

SERVQUAL MODEL



MARUTI SUZUKI

WAY OF LIFE



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AGENDA

- 1. Introduction to Maruti Suzuki**
- 2. About Maruti Suzuki Services**
- 3. SERVQUAL Model**
- 4. Data Collection**
- 5. Data Analysis**
- 6. Data Interpretation**
- 7. Limitations**
- 8. Managerial Implication**
- 9. Conclusion**

ABOUT MARUTI SUZUKI

- **Maruti Suzuki, established in 1981, owned by Suzuki Motor Corporation (56.2% stake), a Japanese multinational corporation.**
- **In India, the government-owned entity Maruti Udyog Limited held a significant stake until 2003, when it was sold to Suzuki Motor Corporation.**
- **With a market share of over 50%, Maruti Suzuki offers a wide range of vehicles, from entry-level hatchbacks to SUVs.**
- **Its popular models include Alto, Swift, and Baleno.**



MARUTI SUZUKI SERVICES

Maruti Suzuki's service network was established in 1982. With over 3,500 service centers across India, it offers a range of services, including maintenance, repairs, and accessories.

Maruti Suzuki's service contributes significantly to its revenue, accounting for around 12% of total sales. The company's service network has been instrumental in building customer loyalty, with over 70% of customers returning for servicing.

This has helped Maruti Suzuki maintain its market leadership position.



SERVQUAL MODEL

SERVQUAL model is a framework for assessing service quality.

developed by A. Parasuraman, Valarie A. Zeithaml, and Leonard Berry in the 1980s.

It measures the gap between customer expectations and perceptions.

The model consists of five dimensions:

- 1. Tangibles**
- 2. Reliability**
- 3. Responsiveness**
- 4. Assurance**
- 5. Empathy**

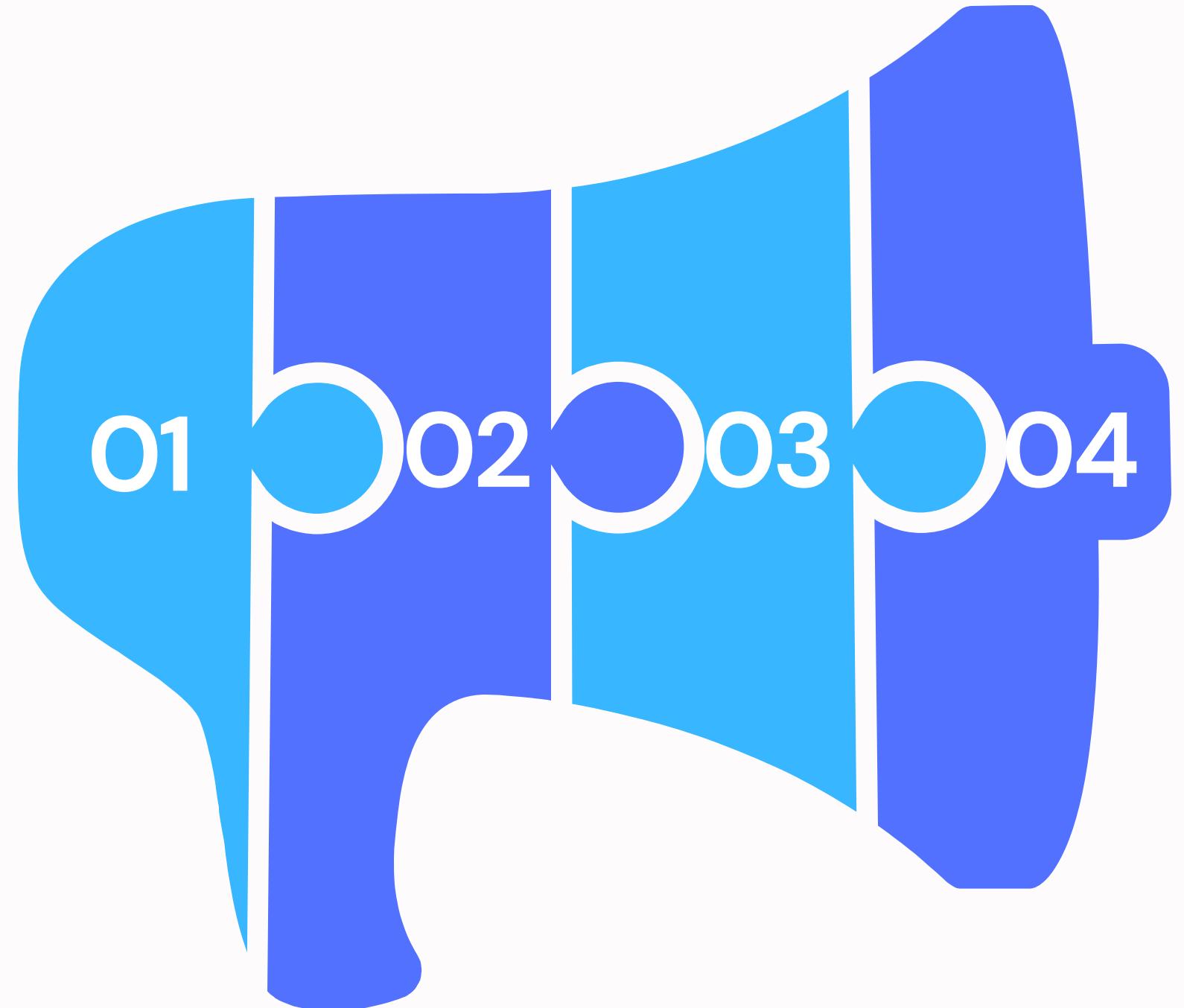
Why Maruti Suzuki ?

Maruti Suzuki excels in the SERVQUAL model due to its strong focus on customer satisfaction. Its wide dealership network (Tangibles) ensures reliable services (Reliability). Quick response to customer queries (Responsiveness) and a user-friendly website (Assurance) further enhance the experience. Maruti Suzuki's empathetic approach to customer concerns completes the SERVQUAL framework.



HOW DATA WAS COLLECTED?

- 01 Questionnaire Distribution:** Surveys were distributed to customers at Maruti Suzuki service centers.
- 02 Feedback Mechanism:** Both online and offline channels were used to ensure maximum reach and response.
- 03 Structured Format:** The questionnaire was designed with predefined questions covering all key service quality dimensions.
- 04 Customer Participation:** Respondents voluntarily provided insights based on their recent service experiences.



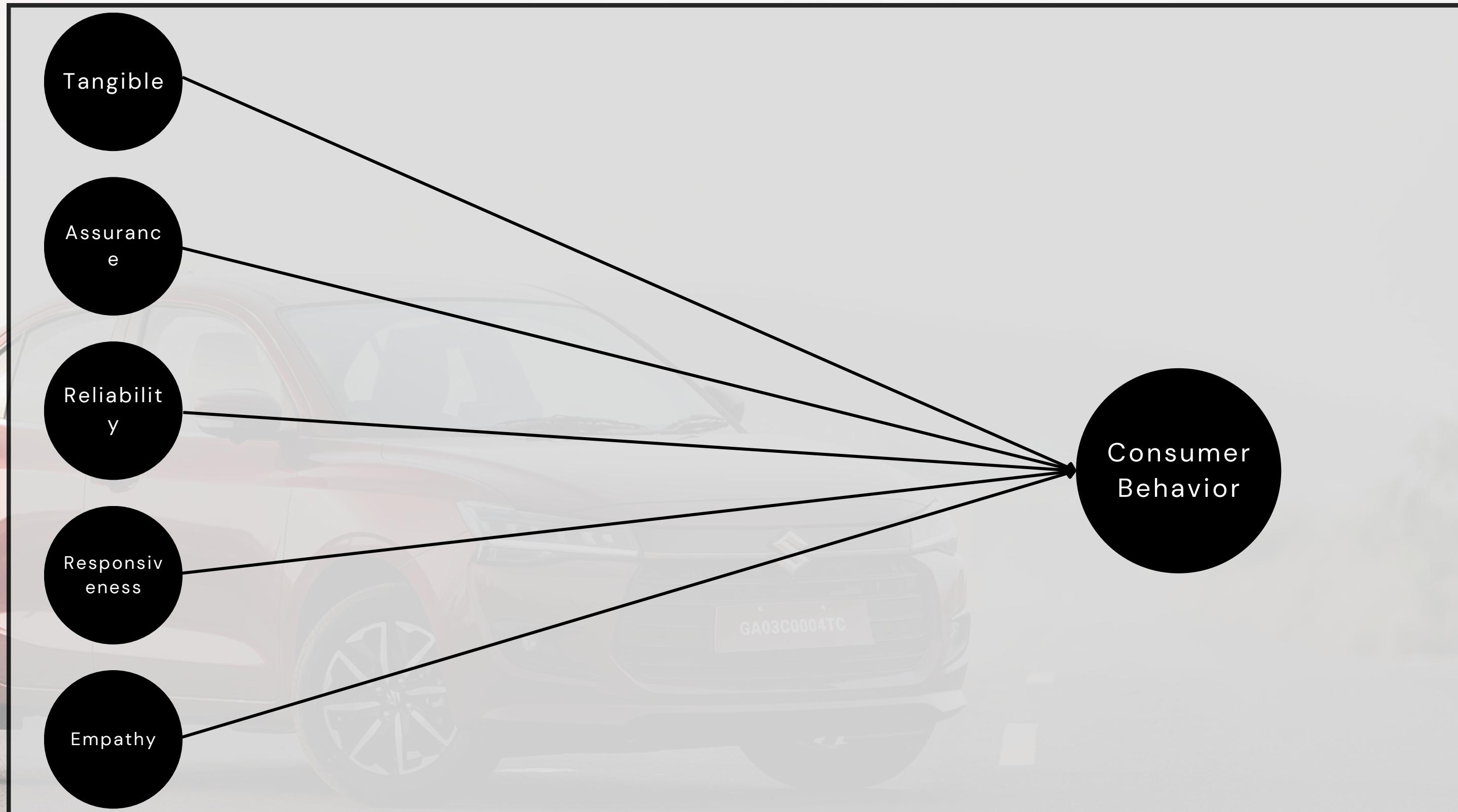
Demographic Distribution of Respondents

Demographic Category	Subcategory	Number of Respondents	Percentage (%)
Age Group	18	1	1.90%
	19	3	5.70%
	20	4	7.50%
	21	5	9.40%
	22	6	11.30%
	23	7	13.20%
	24	8	15.10%
	27	6	11.30%
	32	4	7.50%
	34	3	5.70%
Gender	35	3	5.70%
	45	3	5.70%
Gender	Male	44	82.10%
	Female	9	17.90%
Income Group (in lacs)	0-5	23	43.40%
	5-10	15	28.30%
	10-15	10	18.90%
	15+	5	9.40%

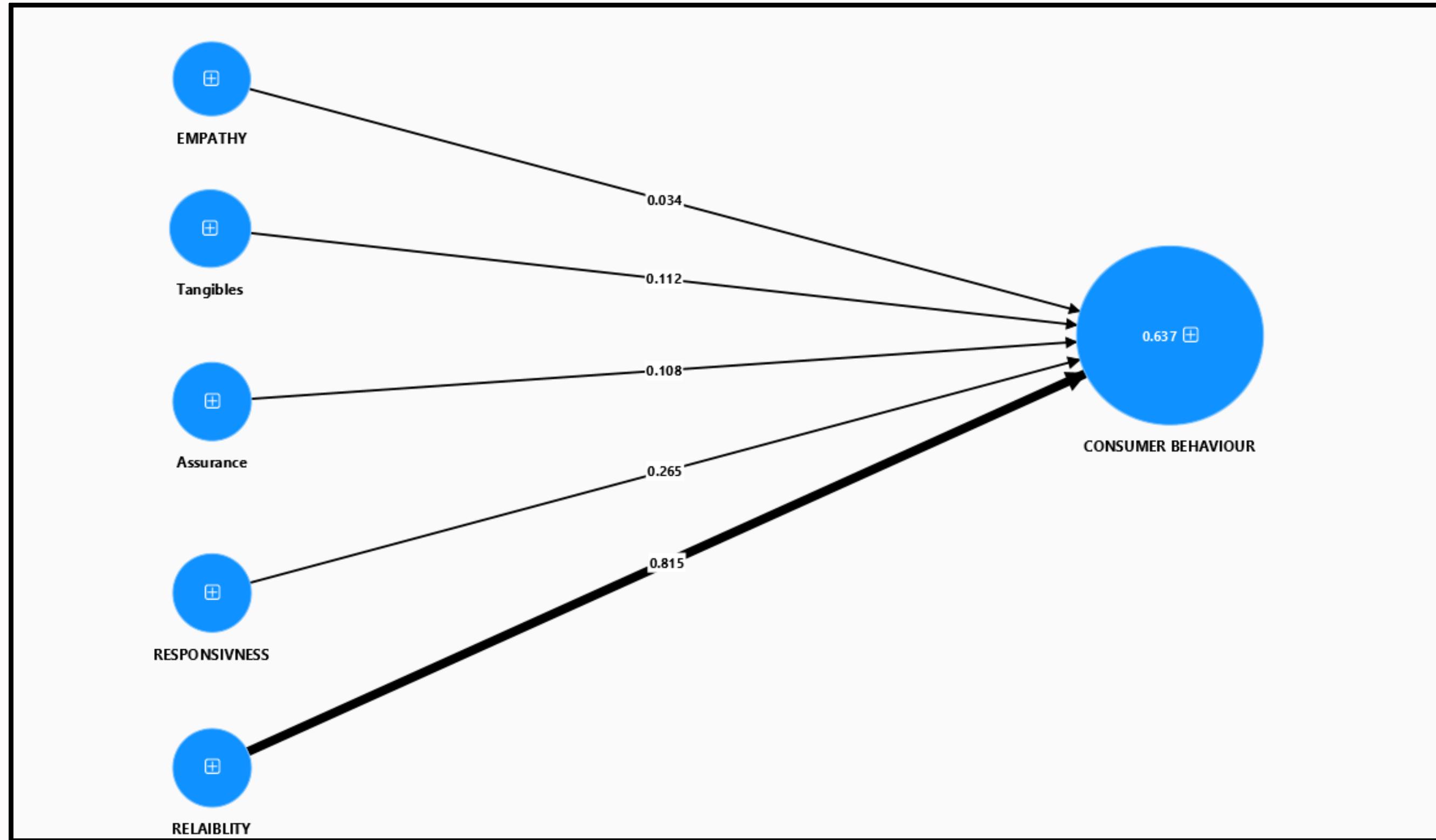




GRAPHICAL REPRESENTATION OF SERVQUAL MODEL



RESULTS FROM THE ANALYSIS



KEY FINDING

01

Reliability: The highest coefficient of **0.815** indicates reliability is the most critical factor. This reflects that delivering consistent and dependable service is paramount to consumer satisfaction and behavior.

02

Responsiveness: With a coefficient of **0.265**, responsiveness has a significant impact on consumer behavior. This means timely and helpful services play a critical role in influencing consumer satisfaction.

03

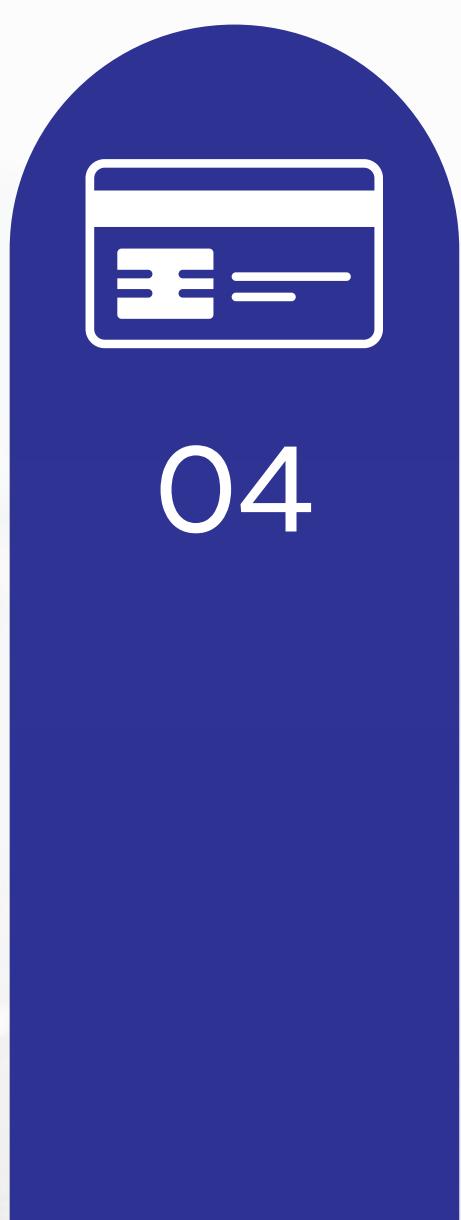
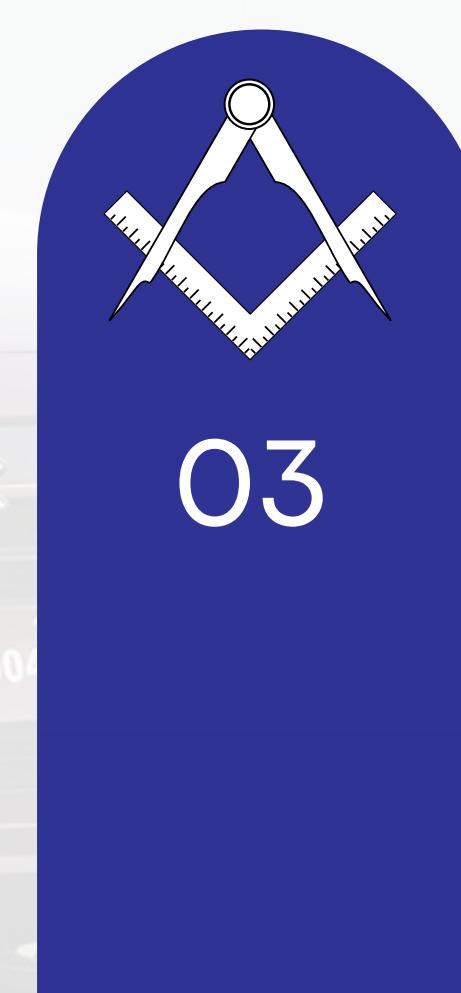
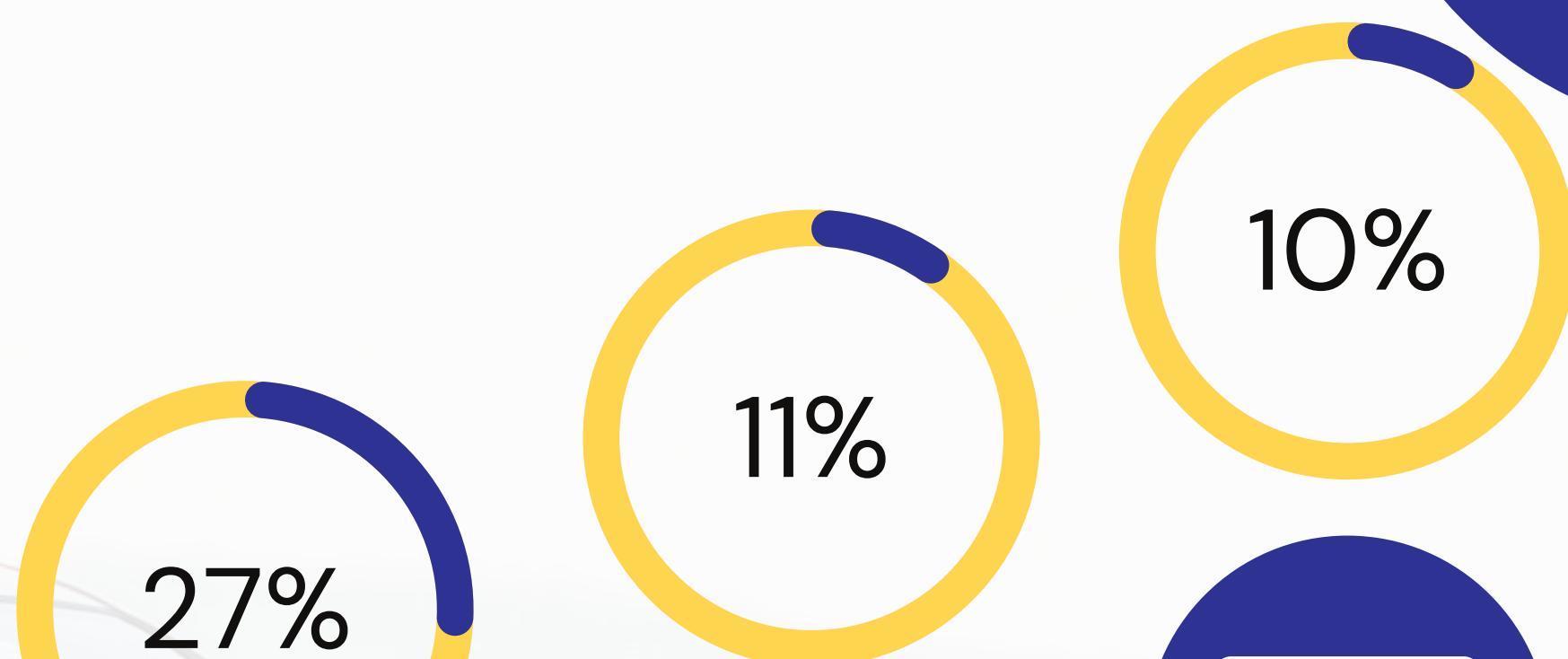
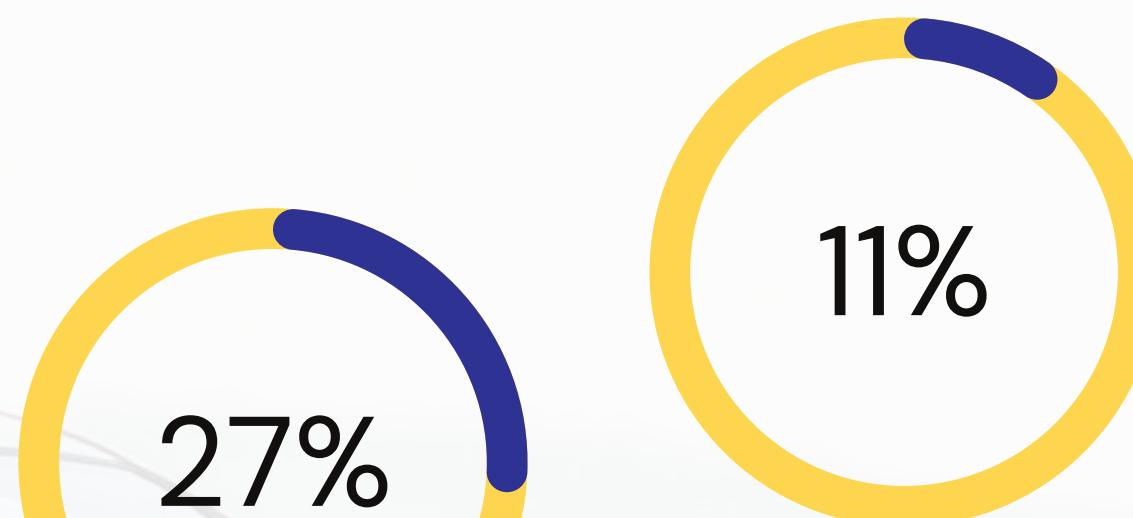
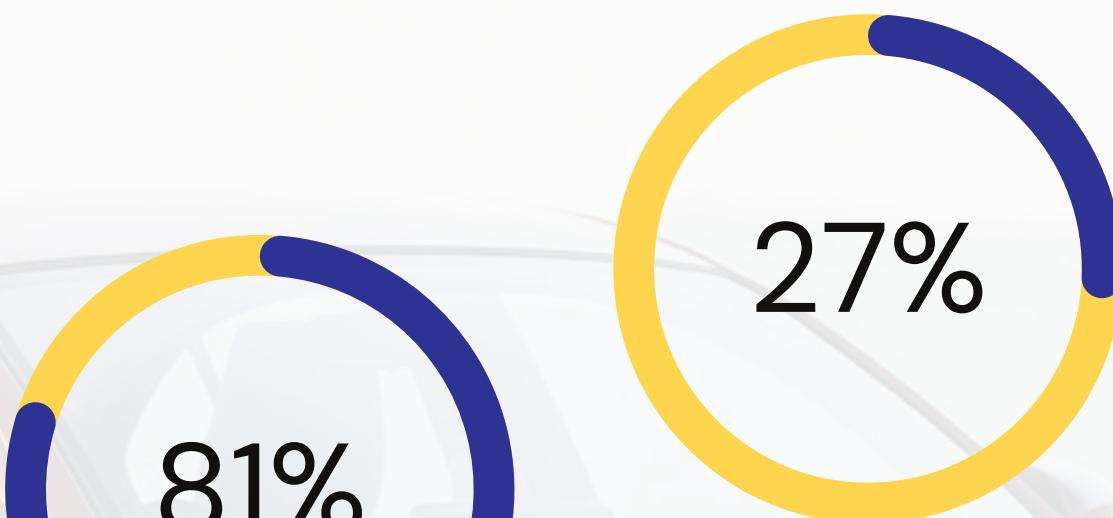
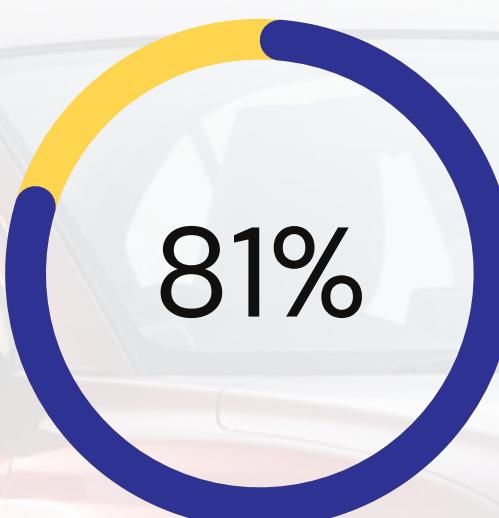
Tangibles: A coefficient of **0.112** shows a slightly higher impact than empathy. This suggests that physical aspects like facilities, equipment, and appearance contribute moderately to consumer behavior.

04

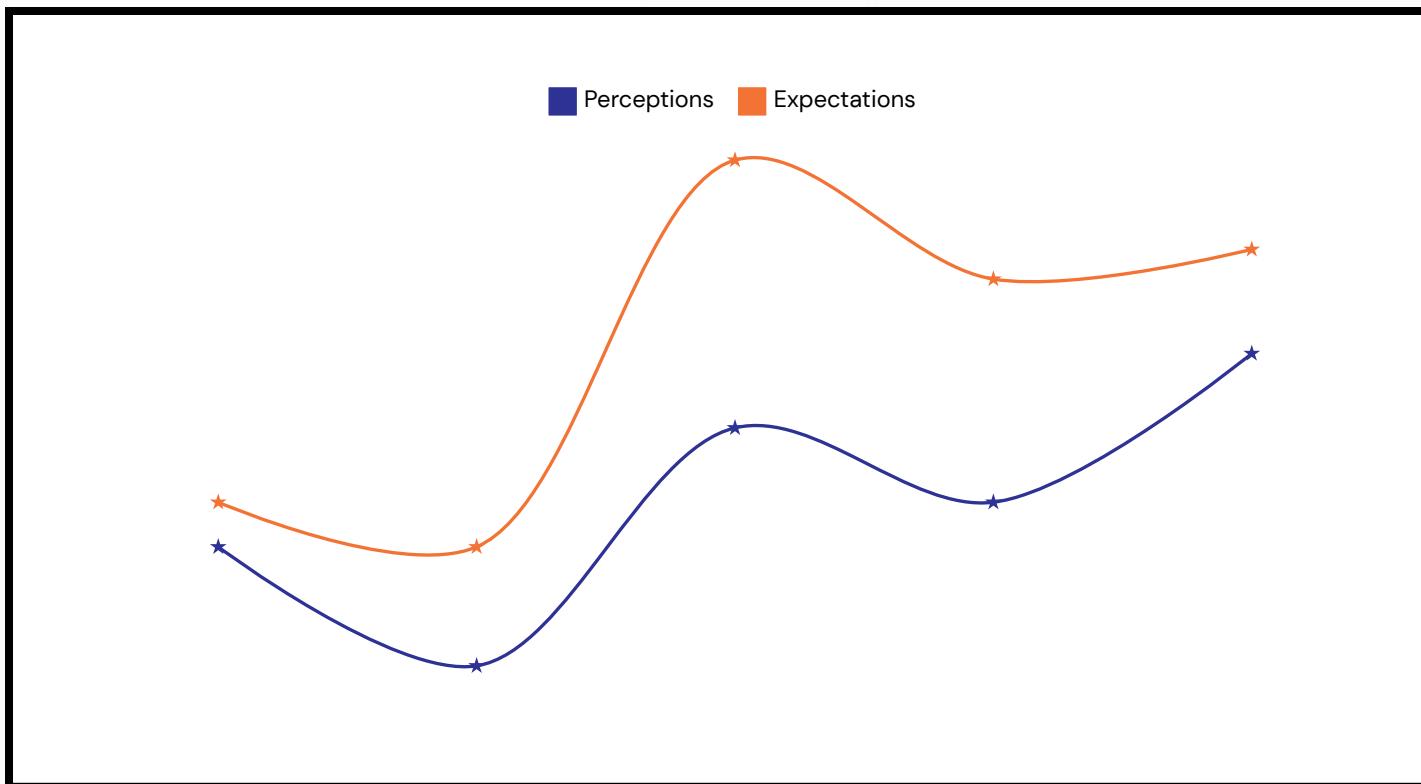
Assurance: A coefficient of **0.108** implies a similar influence to tangibles. Assurance reflects customers' trust in the service provider's knowledge and ability.

05

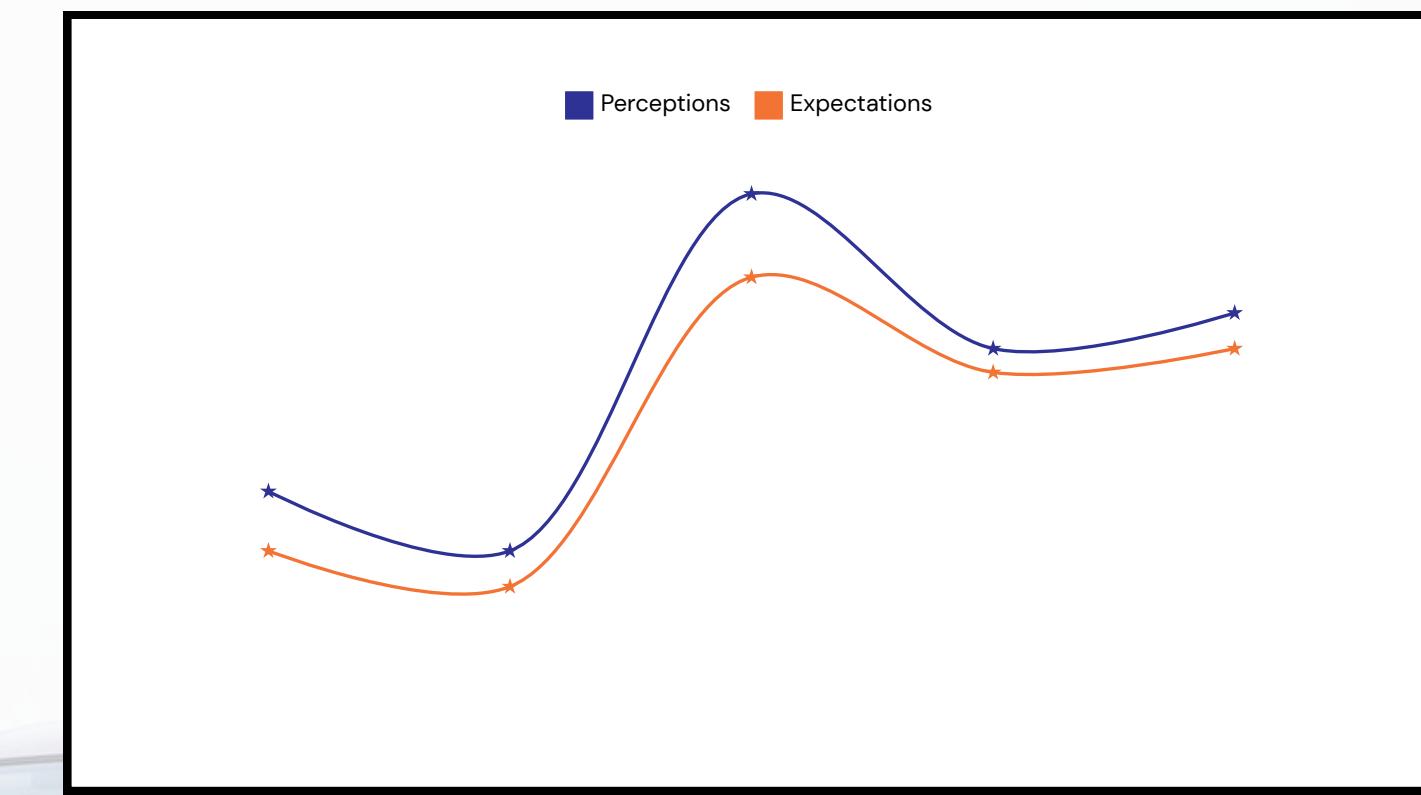
Empathy: With a path coefficient of **0.034**, empathy has the least influence on consumer behavior. This indicates that personalized care and understanding may not be the strongest driver for customer satisfaction in this context.



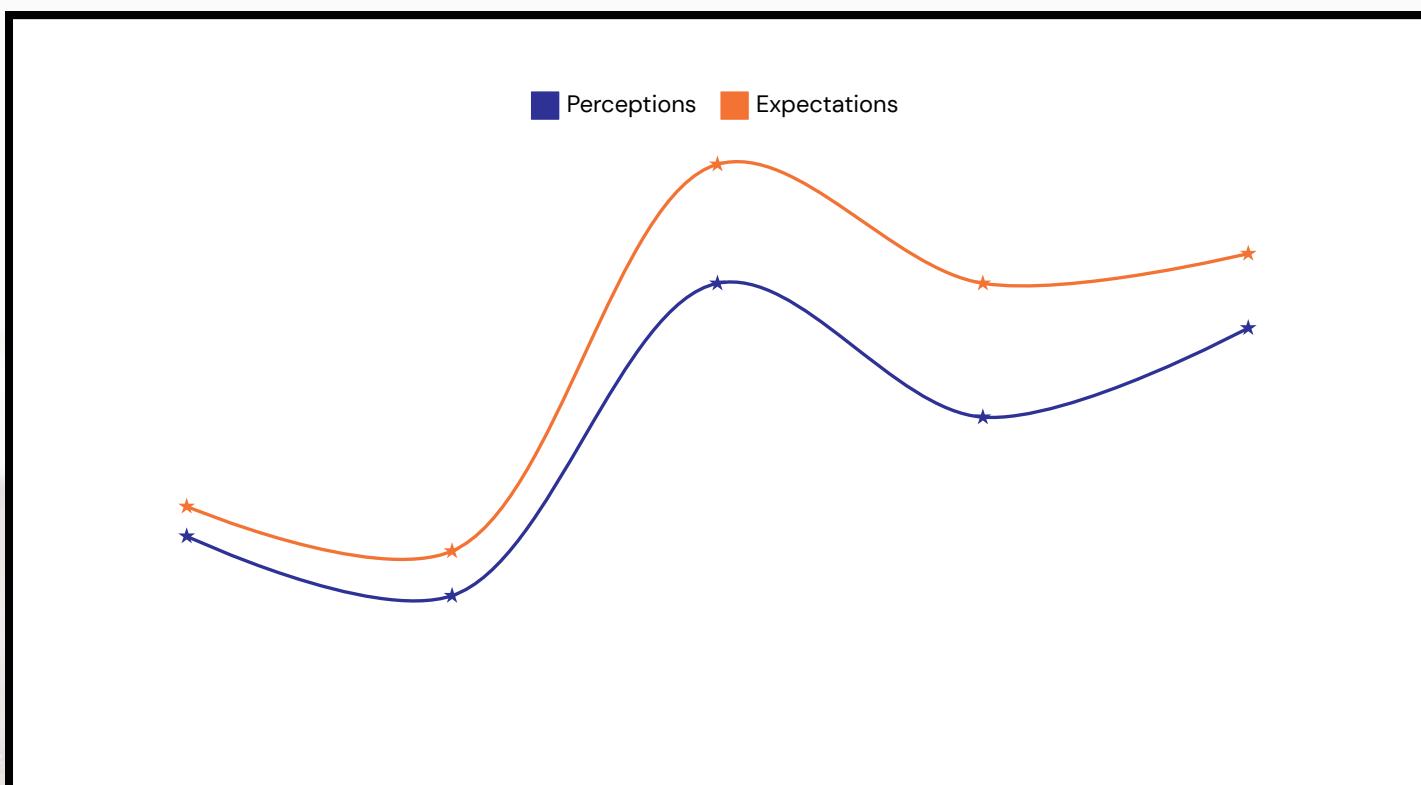
EXPECTATION VS PERCEPTION



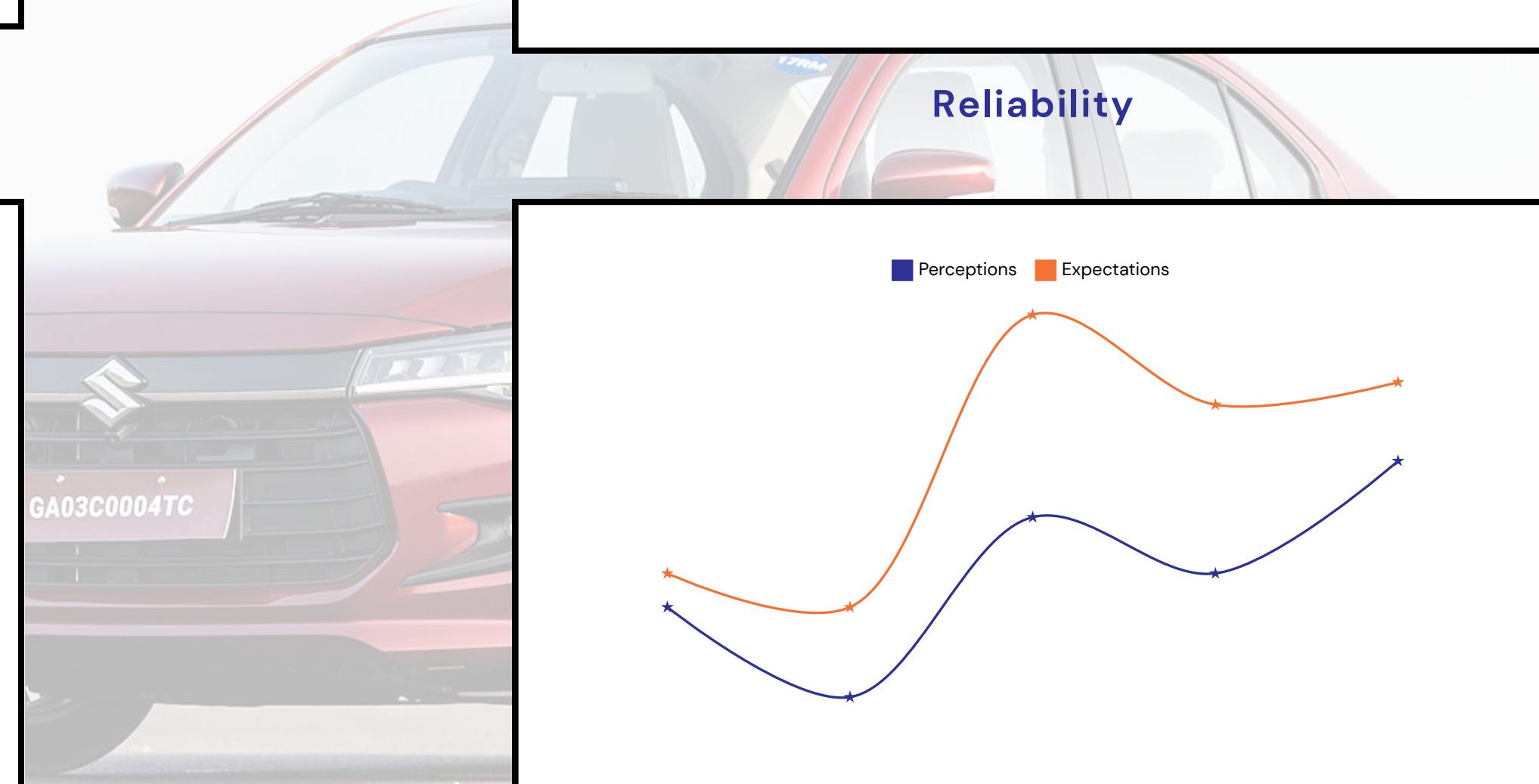
Assurance



Reliability



Responsiveness



Tangible

MANAGERIAL IMPLICATION

- 1. Enhance Reliability:** Focus on delivering consistent, dependable services as it is the strongest driver of customer satisfaction.
- 2. Improve Responsiveness:** Prioritize timely and helpful services to maintain a competitive edge.
- 3. Boost Empathy:** Train staff to provide personalized care and better understand customer needs.
- 4. Upgrade Tangibles:** Invest in improving the physical facilities, tools, and center appearance.
- 5. Strengthen Assurance:** Develop staff expertise and professionalism to increase customer trust.
- 6. Loyalty Building:** Use reliability and responsiveness as key drivers to foster long-term customer loyalty.



CONCLUSION

A close-up photograph of the front left side of a Maruti Suzuki car, showing the headlight, grille with the Suzuki logo, and a license plate reading "GA03C0004TC". The background is a blurred outdoor setting.

Maruti Suzuki has established itself as a market leader in India with the highest market share in the automobile industry, reflecting its strong presence and customer trust. However, there is always room for improvement to ensure sustained growth and an expanding customer base in the long run.

Prioritize Customer Attention:

Maruti Suzuki should focus on increasing empathy by giving more personalized attention to customer needs. This will foster stronger relationships and elevate overall satisfaction.

Modernize Tools and Facilities:

Service centers should adopt a “new-school” approach with state-of-the-art tools and contemporary facilities to match evolving customer expectations.

Regular Surveys for Feedback:

Conducting customer surveys on a regular basis will provide actionable insights, helping to identify gaps and continuously improve service quality.

By addressing these areas, Maruti Suzuki can further strengthen its leadership position while enhancing customer satisfaction and loyalty, ensuring long-term success in the competitive automobile market.

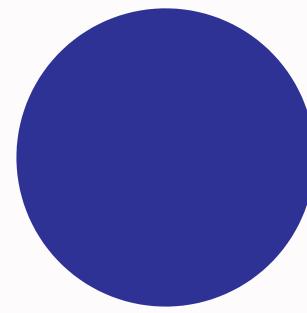
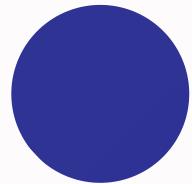
GUIDANCE AND MENTORSHIP



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**Have
questions?**



Thank You.