

CUSTOMER SATISFACTION WITH THE SERVICE OF THE CAR STANDARD SERVICE CENTER

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ABSTRACT

At present, the car business is highly competitive. One important thing is Car Standard Service Center The car business therefore has adapted to the standard car service center with more comprehensive services. There are similar quality standards everywhere. This research the objective of this research is to study the factors that affect the satisfaction of the customers using the car standard service center by using quantitative research guidelines. The sample group is people who use the service center of Mitsubishi Motors, Rattana Thibet branch. 400 people in Nonthaburi Province, analyzed by simple regression analysis and marketing promotion.

Keyword: Satisfaction, marketing mix, car standard service center, Service quality.

INTRODUCTION

The current car market in Thailand is in a relatively high level of competition. Every car company uses various marketing strategies to get the most market share. The car business therefore gives more importance to service. At present, the urgent car service center has adapted to have more comprehensive services. With marketing promotion to expand the customer base Causing the car business to be highly competitive In addition, the urgent car service center is also popular with car users. Due to the quality of the company that has similar quality standards, service centers of various car brands but cheaper Causing the business to expand rapidly But unfortunately, most of these types of services are currently under the operation of foreign companies. There is a decoration that looks clean. Have standard in price Using modern technology to help improve service quality Causing the traditional car garage, which is mostly Thai business, to be less popular In addition, the new service is in line with the current lifestyle of consumers.

Currently, the service center is increasing with the consumers. And consists of production of vehicles with higher technology Makes a difference in the car Consumers will decide to buy by considering how different cars will have different service centers. Whether it is a pre-sale service During the sale or after sales Because the service center will create value for the car And is indicative of the different types of cars in each company.

Therefore, one strategy that can be competitive is After-sales service strategy Because the car is a product that requires continuous care and maintenance Car companies should make a difference from after-sales service. By providing impressive services in every step of the service To make an impression and return to use the service continuously or to build loyalty in Brand, as well as maintaining the existing customer base and increasing new customer base Including telling or suggesting service centers to other people to be able to generate revenue for the service center as well.

Research objectives

To study the factors that affect the satisfaction of the customers using the car standard service center.

Research scope

This research studied only the Mitsubishi Standard Service Center, Nonthaburi.

LITERATURE REVIEWS

Customer Satisfaction

Millert, 1954 gave details about the satisfaction of the service or the ability to create satisfaction with the client. With 5 elements as follows

1. Equitable service means justice in management with an attitude that all people are equal. Therefore everyone will be treated equally There is no discrimination in the provision of services. People will be treated as individuals who use the same international standards.
2. The timely service means that the service must be considered that the service must be on time. The results will be considered ineffective. And not create dissatisfaction if not on time.
3. Ample service means the service must have the characteristics that have the appropriate amount of service and location. Millet sees that equality Or the punctuality will be meaningless if there is insufficient number of services and the location where the service creates unfairness for the client.
4. Continuous service means continuous public service. Based on public interest Does not adhere to the satisfaction of the service agency whether to provide or stop the service at any time.
5. Providing progressive service means providing services that improve quality and performance. In other words, increasing efficiency or the ability to perform more functions by using the same resources.

Service quality

Because the service is a task that cannot be tangible Therefore it is difficult to evaluate the service quality but many scholars have given definitions and guidelines for evaluating service quality. Interesting as follows:

Douglas (Douglas, 2007) stated that service quality refers to the attitude that occurs in the long term regarding the evaluation of all performance, while Chai Sompol Chaoprasert (2009) said that the service Which is exactly what the customer wants or hopes for Received a response For services that exceed customers' requirements means better services that customers receive Causing an impression.

Etzel (2014) said that the service quality management of the organization should take into account 1) setting consumer expectations 2) should measure the level of expectations from target customers 3) try to maintain quality Service beyond the expectation level of consumers.

Summary of service quality means delivering quality service. Is one way to make the business successful in the midst of competition Especially when the business that provides the service has a form Similar services and located in the same area Therefore, emphasizing service quality is a way to make a difference for the organization and this difference will bring about increasing consumer.

Marketing mix

Armstrong and Kotler (2007) said that the marketing mix means marketing tools that can work together, resulting in target markets and cottages (Kotler, 1997) and including Controllable marketing variables Which the organization uses together to satisfy the target group's satisfaction Which means the relevance of 4 parts: products, prices, distribution And marketing promotion

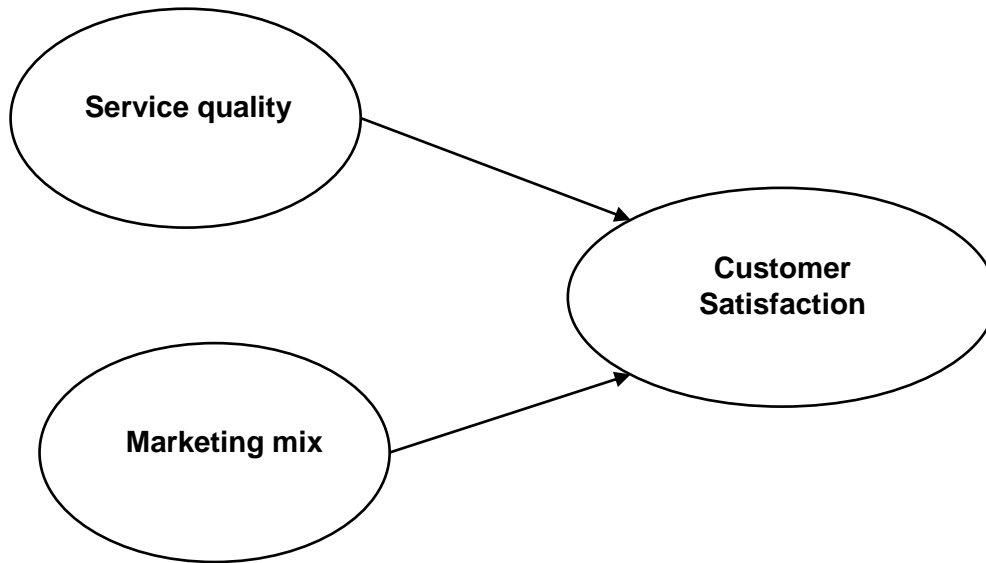
1. **Products** means things that are presented to the market for interest, wants, use or consumption that meet the needs or needs. The proposed product may be tangible or intangible by considering the variety of products. Product quality, brand design, packaging, service size, return guarantee.

2. **Price** refers to what the person pays for what is acquired that represents the value in the form of currency. Or may mean the amount or other things that need to be used to acquire products and services Marketers must decide on pricing. And price adjustments to provide the value of the product delivered to the customer rather than the price of that product Therefore, pricing strategy must take into account the acceptance of customers in the value of the product. Product cost Related expenses and competitive situation.

3. **Distribution** refers to the structure of channels which consist of institutions and activities. Used to move products and services from the organization to the market Distribution consists of 2 parts (1) distribution channels and (2) product distribution.

4. **Marketing promotion** means communication about information between sellers and buyers in order to create an attitude. And buying behavior With the purpose of providing information for motivation to remind Important marketing promotion tools include advertising, sales promotion. Providing press releases Direct marketing.

Conceptual framework of research



Picture 1: The concept of customer satisfaction with the service of the car standard service center.

METHODOLOGY

This study uses quantitative research. The population of this study is People using the Mitsubishi Standard Service Center Nonthaburi In Nonthaburi Province There are 7 Mitsubishi Standard Service Centers (Mitsubishi Motors Thailand, 2016). The researchers use simple random sampling. By lottery method Get Mitsubishi Motors Standard Service Center, Rattanathibet Branch Which has 900 users in the period between April - June 2019 (NKC Motor, 2562), calculated the sample size by using Yamane's formula (Yamane, 1973). The sample size is 277 people. Systematic sampling, collecting data from samples by using questionnaires and using simple regression analysis statistics to analyze data.

RESULTS

The results showed that the factors that affect customer satisfaction that use the car standard service center are service quality and marketing mix, namely products, price, distribution. And marketing promotion.

Suggestion

1. Car service center managers should pay attention to service quality. By having to focus on every aspect, especially the staff Should have staff training Let employees understand and provide customer service with friendliness Providing advice on the details of services that meet the needs of customers. To create an impression on the customer which will bring satisfaction.

2. Car service center managers should focus on products or services in terms of accuracy. Accuracy of service Especially the reliability and punctuality And must have a fair and reasonable service fee pricing.

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