurance) *					
20	Employee are well trained to deal with problem (Service quality dimension - Assurance) *					
21	Support from company to provide better service to consumer (Service quality dimension - Assurance) *					
22	Customer feel safe during transaction (Service quality dimension - Assurance) *					



23	Employee have high skills to repair and maintenance (Service quality dimension - Assurance) *					
24	Employee of service counter handle all the complaint in proper way (Service quality dimension - Empathy) *					
25	Employee ask about any refreshment during the maintenance (Service quality dimension - Empathy) *					
26	Company provide fast maintenance of the vehicle (Service quality dimension - Empathy) *					
27	Communication between service provider and consumer during services i.e. Clear & effective (Service quality dimension - Empathy) *					
28	Company provide any discount to the consumer after the maintenance (Service quality dimension - Empathy) *					
29	Is compensation provide to the customer due to inconvenience (Service quality dimension - Empathy) *					