Customer Satisfaction on Yamaha Bike and Scooter in Nepal

Aman Kumar Yadav and Nar Bahadur Bista, Ph.D.[*]

Abstract

This study examines the customer satisfaction on Yamaha bike and scooter in Nepal. Customer satisfaction is the dependent variable. The selected independent variables are repair and maintenance, spare part supply, services camp, mileage, and price. The primary source of data is used to assess the opinions of respondents regarding repair and maintenance, spare part supply, services camp, mileage, price, and customer satisfaction. The study is based on primary data of 120 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of consumer satisfaction on Yamaha bike and scooter in Nepal.

The study showed a positive impact of repair and maintenance on customer satisfaction. It indicates that repair and maintenance service leads to increase in customer satisfaction. Similarly, the study showed a positive impact of spare part supply on customer satisfaction. It indicates that easily available of spare part supply leads to an increase in customer satisfaction. Likewise, the study also revealed a positive impact of services camp on customer satisfaction. It indicates that provision of services camp leads to an increase in customer satisfaction. Further, the study observed a positive impact of mileage on customer satisfaction. It indicates that higher the mileage, higher would be the customer satisfaction. In addition, the study observed a positive impact of price on customer satisfaction. It indicates that affordable price leads to an increase in customer satisfaction.

Keywords: repair and maintenance, spare part supply, services camp, mileage, price, customer satisfaction

1. Introduction

A consumer is the one that buys goods for consumption and not for the resale and commercial purpose. The consumer is an individual who pays some amount of money or the thing required to consume goods and services produced. For an organization the primary goal should be attracting new customers as well as retaining previous customers. According to Raji and Zainal (2016), satisfaction is defined as a pleasant feeling that you get when you receive something you wanted, or when you have done something, you wanted to do, in industries such as automotive, where technological advances are becoming less of a differentiator between competing products, the role of consumer satisfaction becomes even more crucial to a vehicle's success in the marketplace. The product's success depends upon the consumer satisfaction about that particular product. Menon and VP (2012) stated that multi-dimensional recording of customer loyalty reveals clear differences in the interactions, first, with brand loyalty and, second, with dealer loyalty. Consumers are known to develop stereotypical beliefs about products from particular countries and have opinions about the attributes of those products. Thus, the country-of-origin image has the power to arouse importers and consumers' belief about the product attributes and to influence the evaluation of products and brands (Srikatanyoo and Gnoth, 2002).

Negi (2009) stated that organization to understand measure and evaluate customer's satisfactions and expectations for the identification of significant gaps in service delivery to ensure consumer satisfaction. Consumer behavior is affected by a host of variables ranging

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* Mr. Yadav is a Freelance Researcher, Kathmandu, Nepal and Dr. Bista is the Principal, Uniglobe College (Pokhara University Affiliate), Kathmandu, Nepal.

from personal, professional needs, attitudes and values, personality characteristics, social economic and cultural background, age, gender. Professional status to social influences of various kinds exerted a family, friends, colleagues, and society as a whole (Sathish and Pughazhendi, 2011). Similarly, Mani and Tripathy (2014) determined that there is a positive relation between mileage and consumer satisfaction towards two wheelers, consumers influence more trust in product information created by other consumers than in information generated by manufacturers. Likewise, Sharma and Patterson (1999) affirmed that car dealers are implementing a strategy to position themselves, more effectively in the market place than before, by means of continuous improvement of quality maintenance through services delivery packages Highly satisfied customers will convey their success stories of satisfaction and directly recommend that others try the source of satisfaction (Reynolds and Arnold, 2000).

Murugan and Shanthi (2014) affirmed that regions have strong influence on the preference, attitude, decision making and satisfaction of women consumers towards wheelers. The satisfaction of women consumers depends on product aspects and value-added benefits provided by the women two wheelers. So, enough care must be taken to the competitive in the market and to lead the situation. Customer expectations must be met efficiently and there must be a high retention rate in the two-wheelers industry as like other consumer durables, two-wheeler industry has got an after sales market also in addition to the sales markets Satisfaction directly affects customer loyalty and is different from other related concepts i.e. quality, loyalty and attitude (Mittal and Lassar, 1998). Design is a plan specification for the construction of an object or system or for the implementation of an activity or process, and/ or the result. According to Cripps et al. (2004), determined that the purchase expectation 'intention remain a valid research metric. The study also determined that the brand/consumer interface offers greater predictive ability than the retailer consumer interface. Likewise, Anandalakshmy and Brindha (2017) assessed the purchase or buying behavior to know the expectations of ladies over two-wheelers. The study found that customer's expectation and satisfaction are fulfilling by supplying them superior quality product at reasonable price. Further, Amir and Asad (2018) found that price, product, and brand product quality have a positive significant relationship with the consumer's purchase intentions towards automobiles.

Chaudhuri and Holbrook (2001) assessed two aspects of brand loyalty. The study found that purchase loyalty and attitudinal loyalty, as linking variables in the chain of effects from brand trust and brand affect to brand performance (market share and relative price). Similarly, Tripathy and Mani (2014) concluded the Honda and Bajai shows maxim satisfaction where TVs remains last. Likewise, Reddy (2011) found that there is positive relation between design and consumer satisfaction towards to wheelers Similarly, Jain (2015) revealed that there is a positive relation between design and consumer satisfaction. Further, Jain et al. (2021) found that there is positive relation between design and consumer satisfaction toward two wheelers. In addition, Khan et al. (2018) analyzed the consumers influence more trust in product created by other consumers than information generated by manufacturers. The study found that positive relation between demographic variables (age. sex, education, migration background and ethnicity) on consumer satisfaction.

Ramya (2017) analyzed the women's preference towards two-wheeler brands. The study showed that at the time of purchasing two-wheeler women has different choice for two wheelers but attributes on brand image development as well as its relationship to consumer

references. The study also found a strong relationship between brand image and consumer satisfaction. Similarly, Praveen and Revathi (2017) investigated the consumer preference towards selected bike. The study revealed that consumer preferences for vehicles have positive relationship with high fuel economy. Likewise, Akin (2016) revealed that emotional, sensorial, cognitive and behavioral consumer experiences of GSM operators have significant impacts on both cognitive and emotional brand loyalty. Further, Qazi *et al.* (2016) found that people preferences and priorities have been positively related with passage of time.

In the context of Nepal, Giri and Thapa (2016) opined that supporting after sales service has more impact on consumer satisfaction than major after sales services have. Likewise, Pandey and Joshi (2010) indicated that customer satisfaction has worked as a mediator between customer service quality and behavior intentions of the customer in the hotel industry. Further, Maharjan *et al.* (2019) determined that the low preference for brandy liquor among people in Kathmandu Valley but the whisky and wine were the most preferred alcoholic beverage among male and female respectively. In addition, Baniya (2017) concluded that physical attractiveness, source credibility expertise and celebrity brand match up have a positive impact on developing attitude towards the brand.

The above discussion shows that empirical evidences vary greatly across the studies on the customer satisfaction on Yamaha bike and scooter. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the customer satisfaction on Yamaha bike and scooter in Nepal. Specifically, it examines the relationship of repair and maintenance, spare part supply, services camp, mileage, and price with consumer satisfaction Yamaha bike and scooter in Nepal.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 120 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on repair and maintenance, spare part supply, services camp, mileage, price, and customer satisfaction. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that customer satisfaction depends upon various factors. The dependent variable selected for the study is customer satisfaction. Similarly, the selected independent variables are repair and maintenance, spare part supply, services camp, mileage, and price. Therefore, the model takes the following form:

Customer satisfaction = f (repair and maintenance, spare part supply, services camp, mileage, and price)

More specifically,

$$CS = \beta_0 + \beta_1 RAM + \beta_2 SPS + \beta_3 SC + \beta_4 M + \beta_5 P + e$$

Where,

CS = Customer satisfaction

RAM = Rapier and Maintenance

SPS = Spare Part Supply

SC = Services Camp

M = Mileage

P = Price

Customer satisfaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "The customer satisfaction depends on the repair and maintenance, "spare part supply factor affects the customer satisfaction" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.858$).

Repair and maintenance was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "Lack of Repair and maintenance impact on customer satisfaction", "It is important to access funding for repair and maintained" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.839$).

Spare part supply was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "spare part supply or biases affect to customer satisfaction", "The spare part and supply in the community or region support customer satisfaction" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.838$).

Service camp was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "services camp are important for the success of a customer satisfaction", "Service camp help to expand the bike services" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.856$).

Mileage was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "Mileage are clear and easy to understand for Yamaha bike and scooter", "penalties for non-compliance with the Mileage reasonable and for Yamaha bike and scooter" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.805$).

Price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are

5 items and sample items include "A price value proposition is needed for the success of a buy a bike and scooter", "Analyze the challenges or obstacles from larger riding the bike and scooter" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.870$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Repair and maintenance

Repair and maintenance refer to the activities involved in restoring or preserving the functionality, efficiency, and safety of machinery, equipment, buildings, infrastructure, or any other physical assets. Sandhu *et al.* (2013) argued that there is positive relationship between repair and maintenance and customer satisfaction. Similarly, Lucero *et al.* (2007) stated that there is a positive relationship between repair and maintenance services and brand loyalty. Based on it, this study develops the following hypothesis:

H_1: There is a positive relationship between repair and maintenance and customer satisfaction.

Spare part supply

Spare parts are machines changeable parts, tools, equipment and supporting parts which are needed to keep the machine's reliability above the desired level. Similarly, Minguela-Rata and Leeuw (2013) found that availability of spare part leads to increase in customer satisfaction. Likewise, Jadhav and Khanna (2016) examined the factors influencing online buying behavior of college students: A qualitative analysis. The study argued that there is a positive relationship between spare part supply and consumer buying behavior. Based on it, this study develops the following hypothesis:

H_2: There is a positive relationship between spare part supply and customer satisfaction.

Service camp

Service camp can encompass a wide range of perspectives and objectives, depending on the goals and values of the authors and the communities they serve. Maroor (2015) examined the Customer satisfaction towards services offered on passenger cars: A case study of Tata Motors, Mangalore. The study showed that free service camp leads to increase in customer satisfaction. Similarly, Villegas and Maynes-Blanco (2022) assessed the customer satisfaction on the post-purchase services of an Automotive Company. The study stated that service camp about post purchase leads to increase in customer satisfaction level. Based on it, this study develops the following hypothesis:

H_3: There is a positive relationship between services camp and customer satisfaction.

Price

A price is the quantity of payment or compensation given by one party to another in return for one unit of goods or services. Razak *et al.* (2016) examined the impact of product quality and price on customer satisfaction with the mediator of customer value. The study stated that price and product quality have positive impact on customer satisfaction. Similarly, Kencana (2018) assessed the effect of price and product quality on customer satisfaction. The study argued that price has a positive impact on customer satisfaction. Likewise, Prasilowati

et al. (2021) analyzed the impact of service quality on customer satisfaction: The role of price. The study revealed that there is a positive relationship between price and customer satisfaction. Based on it, this study develops the following hypothesis:

H_4: There is a positive relationship between price and consumer satisfaction.

Mileage

Mileage is a distance measured in miles. Thangam and Karthikeyan (2016) showed that there is a positive relation between mileage and consumer satisfaction. Similarly, Yogi (2017) found that there is a positive relationship between mileage and consumer perception. Likewise, Praveen and Revathi (2017) showed that there is a positive relationship between consumer satisfaction and mileage. In addition, Reddy (2011) found that there is a positive relation between mileage and consumer satisfaction towards two wheelers. Based on it, this study develops the following hypothesis:

H_5: There is a positive relationship between mileage and consumer satisfaction.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent variable and independent variables. The correlation coefficients are based on 120 observations. The dependent variable is CS (Customer satisfaction). The independent variables are RAM (Repair and maintenance), SPS (Spare part supply), SC (Services camp), M (Mileage), and P (Price).

Variables	Mean	SD	CS	RAM	SPS	SC	M	P
CS	2.311	0.602	1					
RAM	2.268	0.661	0.517**	1				
SPS	2.370	0.704	0.525**	0.634**	1			
SC	2.361	0.679	0.569**	0.527**	0.573**	1		
M	2.328	0.642	0.573**	0.500**	0.592**	0.622**	1	
P	2.342	0.622	0.628**	0.510**	0.527**	0.605**	0.576**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables. The study shows that repair and maintenance is positively correlated to customer satisfaction. It indicates that repair and maintenance service leads to increase in customer satisfaction. Similarly, spare part supply is positively correlated to customer satisfaction. It indicates that easily available of spare part supply leads to an increase in customer satisfaction. Likewise, services camp is positively correlated to customer satisfaction. It indicates that

provision of services camp leads to an increase in customer satisfaction. Further, mileage is also positively correlated to customer satisfaction. It indicates that higher the mileage, higher would be the customer satisfaction. In addition, price is positively correlated to customer satisfaction. It indicates that affordable price leads to an increase in customer satisfaction.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of repair and maintenances, spare part supply, services camp, mileage, and prices on customer satisfactions.

Table 2

Estimated regression result of repair and maintenances, spare part supply, services camp, mileage, and prices on customer satisfactions

The results are based on 120 observations using linear regression model. The model is $CS = \beta_0 + \beta_1 RAM + \beta_2 SPS + \beta_3 SC + \beta_4 M + \beta_5 P + e$ where the dependent variable is CS (Customer satisfaction). The independent variables are RAM (Repair and maintenances), SPS (Spare part supply), SC (Services camp), M (Mileage) and P (Price).

Model	Intercept	Regression coefficients of					Adj. R_bar²	SEE	F-value
		RAM	SPS	SC	M	P			
1	1.013 (6.574) **	0.573 (8.782)**					0.390	0.470	77.132
2	1.041 (6.863) **		0.536 (8.739)**				0.388	0.471	76.363
3	0.820 (8.825)**			0.632 (11.018)**			0.503	0.424	121.391
4	0.782 (5.073)**				0.680 (11.445)**		0.525	0.416	130.998
5	0.595 (4.220) **					0.733 (12.582)**	0.569	0.395	158.153
6	0.871 (5.606) **	0.325 (3.202)**	0.297 (3.123) **				0.432	0.453	46.302
7	0.602 (4.125)**	0.164 (1.719)	0.134 (1.482)	0.430 (5.475) **			0.545	0.406	48.503
8	0.514 (3.554)**	0.130 (1.410)	0.018 (0.188)	0.288 (3.305) **	0.335 (3.236) **		0.579	0.390	41.964
9	0.377 (2.682)**	0.064 (0.721)	0.010 (0.117)	0.157 (1.766)	0.224 (2.207)*	0.733 (3.957)**	0.627	0.367	40.982

Notes:

i. Figures in parenthesis are t-values.
ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
iii. Customer satisfaction is dependent variable.

Table 2 show that the beta coefficients for repair and maintenance are positive with customer satisfaction. It indicates that repair and maintenance has a positive impact on customer satisfaction. This finding is consistent with the findings of Sandhu *et al.* (2013). Similarly, the beta coefficients for spare part supply are positive with customer satisfaction. It indicates that spare part supply has a positive impact on customer satisfaction. This finding is consistent with the findings of Jadhav and Khanna (2016). Likewise, the beta coefficients for services camp are positive with customer satisfaction. It indicates that services camp has a positive impact on customer satisfaction. This finding is consistent with the findings of Maroor (2015). Further, the beta coefficients for mileage are positive with customer

satisfaction. It indicates that mileage has a positive impact on customer satisfaction. This finding is consistent with the findings of Thangam and Karthikeyan (2016). In addition, the beta coefficients for price are positive with customer satisfaction. It indicates that price has a positive impact on customer satisfaction. This finding is similar to the findings of Razak *et al.* (2016).

4. Summary and conclusion

A consumer is the one that buys goods for consumption and not for the resale and commercial purpose. The consumer is an individual who pays some amount of money or the thing required to consume goods and services produced. For an organization the primary goal should be attracting new customers as well as retaining previous customers. Satisfaction is defined as a pleasant feeling that you get when you receive something you wanted, or when you have done something, you wanted to do, in industries such as automotive, where technological advances are becoming less of a differentiator between competing products, the role of consumer satisfaction becomes even more crucial to a vehicle's success in the marketplace.

This study attempts to examine the customer satisfaction on Yamaha bikes and scooters in Nepal. The study is based on primary data of 120 respondents.

The major conclusion of the study is that repair and maintenance, spare part supply, services camp, and mileage have a positive impact on customer satisfaction. It indicates that higher the repair and maintenance, spare part supply, services camp, and mileage, higher would be the customer satisfaction. The study also concludes that price is most significant factor followed by mileage that determines the change in customer satisfaction.

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