

Customer Satisfaction on the Post-Purchase Services of an Automotive Company

By

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Abstract

The study aimed to assess the customer satisfaction of car owners on the post-purchase services of an automotive dealer company. It adopted the descriptive method with 385 car owners as respondents who answered the researcher-made questionnaire. Results showed that the car-owner respondents were very satisfied with the post-purchase services of the automotive dealer in terms of tangibles, assurance, and empathy, and they were only satisfied with responsiveness and reliability. The researcher recommends that turnaround time of service must be communicated well to the customers, suggestion box/es should be seen in conspicuous areas of the service center to solicit customers' recommendation and/or complaint on the services, customer lounge should be readily available for those waiting for their units to be serviced, and automotive dealer companies must reduce wait times at queue lines to keep their customers satisfied.

Keywords: tangibles, assurance, responsiveness, reliability, empathy, post-purchase services, automotive company

1. Introduction

Automobile manufacturers want to attract new clients, therefore they must enhance their company performance by developing more reliable, interesting, and fuel-efficient vehicles. However, because customers' demands and needs change, the work may be tough and time-consuming. Behind the car industry's advancements and uncertainties, one very good approach for automakers to make progress is to focus on existing consumers (by thinking of effective ways to retain them) and to provide them with exceptional after-sales services. If companies want to keep client loyalty, they must aim to strike the correct balance between upgrades and innovations in service excellence and other company costs, as well as have a competitive advantage over their competitors (Essays UK, 2018)^[1].

Customers are one of a company's most valuable intangible assets. As a result, to maintain a competitive position in the market, every company must place a strong emphasis on customer service. This is especially true in the automobile business, where car firms should

focus more on the whole range of good and quality services that they can offer to please or satisfy their customers, especially now that word of mouth is so crucial in promoting brand products and services.

Service processes are crucial in preserving customer loyalty and are a key profit generator for manufacturers and dealers. A lot rides on the service 'experience', especially when it comes to the fact that post-purchase satisfaction has been identified as the single most critical factor in determining whether or not customers will purchase another car from the same dealer and/or brand. Customer seeking after-sales service are searching for ease, confidence, and value. So that value becomes a relative measure against 'cheaper' alternatives, dealer networks must supply high levels of trust expertise and convenience (flexibility). After-sales services must prioritize improving the customer service experience, providing a well-informed service price plan, and growing client retention ("Aftersales-Service, n.d.)^[2]

As experienced personnel of a car dealership and having a sibling with a car, the researcher observed that the above-mentioned strategy (after-sales services) to retain existing customers is not given attention, more so, neglected. Not knowing that those who own a car would still want to buy the same car brand if they are given excellent after-sales services from the dealer.

In today's corporate world, most companies are pursuing a market-oriented strategy, which boosts profits through increasing consumer happiness. There is a substantial positive association between these two, according to a lot of research, which is why this study is being done. A happy consumer who receives good service would typically suggest the product to others, make repeat purchases, and even try line extensions. This, in turn, will create a circular flow, enhancing the firm's economic performance ("Essays UK., 2018)^[3]

Customer satisfaction data allows businesses to assess their capacity to effectively meet their consumers' demands and expectations. It also assists businesses in analyzing the success of a client offering in order to find areas for improvement as well as areas that customers regard to be extremely significant (Zeithaml et al., 2009 as cited by Mmutle, 2017)^[4].

Ferrolino (2018)^[5] shared that customer satisfaction with the aftersales service of service centers has declined in the Philippines, not to mention a drop in sales due to the tax imposed on automobiles as compliance with the Tax Reform for Acceleration and Inclusion (TRAIN). If an industry provides exceptional after-sales services will not only help automakers build strong branding and long-term relationships with customers, but will also generate revenue

It is therefore the researcher's intention to identify the customer satisfaction of the car owners of an automobile dealer in Quezon City with regards to its after-sales services. She believes that the study will contribute to and benefit the company because after-sales services have contributed significantly to the financial strength of a company; auto manufacturers must become proactive business innovators in order to maintain and develop their aftersales services. They must adopt innovative business models, unlock value in their value chain, maximize efficiency, promote their brand, and improve the customer experience.

2. Materials and Methods

This study utilized the descriptive method. It aims to gather information from the
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current existing condition. From an automotive dealer, 385 car owners living in Quezon City and customers of this car dealer served as respondents. The researchers used a survey questionnaire, with 0.922 reliability score, consisting of the demographic profile of the respondents and the customer satisfaction on the after-sales services of the automotive company in terms of tangibles, assurance, responsiveness, reliability, and empathy. Weighted Mean and ANOVA were utilized to determine the significant difference in the variables.

Descriptive Statistics

The distribution of the respondents: in terms of age, 140 or 36.4% of the respondents aged 26-35 years old, 127 or 33% aged 36-45 years old, 66 or 17.1% aged 46 years old and above, and 52 or 13.5% aged 25 years old and below. In terms of sex, 226 or 58.7% were female and 157 or 40.78% were male; however, 2 or .52% of them did not disclose their sex. In terms of civil status, 223 or 57.92% were married closely followed by single with 143 or 37.14%; 19 or 4.94% were widowed/legally separated. In terms of highest educational attainment, 262 or 68.05% were college degree holders, 60 or 15.58% were master's degree holders, 36 or 9.35% were doctorates, 16 or 4.16% were undergraduate and 11 or 2.86% took a vocational course. In terms of average monthly income, 91 or 23.64% earned ₱25,001-₱35,000 monthly, followed by ₱35,001-₱45,000 and ₱55,001 and above both with 83 or 21.56%, 70 or 18.18% earned ₱45,001-₱55,000, and 58 and 15.06% ₱15,001-₱25,000. In terms of occupation, 209 or 54.3% were private employees, 119 or 30.9% were government employees, 47 or 12.2% were business owners, and 10 or 2.6% were unemployed. In terms of number of years as customer of the automotive dealer, 149 or 38.7% were customers of the automotive dealer for 0-3 years, 142 or 36.88% for 4-6 years, 55 or 14.29% for 7-9 years, and 39 or 10.13% for 10 years and above.

3. Results and Discussion

With the survey questionnaire as the main tool in gathering the necessary data, respondents were asked about their customer satisfaction on the post-purchase services of the automotive dealer. The data and results were discussed in the succeeding tables.

3.1. Tangibles

Table 1 shows the customer satisfaction with the post-purchase services of the automotive dealer in terms of tangibles. It can be observed from the table that "Neat and pleasant appearance of employees" received the highest weighted mean of 4.42 (Very Satisfied), "Equipment/machine/facilities at the service center" with 4.37 (Very Satisfied), "Equipment of service center" with 4.36 (Very Satisfied), "Branch location" with 4.34 (Very Satisfied) and "Communicating materials provided by SC (visiting card, complaint, suggestions/complain box, schemes for customer)" got the lowest weighted mean of 4.22 (Very Satisfied).

The respondents were very satisfied with the post-purchase services of the automotive dealer in terms of tangibles as reflected by its grand mean of 4.33.

Ferrolino, 2018 ^[6] explained that every company considers customers as its most valuable intangible asset. For one company to maintain its competitive position in the market as well as in the industry, it must place a strong emphasis on its customer service. This is not different in the automobile business. This type of business should also look into its good

services that it provides to satisfy the customers, especially in these days when word of mouth is so crucial in promoting brand products and services.

Table 1. *Customer Satisfaction on the Post-Purchase Services of the Automotive Dealer in Terms of Tangibles*

| Tangibles | Weighted Mean | Verbal Interpretation |
|---|----------------------|------------------------------|
| Equipment/machine/facilities at the Service Center | 4.37 | Very Satisfied |
| Surrounding environment of Service Center | 4.31 | Very Satisfied |
| Communicating materials provided by SC (visiting card, complaint, suggestions/complain box, schemes for customer) | 4.22 | Very Satisfied |
| Equipment of Service Center | 4.36 | Very Satisfied |
| Customer Lounge's physical facilities of the Service Center | 4.32 | Very Satisfied |
| Branch location | 4.34 | Very Satisfied |
| Neat and pleasant appearance of employees | 4.41 | Very Satisfied |
| Grand Mean | 4.33 | Very Satisfied |

Hyat (2014)^[7] discussed that automotive manufacturers frequently aim to increase customer loyalty and gain a competitive advantage by including new features and designs in each new model of car they release. However, providing outstanding after-sales services is the key to customer retention and gaining the client's heart. The author enumerated four tips for providing great after-sales service in the automotive industry, and one of these is giving tips and guidelines, this means that every vehicle owner considers their vehicle to be a prized asset. This is followed by spending extra time giving consumers advice on how to keep their cars in good working order. Customers should be taught how to check oil, calculate mileage, and apply the proper products to keep their vehicles running well. Another tip given is the accessibility of booklets or guides designed by the service center in which these contain recommendations and ideas for maximum performance. Lastly, vehicle manuals with illustrations and step-by-step instructions explaining difficult processes should be available at service centers.

3.2. Assurance

Table 2. *Customer Satisfaction on the Post-Purchase Services of the Automotive Dealer in Terms of Assurance*

| Assurance | Weighted Mean | Verbal Interpretation |
|---|----------------------|------------------------------|
| Knowledge of the Service Advisor | 4.37 | Very Satisfied |
| Ability of Service Advisor to convey trust | 4.30 | Very Satisfied |
| Confidence of Service Advisor | 4.33 | Very Satisfied |
| Politeness and respect to customer | 4.37 | Very Satisfied |
| Communication with customer | 4.31 | Very Satisfied |
| Willingness of employees to help | 4.29 | Very Satisfied |
| Comfort and safety of customers in their transactions | 4.33 | Very Satisfied |
| Grand Mean | 4.33 | Very Satisfied |

Table 2 presents the customer satisfaction with the post-purchase services of the automotive dealer in terms of assurance. It can be gleaned from the table that “Knowledge of the service advisor” and “Politeness and respect to customer” attained the highest weighted mean of 4.37 (Very Satisfied), “Confidence of service advisor” and “Comfort and safety of customers in their transactions” had 4.33 (Very Satisfied), “Communication with customer” received 4.31 (Very Satisfied) and “Willingness of employees to help” gained the lowest weighted mean of 4.29 (Very Satisfied).

It can be deduced from the findings that the respondents were very satisfied with the post-purchase services of the automotive dealer in terms of assurance as revealed by its grand mean of 4.33.

Customer Relationship Management (CRM) is the most important factor in increasing customer satisfaction because it allows a company to form deep bonds with its consumers that no other service center can match. Personal interaction is critical for building a relationship with customers and making them feel valued. Remembering the customer’s name, speaking with him or her about the vehicle, and offering advice and suggestions are all positive moves. The company should show its customers that it cares by going above and beyond to provide quality service. Another wonderful technique to turn a pleased consumer into a delighted customer is to offer free coupons and discounts.

For example, once in a while, a free car wash or a discount on a future maintenance appointment will turn them into loyal customers (Hyat, 2014)^[7]. Zeithaml and Bitner (1996)^[8] mentioned that high-quality customer service is not simply a customer service department’s responsibility, but that all levels of management and personnel must accept and maintain a customer service mindset.

3.3. Responsiveness

When respondents were asked about their customer satisfaction on the post-purchase services of the automotive dealer in terms of responsiveness, they shared that they were ‘satisfied’ with this aspect (refer to Table 3).

Table 3. *Customer Satisfaction on the Post-Purchase Services of the Automotive Dealer in Terms of Responsiveness*

| Responsiveness | Weighted Mean | Verbal Interpretation |
|---|----------------------|------------------------------|
| Service Advisor keeps customers informed about when services will be performed | 4.26 | Very Satisfied |
| Compensation for mistakes | 4.06 | Satisfied |
| Responsiveness in the customer lounge | 4.17 | Satisfied |
| Responsiveness at billing | 4.19 | Satisfied |
| Responsiveness for small additional repair work | 4.18 | Satisfied |
| The service dealer is able to provide efficient service by giving trustworthy and honest service to customers | 4.25 | Very Satisfied |
| Service Advisor and the employees respond promptly to your request | 4.22 | Very Satisfied |
| Grand Mean | 4.19 | Satisfied |

Table 3 illustrates the customer satisfaction on the post-purchase services of the automotive dealer in terms of responsiveness. As shown, “Service advisor keeps customers informed about when services will be performed” acquired the highest weighted mean of 4.26 (Very Satisfied), “The service dealer is able to provide efficient service by giving trustworthy and honest service to customers” received 4.25 (Very Satisfied) and “Service Advisor and the employees respond promptly to your request” gained 4.22 (Very Satisfied). The lowest weighted mean was 4.06 (Satisfied) for “Compensation for mistakes”.

and honest service to customers” with 4.25 (Very Satisfied), “Service Advisor and the employees respond promptly to your request” with 4.22 (Very Satisfied) and “Compensation for mistakes” received the lowest weighted mean of 4.06 (Satisfied).

Customer satisfaction is mostly determined by how customers are treated before, during, and after sales, as well as the usability of the product or service (Giri and Thapa, 2016)^[9]. Giri and Thapa concluded that customer satisfaction has the most positive association with technical behavior. The proficiency of technicians is the second factor of customer satisfaction in the two-wheeler industry. The overall time taken for one servicing has a strong and positive association in the case of supporting after-sales service, however, there is a weak positive relationship between the cleanliness and comfort of the reception area because of the less than 0.5 correlation coefficient. Warranty and inspection have a significant and positive relationship with customer satisfaction in terms of major after-sales service, repair, and maintenance. Customer satisfaction has a favorable but weak link with spare parts supply, customer service, service camp, and others.

Collins (2013)^[10] wrote an article “How to Spot an Excellent Service Advisor.” In his article, he explained that most car owners rely on service advisors to maintain, care and repair their cars. He said that good advisors only give valid car repair advice. Every kind of repair is important, but some take immediate actions while others can wait. A good service advisor will recommend important repairs that are not necessarily for the owners’ safety but will still help them save money in the long run and keep the car in the best possible condition. A good service advisor offers a printed schedule and helps the owner strategically plan out for future repairs if the owner cannot afford the repair just yet; while doing this, the advisor will explain to the owner the possible consequences of delaying certain repairs so the owner will know exactly how important each service is and when would be the best time to do it.

3.4. Reliability

Table 4. *Customer Satisfaction on the Post-Purchase Services of the Automotive Dealer in Terms of Reliability*

| Reliability | Weighted Mean | Verbal Interpretation |
|---|----------------------|------------------------------|
| Billing service; allows the use of credit and debit card | 4.36 | Very Satisfied |
| Queuing/waiting time in the service area and in the counter | 4.09 | Satisfied |
| Appointment / Walk-in during Periodic Maintenance Service (PMS) | 4.19 | Satisfied |
| The Service Advisor and Mechanic perform the service right the first time | 4.21 | Very Satisfied |
| The service dealer always shows interest in customer's needs | 4.19 | Satisfied |
| The service dealer provides services in the promised time | 4.15 | Satisfied |
| The service dealer always keep its promise | 4.14 | Satisfied |
| Grand Mean | 4.19 | Satisfied |

Table 4 shows that “Billing service; allows the use of credit and debit card” collected the highest weighted mean of 4.36 (Very Satisfied), “The Service Advisor and Mechanic perform the service right the first time” got 4.21 (Very Satisfied), “Appointment/Walk-in during Periodic Maintenance Service (PMS)” and “The service dealer always shows interest in

customer's needs" both with 4.19 (Satisfied) and "Queuing/waiting time in the service area and in the counter" attained the lowest weighted mean of 4.09 (Satisfied).

It can be attributed from the findings that the respondents were satisfied with the post-purchase services of the automotive dealer in terms of reliability as seen from its grand mean of 4.19.

Queues are not unique to one business; in fact, they are common in a variety of situations. People naturally line up and wait for their turn. Queues that are longer than expected cause potential customers to depart and this may seem to be a problem when they start leaving the company ("How to Solve", n.d.)^[11]. These may seem a problem but considered a good problem to have; as a firm grows and attracts new consumers, checkout lines will inevitably become busier during peak hours. So having a line isn't the issue; it's the slow service times that keep the queue from moving efficiently. This might negatively impact the consumer experience and result in sales being lost ("Reduce Wait Times", 2021)^[12].

3.5. Empathy

Table 5. *Customer Satisfaction on the Post-Purchase Services of the Automotive Dealer in Terms of Empathy*

| Empathy | Weighted Mean | Verbal Interpretation |
|--|----------------------|------------------------------|
| Sensitivity of Service Advisor / Agent | 4.23 | Very Satisfied |
| Way of approach of Service Advisor / Agent | 4.26 | Very Satisfied |
| Effort to understand the need of the customer | 4.25 | Very Satisfied |
| Sincere interest shown by Service Advisor or Agent when the customer has a problem | 4.26 | Very Satisfied |
| Service Advisor and the employees have the customer's best interest at heart | 4.26 | Very Satisfied |
| The service dealers operating hours | 4.23 | Very Satisfied |
| Individual attention is given by Service Advisor and employees | 4.25 | Very Satisfied |
| Grand Mean | 4.25 | Very Satisfied |

Table 5 exhibits the customer satisfaction on the post-purchase services of the automotive dealer in terms of empathy. The table demonstrates that "Way of approach of service advisor/agent", "Sincere interest shown by service advisor or agent when the customer has a problem" and "Service advisor and the employees have the customer's best interest at heart" received the highest weighted mean of 4.26 (Very Satisfied), Effort to understand the need of the customer" and "Individual attention is given by Service Advisor and employees" both with 4.25 (Very Satisfied) and "Sensitivity of Service Advisor/Agent" and "The service dealers operating hours" both gained the lowest weighted mean of 4.23 (Very Satisfied).

The respondents were very satisfied with the post-purchase services of the automotive dealer in terms of empathy as exposed by its grand mean of 4.25.

John Spacey (2017)^[13] posted and updated in his article the 10 types of service quality. He explained that the value of service to clients is determined by service quality. Customers' demands, expectations, and perceptions influence this, thus, it's essentially subjective. As a result, customer surveys are commonly used to quantify it. The following are the most typical forms of service quality according to Spacey. Reliability means that a service is usually delivered on time. Customer responsiveness pertains to the service that responds to the unique

needs of each customer. In the service industry, empathy and tailoring is commonly understood that different clients enjoy different types of service. Some customers, for instance, appreciate a personal chat while others want to keep their distance. Competence and diligence refers to experts who know what they're doing and pay attention. Consistency is the nice amount of predictability, such as a restaurant dish that tastes the same every time one orders. Safety and security pertains to the service that gives the impression of being safe and secure, such as an eCommerce site that does not lose personal information. Environments are the standard of living in places like hotel rooms and airport lounges. User Interfaces (UIs) are easy to use and pleasant to look at. Tangibles, this aspect of a service such as restaurants' quality of ingredients. Experiences are the total intangible experience provided by a service, such as a happy-feeling theme component.

3.6. Significant Difference in the Customer Satisfaction on the After-sales Services of the Automotive Dealer When Grouped by Profile

Table 6 displays the significant difference in the car owner respondents' customer satisfaction on the after-sales services of the automotive dealer when grouped by age.

As shown in Table 6, the highest weighted means were given by the car owner-respondents aged 26-35 years old to Tangibles (4.3675), Assurance (4.3594), Responsiveness (4.2100) and Reliability (4.2211); while aged 25 and below gave Empathy (4.3075) the highest weighted mean. The lowest weighted means were given by the respondents aged 25 and below to Tangibles (4.2388) and Reliability (4.1425); aged 46 and above attributed the lowest weighted mean to Assurance (4.2662); aged 36-45 provided the lowest weighted means to Responsiveness (4.1709) and Empathy (4.2173).

Table 6. Significant Difference in the Customer Satisfaction on the After-sales Services When Grouped by Age

| Aspect | Age | Mean | F-value | p-value | Decision | Remarks |
|----------------|--------------|--------|---------|---------|---------------------|-----------------|
| Tangibles | 25 and below | 4.2388 | 0.586 | .624 | Failed to Reject Ho | Not Significant |
| | 26 – 35 | 4.3675 | | | | |
| | 36 – 45 | 4.3395 | | | | |
| | 46 and above | 4.3159 | | | | |
| Assurance | 25 and below | 4.3210 | 0.313 | .816 | Failed to Reject Ho | Not Significant |
| | 26 – 35 | 4.3594 | | | | |
| | 36 – 45 | 4.3297 | | | | |
| | 46 and above | 4.2662 | | | | |
| Responsiveness | 25 and below | 4.1896 | 0.075 | .973 | Failed to Reject Ho | Not Significant |
| | 26 – 35 | 4.2100 | | | | |
| | 36 – 45 | 4.1709 | | | | |
| | 46 and above | 4.1918 | | | | |
| Reliability | 25 and below | 4.1425 | 0.204 | .894 | Failed to Reject Ho | Not Significant |
| | 26 – 35 | 4.2211 | | | | |
| | 36 – 45 | 4.1776 | | | | |
| | 46 and above | 4.1923 | | | | |
| Empathy | 25 and below | 4.3075 | 0.301 | .825 | Failed to Reject Ho | Not Significant |
| | 26 – 35 | 4.2409 | | | | |
| | 36 – 45 | 4.2173 | | | | |
| | 46 and above | 4.2838 | | | | |

*Significant at .05 level.

The test of significant difference revealed that Tangibles got an f-value of 0.586 and a p-value of .624, Assurance with an f-value of 0.313 and a p-value of .816, Responsiveness with an f-value of 0.075 and a p-value of .973, Reliability with an F-value of 0.204 and a p-value of .894, and Empathy with an f-value of 0.301 and a p-value of .825. Since all these p-values

are greater than the assumed level of significance of .05, the study failed to reject the null hypothesis. This means that, when the respondents were grouped according to age, their assessments on their customer satisfaction on post-purchase services of an automotive dealer company were statistically the same.

It can be noted from the results that regardless of age, the car owner-respondents were 'one' in their post-purchase services' satisfaction on the automotive dealer; that age does not affect satisfaction on the services of the company. Aggarwal (2018)^[14] explained that in today's competitive car market, a terrible aftersales experience might affect perceptions, which is a dangerous corollary. As the warranty expires – normally four years after the initial sale – vehicles age and owners lose interest, and this is where loyalty built via great aftersales comes into play, allowing manufacturers to strengthen their links. An aftersales executive must act as a consultant to the dealership, focusing on dealer profitability, business methods, customer retention, satisfaction, and service delivery at the same time. Convenience is the lifeblood of high-quality aftersales; it must pervade every client interaction with dealerships.

Table 7. Significant Difference in the Customer Satisfaction on the After-sales Services When Grouped by Sex

| Aspect | Sex | Mean | t-value | p-value | Decision | Remarks |
|----------------|--------|--------|---------|---------|---------------------|-----------------|
| Tangibles | Male | 4.2995 | -0.869 | .385 | Failed to Reject Ho | Not Significant |
| | Female | 4.3545 | | | | |
| Assurance | Male | 4.2786 | -1.274 | .204 | Failed to Reject Ho | Not Significant |
| | Female | 4.3640 | | | | |
| Responsiveness | Male | 4.1437 | -1.141 | .255 | Failed to Reject Ho | Not Significant |
| | Female | 4.2234 | | | | |
| Reliability | Male | 4.1943 | 0.097 | .923 | Failed to Reject Ho | Not Significant |
| | Female | 4.1876 | | | | |
| Empathy | Male | 4.2350 | -0.362 | .717 | Failed to Reject Ho | Not Significant |
| | Female | 4.2599 | | | | |

Table 7 presents the significant difference in the car owner respondents' customer satisfaction on the post-purchase services of the automotive dealer when they were grouped by sex.

It can be gleaned from Table 14 that the highest weighted means were given by female respondents to Tangibles (4.3545), Assurance (4.3640), Responsiveness (4.2234), and Empathy (4.2599); and male respondents to Reliability (4.1943). The lowest weighted means were given by male respondents to Tangibles (4.2995), Assurance (4.2786), Responsiveness (4.1437), and Empathy (4.2350); and female respondents to Reliability (4.1876).

The test of significant difference revealed that Tangibles received a t-value of -0.869 and a p-value of .385, Assurance with t-value of -1.274 and a p-value of .204, Responsiveness with a t-value of -1.141 and a p-value of .255, Reliability with a t-value of 0.097 and a p-value of .923 and Empathy with a t-value of -0.362 and a p-value of .717. Since all these p-values are greater than the assumed level of significance of .05, the study failed to reject the null hypothesis. This means that, when the respondents were grouped according to sex, their assessments of their customer satisfaction with post-purchase services of an automotive dealer company were statistically the same.

It can be deduced from the findings that one's sex does not affect customer satisfaction. According to the featured article in *Autodeal Insights* entitled "Gender Decision Making: *Res Militaris*, vol.12, n°3, November Issue 2022

Online Car Sales (2017)^[15], men have traditionally been the sex most connected with car purchases. Over time, this has shaped the automotive sector into a testosterone-fueled environment, resulting in a gender divide that can only be defined as pronounced. Whether it's attractive models flanking freshly introduced vehicles at auto shows or highly distinctive inspiring James Bond-style commercials, marketers have traditionally targeted males more than women with their messaging. Mburu (2014)^[16], in his study "Demographic Statistics, Customer Satisfaction and Retention: The Kenyan Banking Industry" mentioned that gender and marital status were not significant factors to the satisfaction of Kenyan bank customers.

The importance of female consumers' purchasing power is coming to take center stage. JD Power made many references last year in the Philippines to the rising volume and lower satisfaction of female automobile customers, who they estimate now account for 45% of total industry sales. While the number of female consumers appeared to be increasing, their satisfaction with the purchase process was far lower than it needed to be, according to this most survey. While it's doubtful that brands will abandon their established ways to targeting male consumers, marketers are grappling with how to grasp the beliefs and purchasing habits of female auto purchasers, who now account for a sizable portion of potential sales. Salespeople should be expected to adapt to the needs and expectations of female buyers in addition to generating interest. With women's purchasing power at an all-time high, manufacturers must accept the challenge of adapting their brand language and sales process to appeal to both men and women (Autodeal Insights, 2019).

Table 8. Significant Difference in the Customer Satisfaction on the After-sales Services When Grouped by Civil Status

| Aspect | Civil Status | Mean | F-value | p-value | Decision | Remarks |
|----------------|-------------------|--------|---------|---------|---------------------|-----------------|
| Tangibles | Single | 4.3116 | 2.273 | .104 | Failed to Reject Ho | Not Significant |
| | Married | 4.3677 | | | | |
| | Widowed/Separated | 4.0679 | | | | |
| Assurance | Single | 4.3495 | 3.688 | .026 | Reject Ho | Significant |
| | Married | 4.3480 | | | | |
| | Widowed/Separated | 3.9395 | | | | |
| Responsiveness | Single | 4.1436 | 2.102 | .124 | Failed to Reject Ho | Not Significant |
| | Married | 4.2413 | | | | |
| | Widowed/Separated | 3.9616 | | | | |
| Reliability | Single | 4.1437 | 1.295 | .275 | Failed to Reject Ho | Not Significant |
| | Married | 4.2341 | | | | |
| | Widowed/Separated | 4.0447 | | | | |
| Empathy | Single | 4.2388 | 0.677 | .509 | Failed to Reject Ho | Not Significant |
| | Married | 4.2699 | | | | |
| | Widowed/Separated | 4.0905 | | | | |

Table 8 displays the significant difference in the car owner respondents' customer satisfaction on the post-purchase services of the automotive dealer when they were grouped by civil status.

As seen, the highest weighted means were provided by married respondents to Tangibles (4.3677), Responsiveness (4.2413), Reliability (4.2341) and Empathy (4.2699); and by the single respondents to Assurance (4.3495). The lowest weighted means were given by the widowed/separated respondents to Tangibles (4.0679), Assurance (3.9395), Responsiveness (3.9616), Reliability (4.0447), and Empathy (4.0905).

The test of significant difference exposed that Assurance acquired an f-value of 2.505 and a p-value of .026. Since the p-value was less than the assumed level of significance of .05, the null hypothesis was rejected. This means that, when the respondents were grouped according to civil status, their assessments on their customer satisfaction on post-purchase

services of an automotive dealer company were statistically significantly different. On the other hand, their assessments on Tangibles ($F=2.273$, $p=.104$), Responsiveness ($F=2.102$, $p=.124$), Reliability ($F=1.295$, $p=.275$) and Empathy ($F=0.677$, $p=.509$) were statistically the same.

It can be inferred from the findings that the respondents when grouped by civil status differed on their customer satisfaction on the assurance of the post-purchase services of an automotive dealer. John Spacey (2017) posted and updated in his article the 10 types of service quality. Service quality, according to Spacey, is the worth of a service to customers. Customers' demands, expectations, and perceptions influence this, thus it's essentially subjective. As a result, customer surveys are commonly used to qualify it. Zeithaml and Bitner (1996) noted that high-quality customer service is not simply a customer service department's responsibility, but that all levels of management and personnel must accept and maintain a customer service mindset. On the other hand, "Gender Decision Making" (2017) ^[17] stated that owing to competition and technology, customer service is under strain. He also stated that consumers are demanding higher service standards as their needs become more sophisticated and updated, and that service refers to customer satisfaction, delight, service delivery, and customer relationship to them. As a result, in order to provide good service to customers, service companies must consider the important variables of service quality, such as assurance, empathy, reliability, responsiveness, and tangibles. Customer service and quality improvement initiatives, according to Payne, are inextricably linked. Furthermore, relationship marketing brings together marketing, customer service, and relationship marketing, and marketers are particularly concerned with achieving quality (Payne and Ballantyne, 1991) ^[18].

Confente and Russo's (2015) ^[19] study contributed to understanding the function and influence of after-sales services in terms of service quality perception. They've looked into the impact of the three "Ps" of service provision on overall satisfaction and client word-of-mouth. Overall satisfaction is driven by the greeting procedure, personnel civility, and service quality (above pricing and lead time quality), according to the findings. Customers are more likely to refer a service provider if they are pleased with the company's staff, contact service, service quality against price, and lead time.

Table 9 exhibits the significant difference in the car owner respondents' customer satisfaction on the post-purchase services of the automotive dealer when they were grouped by highest educational attainment.

The table shows that the highest weighted means were given by the respondents with master's degree to Tangibles (4.3900), Assurance (4.4812), and Reliability (4.2880); and by the respondents with a doctorate to Responsiveness (4.2972) and Empathy (4.3222). The lowest weighted means were given by the respondents who were undergraduate to Tangibles (4.0713), Assurance (3.9375), Responsiveness (3.8925), Reliability (3.8025), and Empathy (3.9644).

The test of significant difference revealed that Assurance attained an $F=2.592$ with $p=.036$. Since the p-value was less than the assumed level of significance of .05, the null hypothesis was rejected. This means that, when the respondents were grouped according to highest educational attainment, their assessments on their customer satisfaction on post-purchase services of an automotive dealer company were statistically significantly different. On the other hand, their assessments on Tangibles ($F=0.932$, $p=.445$), Responsiveness ($F=1.024$, $p=.395$), Reliability ($F=1.814$, $p=.125$), and Empathy ($F=0.904$, $p=.462$) were

statistically the same.

Table 9. Significant Difference in the Customer Satisfaction on the After-sales Services When Grouped by Highest Educational Attainment

| Aspect | Educational Attainment | Mean | F-value | P-value | Decision | Remarks |
|----------------|------------------------|--------|---------|---------|---------------------|-----------------|
| Tangibles | Undergraduate | 4.0713 | 0.932 | .445 | Failed to Reject Ho | Not Significant |
| | Vocational | 4.3773 | | | | |
| | College | 4.3272 | | | | |
| | Master's | 4.3900 | | | | |
| | Doctorate | 4.3728 | | | | |
| Assurance | Undergraduate | 3.9375 | 2.592 | .036 | Reject Ho | Significant |
| | Vocational | 4.1436 | | | | |
| | College | 4.3282 | | | | |
| | Master's | 4.4812 | | | | |
| | Doctorate | 4.3056 | | | | |
| Responsiveness | Undergraduate | 3.8925 | 1.024 | .395 | Failed to Reject Ho | Not Significant |
| | Vocational | 4.1827 | | | | |
| | College | 4.1972 | | | | |
| | Master's | 4.1827 | | | | |
| | Doctorate | 4.2972 | | | | |
| Reliability | Undergraduate | 3.8025 | 1.814 | .125 | Failed to Reject Ho | Not Significant |
| | Vocational | 4.2464 | | | | |
| | College | 4.1819 | | | | |
| | Master's | 4.2880 | | | | |
| | Doctorate | 4.2531 | | | | |
| Empathy | Undergraduate | 3.9644 | 0.904 | .462 | Failed to Reject Ho | Not Significant |
| | Vocational | 4.2591 | | | | |
| | College | 4.2482 | | | | |
| | Master's | 4.2858 | | | | |
| | Doctorate | 4.3222 | | | | |

Table 10. Significant Difference in the Customer Satisfaction on the After-sales Services When Grouped by Average Monthly Income

| Aspect | Ave. Monthly Income | Mean | F-value | p-value | Decision | Remarks |
|----------------|---------------------|--------|---------|---------|---------------------|-----------------|
| Tangibles | P15,001-P25,000 | 4.2755 | 1.653 | .160 | Failed to Reject Ho | Not Significant |
| | P25,001-P35,000 | 4.4224 | | | | |
| | P35,001-P45,000 | 4.3945 | | | | |
| | P45,001-P55,000 | 4.3284 | | | | |
| | P55,001 and above | 4.2131 | | | | |
| Assurance | P15,001-P25,000 | 4.3028 | 2.505 | .042 | Reject Ho | Significant |
| | P25,001-P35,000 | 4.4222 | | | | |
| | P35,001-P45,000 | 4.4267 | | | | |
| | P45,001-P55,000 | 4.3147 | | | | |
| | P55,001 and above | 4.1567 | | | | |
| Responsiveness | P15,001-P25,000 | 4.1472 | 4.187 | .002 | Reject Ho | Significant |
| | P25,001-P35,000 | 4.3630 | | | | |
| | P35,001-P45,000 | 4.2596 | | | | |
| | P45,001-P55,000 | 4.1876 | | | | |
| | P55,001 and above | 3.9683 | | | | |
| Reliability | P15,001-P25,000 | 4.1055 | 3.216 | .013 | Reject Ho | Significant |
| | P25,001-P35,000 | 4.3093 | | | | |
| | P35,001-P45,000 | 4.3217 | | | | |
| | P45,001-P55,000 | 4.1527 | | | | |
| | P55,001 and above | 4.0235 | | | | |
| Empathy | P15,001-P25,000 | 4.2560 | 1.482 | .207 | Failed to Reject Ho | Not Significant |
| | P25,001-P35,000 | 4.3233 | | | | |
| | P35,001-P45,000 | 4.2978 | | | | |
| | P45,001-P55,000 | 4.2676 | | | | |
| | P55,001 and above | 4.1004 | | | | |

The findings disclosed that educational attainment is significant on the post-purchase services' satisfaction of car owners in terms of assurance. This means that the respondents look into the knowledge, ability, confidence, politeness, respect, and willingness to help of the service advisor and staff; moreover, they also consider communication with the customer and their comfort and safety when transacting. Mburu (2014) ^[20], in his study *Demographic Statistics, Customer Satisfaction and Retention: The Kenyan Banking Industry* established a *Res Militaris*, vol.12, n°3, November Issue 2022

relationship between demographic factors and customer satisfaction in Kenyan banks. He mentioned age, monthly income, and level of education were significant factors affecting customer satisfaction. On customer satisfaction, age, monthly income, and level of education were of higher significance as factors affecting customer retention of the Kenyan bank customers.

Table 10 illustrates the significant difference in the car owner respondents' customer satisfaction on the post-purchase services of the automotive dealer when they are grouped by average monthly income.

As shown in Table 10, the highest weighted means were given by the respondents with an average monthly income of ₱25,001 to ₱35,000 to Tangibles (4.4224), Responsiveness (4.3630), and Empathy (4.3233); and by the respondents with an average monthly income of ₱35,001 to ₱45,000 to Assurance (4.4267) and Reliability (4.3217). The lowest weighted means were given by the respondents with an average monthly income of ₱55,001 and above to Tangibles (4.2131), Assurance (4.1567), Responsiveness (3.9683), Reliability (4.0235), and Empathy (4.1004).

The test of significant difference revealed that Responsiveness had an $F=4.187$ with $p=.002$, Reliability with $F=3.216$ with $p=.013$, and Assurance with $F=2.505$ with $p=.042$. Since all these p -values are less than the assumed level of significance of .05, the null hypothesis was rejected. This means that, when the respondents were grouped according to average monthly income, their assessments on their customer satisfaction on post-purchase services of an automotive dealer company were statistically significantly different. On the other hand, their assessments on tangibles ($F=1.653$, $p=.160$) and empathy ($F=1.462$, $p=.207$) were statistically the same.

Table 11. Significant Difference in the Customer Satisfaction on the After-sales Services When Grouped by Occupation

| Aspect | Occupation | Mean | F-value | p-value | Decision | Remarks |
|----------------|---------------------|--------|---------|---------|---------------------|-----------------|
| Tangibles | Government Employee | 4.3290 | 1.813 | .144 | Failed to Reject Ho | Not Significant |
| | Private Employee | 4.3745 | | | | |
| | Business Owner | 4.2185 | | | | |
| | Unemployed | 4.0140 | | | | |
| Assurance | Government Employee | 4.2608 | 0.906 | .438 | Failed to Reject Ho | Not Significant |
| | Private Employee | 4.3759 | | | | |
| | Business Owner | 4.3098 | | | | |
| | Unemployed | 4.2290 | | | | |
| Responsiveness | Government Employee | 4.1835 | 0.435 | .728 | Failed to Reject Ho | Not Significant |
| | Private Employee | 4.2171 | | | | |
| | Business Owner | 4.0940 | | | | |
| | Unemployed | 4.1990 | | | | |
| Reliability | Government Employee | 4.1570 | 1.013 | .387 | Failed to Reject Ho | Not Significant |
| | Private Employee | 4.2404 | | | | |
| | Business Owner | 4.0909 | | | | |
| | Unemployed | 4.0420 | | | | |
| Empathy | Government Employee | 4.1851 | 0.598 | .617 | Failed to Reject Ho | Not Significant |
| | Private Employee | 4.2804 | | | | |
| | Business Owner | 4.2551 | | | | |
| | Unemployed | 4.3430 | | | | |

Poudel (2019)^[21] conducted a study to identify how the automobile industry in Nepal and its customers view the value of after-sales service. The study aimed to recognize the differences between their perception and the way it will impact customer satisfaction level. She included demographics such as age, sex, occupation, education level, income level, and status

of ownership. The study's findings revealed that aftersales service was average. The timeliness of aftersales service has the greatest impact on customer happiness among the four components, while the cost of service has the least impact on customer satisfaction. Mustofa (2011)^[22] cited that customers lack understanding of the contents of the company warranty, lack of customer handling and technical training, lack of having a large aftersale service workshop, shortage of parking area, few customers cheat the company by giving false information about the vehicle's problem, some customers feel nervous when they have a problem in their vehicle and need an immediate solution are some of the challenges that automotive companies faced in implementing aftersales service.

Table 11 demonstrates the significant difference in the car owner respondents' customer satisfaction on the post-purchase services of the automotive dealer when they are grouped by occupation.

As observed in Table 11, the highest weighted means were given by the respondents who were private employees to Tangibles (4.3745), Assurance (4.3759), Responsiveness (4.2171), and Reliability (4.2404); and by unemployed employees to Empathy (4.3430). The lowest weighted means were given by the unemployed respondents to Tangibles (4.0140), Assurance (4.2290), and Reliability (4.0420); business owner respondents gave the lowest weighted mean to Responsiveness (4.0940) and government employee respondents attributed the lowest weighted mean to Empathy (4.1851).

The test of significant difference revealed that Tangibles ($F=1.813$, $p=.144$), Assurance ($F=0.906$, $p=.438$), Responsiveness ($F=0.435$, $p=.728$), Reliability ($F=1.013$, $p=.387$), and Empathy ($F=0.598$, $p=.617$). Since the p-values are greater than the assumed 0.05 level of significance, the study failed to reject the null hypothesis; therefore, there were no significant differences in the customer satisfaction of car owners on the post-purchase services of an automotive dealer company when respondents were grouped according to their occupation; this only implies that their assessments were statistically the same.

Nordin et al. (2016)^[23] examined the aspects and dimension which cited that in an automobile firm, one might have an impact on the aftersales service. Their research found that all of the identified variables had a substantial association with aftersales service in an automotive industry, indicating that the research project's goal has been met. This research helped the service provider get a better grasp of the customer's needs and desires. Nonetheless, the service provider must take the required steps to meet the customer's demand and desire for aftersales care. They came to the conclusion that aftersales service plays a critical role in ensuring client satisfaction. To ensure the efficiency and efficacy of serving the consumer, a company must implement a good aftersales service. On warranty claims, it is necessary to respond to the consumer within a fair and acceptable time frame. Customers' demands are not needed to be suspended, and companies are not required to try to meet them by either repairing or replacing with a new product. Loyalty will be the guiding factor for establishing and maintaining a relationship with customers. Loyal consumers have been shown to spread favorable word-of-mouth to other potential customers. Car owners are more likely to buy the same car brand again if the dealer provides great aftersales support. Given this, automakers have focused on capturing the hearts of their customers with quick and effective aftersales services (Ferrolino, 2017).

Table 12 indicates the significant difference in the car owner respondents' customer satisfaction on the post-purchase services of the automotive dealer when they were grouped by

the number of years as customer of the automotive dealer.

As presented in Table 12, the highest weighted means were given by the respondents with 0-3 years as customers for the automotive dealer to Tangibles (4.3672); and by those 4-6 years as customers of the automotive dealer to Assurance (4.3702), Responsiveness (4.2805), Reliability (4.2837) and Empathy (4.3302). The lowest weighted means were given by the respondents who were 10 years and above customers of the automotive dealer company to Tangibles (4.2123), Assurance (4.1974), Responsiveness (4.0395), Reliability (4.0621), and Empathy (4.1136).

Table 12. *Significant Difference in the Customer Satisfaction on the After-sales Services When Grouped by Number of Years as Customer of the Automotive Dealer*

| Aspect | Years as Customer | Mean | F-value | p-value | Decision | Remarks |
|----------------|-------------------|--------|---------|---------|---------------------|-----------------|
| Tangibles | 0 - 3 | 4.3672 | 1.146 | .330 | Failed to Reject Ho | Not Significant |
| | 4 - 6 | 4.3612 | | | | |
| | 7 - 9 | 4.2464 | | | | |
| | 10 and above | 4.2123 | | | | |
| Assurance | 0 - 3 | 4.3654 | 1.489 | .217 | Failed to Reject Ho | Not Significant |
| | 4 - 6 | 4.3702 | | | | |
| | 7 - 9 | 4.2133 | | | | |
| | 10 and above | 4.1974 | | | | |
| Responsiveness | 0 - 3 | 4.1888 | 2.068 | .104 | Failed to Reject Ho | Not Significant |
| | 4 - 6 | 4.2805 | | | | |
| | 7 - 9 | 4.0749 | | | | |
| | 10 and above | 4.0395 | | | | |
| Reliability | 0 - 3 | 4.1779 | 1.960 | .119 | Failed to Reject Ho | Not Significant |
| | 4 - 6 | 4.2837 | | | | |
| | 7 - 9 | 4.0798 | | | | |
| | 10 and above | 4.0621 | | | | |
| Empathy | 0 - 3 | 4.2368 | 1.543 | .203 | Failed to Reject Ho | Not Significant |
| | 4 - 6 | 4.3302 | | | | |
| | 7 - 9 | 4.1718 | | | | |
| | 10 and above | 4.1136 | | | | |

The test of significant difference revealed that Tangibles ($F=1.146$, $p=.330$), Assurance ($F=1.489$, $p=.217$), Responsiveness ($F=2.068$, $p=.104$), Reliability ($F=1.960$, $p=.119$), and Empathy ($F=1.543$, $p=.203$). Since the p-values were greater than the assumed 0.05 level of significance, the study failed to reject the null hypothesis; therefore, there were no significant differences in the customer satisfaction of car owners on the post-purchase services of an automotive dealer company when respondents were grouped according to their number of years as customer of the automotive dealer company; this only implies that their assessments were statistically the same.

Aggarwal (2018) ^[24] explained that a negative aftersales experience can smear a company's image. As the warranty expires – normally four years after the initial sale – vehicles age and owners lose interest, and this is where loyalty built via great aftersales comes into play, allowing manufacturers to strengthen their links. An automobile can be 'serviced' at any dealership; all that is required is diagnostics and adherence to car maintenance procedures. However, given the increased importance of aftersales in generating sales, today's dealers are going the extra mile to provide high-quality service. Due to the high level of competition among dealers, India has been exposed to a whole new set of offerings that provide memorable and fulfilling consumer experiences. An aftersales executive must act as a consultant to the dealership, focusing on dealer profitability, business methods, customer retention, satisfaction, and service delivery at the same time. Convenience is the lifeblood of high-quality aftersales; it must pervade every client interaction with dealerships. Customers who arrange their daily

commutes, recreational excursions, and domestic tasks around having access to their cars will appreciate convenient, same-day servicing and delivery offers. Car servicing is no exception to this standard for a generation that is comfortable scheduling all types of products and services from the convenience of their own homes, with dealers adding pick-up and drop-off service to their aftersales offers.

4. Conclusions

Based on the presentation, discussion, and analysis of the data discussed in the previous section, results disclosed that respondents of the study were aged 26-35 years old, female, married, college degree holders, earning ₱25,001-₱35,000, private employees, and had been customers of the automotive dealer for 0-3 years.

The respondents were very satisfied with the post-purchase services of the automotive dealer in terms of tangibles, assurance, and empathy; consequently, they were satisfied with the post-purchase services in terms of responsiveness and reliability.

There were no significant differences in the car owner respondents' customer satisfaction on the post-purchase services of the automotive dealer in terms of tangibles, assurance, responsiveness, reliability, and empathy when grouped by age, sex, occupation and number of years as customer of the automotive dealer. When grouped by civil status and highest educational attainment, there were significant differences in the car owner respondents' customer satisfaction on the post-purchase services of the automotive dealer in terms of assurance; however, no significant differences in terms of tangibles, responsiveness, reliability, and empathy. When grouped by average monthly income, there were significant differences in terms of assurance, responsiveness and reliability; whereas, no significant differences in terms of tangibles and empathy.

5. Recommendations

Tangibles. Automotive dealer companies should provide accuracy of information not only amongst themselves but also their customers. The turnaround time of service must be communicated well to the customers and the employees and the key personnel should know this. To further improve services, suggestion box/es should be seen in conspicuous areas of the service center to solicit customers' recommendations and/or complaints on the services, and the like of the company. The automotive companies may also devise a scheme that will provide better information about the service center and the unit bought by the customer. They may regularly check positive or negative comments and feedbacks posted on some websites' forums by some users. A follow-up session on the company's website can be done to address customers' suggestions and feedbacks. They may also consider providing freebies such as umbrellas, fans, pens, and the like for loyal customers.

Assurance. After service is done, the employee must not think that his work ends there. To maintain satisfied customers, automotive companies' employees must make the customers feel that they are still willing to be of further service like, giving the customers a call after a service is done to check if they still need further assistance with their unit or if they have

questions that they can attend to or they are needing more information. The employees need to reassure that they are willing to extend assistance whenever needs arise or to go the extra mile to be of help and assistance

Responsiveness. Asking for a refund or compensation for a mistake is a sign that the customer feels that he has not gotten value from the services rendered. Automotive dealer companies need to acknowledge and address the issue by being explicit and giving a reason, digging, and providing underlying cause. The automotive dealer companies need to listen to the customer and ask the team (service advisor and mechanic) to give the best advice that is win-win for both the company and the customer. The staff in the billing area should be attentive so that there will be no queues and he should make sure that the services rendered are properly priced; double-checking of the fees should be done to ensure correct billing of the services. The customer lounge should be readily available for those waiting for their units to be serviced. It should have things that will keep the customer busy and make worthy use of his time. The company needs to improve its system by using technology or social media marketing such as Facebook, Instagram, and chatbot or AI for notification and feedback purposes. The automotive company needs to consider using different platforms to notify or inform its customers. QR Scanner can also be utilized to refrain clients from providing the same information each time that they visit the automotive dealer. Automotive dealer companies must reduce wait times at queue lines to keep their customers satisfied. Sometimes, it is inevitable to have queues, companies need to provide signage or post to inform the customers about wait times; they may entertain their customers to take their mind off queues. Entertaining customers can be the easiest means of transforming queues from unbearable annoyances to tolerable intervals. Digital signage can also be used to entertain customers; for example, a flat-screen TV can be attached to the wall near the billing area so that if there is a line, the customer can watch while waiting for his/her turn.

Empathy. Service advisors/agents of automotive dealer companies should display sensitivity to their customers. They have to interact with people in a friendly manner and communicate with them effectively; they listen to the customer complaints and with diplomacy address their concerns; they should have the passion and compassion to handle complaints, process orders, and provide information about the services offered. The automotive dealer companies may organize a seminar or training to retool and enhance the 'empathy' skills of their employees. They may also consider their operating hours (open early or extend hours) to cater to and service more customers.

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