

PROJECT REPORT

“A STUDY ON SERVICE QUALITY AND IT’S IMPACT OF CUSTOMER RETENTION WITH REFERENCE TO MANDОВI MOTORS PVT LTD MANGALORE”

SUBMITTED BY

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SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

in partial fulfilment of the requirements for the award OF the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

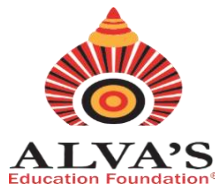
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MIJAR, MOODBIDRI, DK-574225

2023-2024



MANDOVI MOTORS PRIVATE LIMITED

(AUTHORISED MARUTI SUZUKI DEALER)

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GSTIN No.: 29AACCM4309H1ZI C.S.T.: 30167840 dt. 22-02-1999, STC No.: AACCM 4309 H ST001



Ref: MANG/HR/ 5139/2024-25

Date: 31/08/2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **Ms. Shreya Jain (Reg. 4AL22BA098)** studying 2nd year MBA in ALVA'S Institute of Engineering & Technology, Mijar, Moodbidri, D K - 574242 has undergone Project work on "A Study on service quality and its impact of customer retention" with reference to Mandovi Motors Pvt Ltd Mangalore from 23rd April, 2024 to 8th June 2024.

During the tenure we found her to be sincere, hardworking, and efficient with good Conduct and aptitude to gain knowledge.

We wish her all the success in her future career.

For Mandovi Motors Private Ltd

Shiyaprasad A
Manager- HR



SERVICE ABOVE SELF

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Surathkal: 97417 52363 Adyar: 81970 77111 B C Road: 80889 36068 Uppinangady: 91081 53957

Kadaba: 96069 64318 Sullia: 77607 09999 Vittala: 63607 51907 Naravi: 97403 92005



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NBA (CSE & ECE)

Date: 10/09/2024

CERTIFICATE

This is to certify that **Shreya Jain** bearing USN **4AL22BA098**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belgaum. The Project report on "**A study on service quality and its impact of customer retention with special reference to mandovi motors Mangalore**" is prepared by her under the guidance of Dr. Guruprasad Pai, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of Internal Guide

Signature of HOD

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Viva – Voce Examination

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DECLARATION

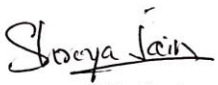
I Shreya Jain, bearing hereby declares that the Project Title entitled **"A STUDY ON SERVICE QUALITY AND IT'S IMPACT OF CUSTOMER RETENTION WITH REFERENCE TO MANDОВI MOTORS PRIVATE LIMITED MANGALORE"** is prepared by me under the guidance of **Dr. Guruprasad Pai**, faculty of MBA Alva's Institute of Engineering and Technology and External Guidance by Mr. Shivaprasad HR Manager Mandovi Motors Pvt Ltd Mangalore.

I also declare that this Project is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer Project for period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/Institution.

Place: Mijar

Date: 21/09/2024


Signature of the Student

(Shreya Jain)

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this Work.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandes**, AIET, Moodbidri. And I express my deep sense of gratitude to my Internal Guide **Dr. Guruprasad Pai** assistant professor, for the Constant support and encouragement to carry out my report Successful without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

My profound thanks to **Mr. Shivaprasad**, HR Manager Mandovi Motors Pvt Ltd Mangalore, who took interest in explaining concepts and imparting necessary inputs pertaining to the Project work, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their co-operation.

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TABLE OF CONTENTS

CHAPTER NO.	CONTENTS	PAGE NO.
1.	INTRODUCTION	1-16
1.1	Introduction	
1.2	Introduction Profile	
1.3	Company Profile	
1.4	Promoters	
1.5	Vision Of The Company	
1.6	Products And Services Profile	
1.7	Infrastructure Facilities	
1.8	Competitors	
1.9	Swot Analysis	
1.10	Upcoming Growth And Opportunities Financial Statements	
2.	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	17-25
2.1	The Theoretical Background Of The Study	
2.2	Literature Review	
3.	RESEARCH DESIGN	26-31
3.1	Statement Of The Problem	
3.2	Need For The Study	
3.3	Objectives	
3.4	Scope Of The Study	
3.5	Research Methodology	
3.6	Hypothesis Test	
3.7	Limitations	
3.8	Chapter Scheme	

4.	DATA ANALYSIS AND INTERPRETATION	32-61
5.	FINDINGS, SUGGESTIONS, AND CONCLUSION	62-66
5.1 5.2 5.3	Findings Conclusion Suggestions	
	BIBLIOGRAPHY	67-68
	ANNEXURE	69-75

LIST OF TABLES

SL.NO	NAME	PAGE NO
1	Table No-4.1 Friendliness and courtesy of staff	33
2	Table No-4.2 Expectations from customers about the standard of services	34
3	Table No-4.3 Facility organisation and cleanliness	35
4	Table No-4.4 Responsiveness of staff	36
5	Table No-4.5 Timeliness of services	37
6	Table No-4.6 Effectiveness of communication	38
7	Table No-4.7 Convenience of scheduling appointments	39
8	Table No-4.8 Resolution of issues or complaints	40
9	Table No-4.9 Cost-effectiveness	41
10	Table No-4.10 Concern about customer needs and preference	42
11	Table No-4.11 Delivery within promised timeframes	43
12	Table No-4.12 Professionalism of staff	44
13	Table No-4.13 Commitment to resolve issues promptly	45
14	Table No-4.14 Overall reliability of services	46
15	Table No-4.15 Clear and transparent pricing	47
16	Table No-4.16 Follow-up and after-sales support	48
17	Table No-4.17 Personalization of service experiences	49
18	Table No-4.18 Seeking feedback for improvement	50
19	Table No-4.19 Ease of access to information	51
20	Table No-4.20 Proactive addressing of potential issues	52
21	Table No-4.21 Speed of service delivery	53
22	Table No-4.22 Accuracy and reliability of information	54
23	Table No-4.23 Overall service experience	55
24	Table No-4.24 Proceed to utilise the services going forward	56
25	Table No-4.25 Recommendation to others	57

LIST OF CHARTS

SL.NO	NAME	PAGE NO
1	Friendliness and courtesy of staff	33
2	Expectations from customers about the standard of services	34
3	Facility organisation and cleanliness	35
4	Responsiveness of staff	36
5	Timeliness of services	37
6	Effectiveness of communication	38
7	Convenience of scheduling appointments	39
8	Resolution of issues or complaints	40
9	Cost-effectiveness	41
10	Concern about customer needs and preference	42
11	Delivery within promised timeframes	43
12	Professionalism of staff	44
13	Commitment to resolve issues promptly	45
14	Overall reliability of services	46
15	Clear and transparent pricing	47
16	Follow-up and after-sales support	48
17	Personalization of service experiences	49
18	Seeking feedback for improvement	50
19	Ease of access to information	51
20	Proactive addressing of potential issues	52
21	Speed of service delivery	53
22	Accuracy and reliability of information	54
23	Overall service experience	55
24	Proceed to utilise the services going forward	56
25	Recommendation to others	57

EXECUTIVE SUMMARY

This report presents a comprehensive study on the service quality and its impact on customer retention at Mandovi Motors, Mangalore. Conducted by Shreya Jain as part of the requirements for the Master of Business Administration degree, the research aims to analyse how service quality influences customer satisfaction and loyalty in the automotive dealership sector.

Mandovi Motors, a leading dealer for NEXA in Karnataka, has a robust network comprising 34 workshops, 10 dealerships, and a dedicated workforce of over 3,600 professionals. The company has serviced more than 4.1 million automobiles and sold over 370,000 cars, establishing itself as a prominent player in the automotive market. The study highlights the company's commitment to excellence in customer service and its continuous efforts to enhance the buying and post-sale experience.

The research methodology includes a detailed literature review, surveys, and data analysis to assess customer perceptions regarding the accuracy and reliability of information provided by Mandovi Motors. The findings indicate that 72.6% of respondents are satisfied with the information accuracy, suggesting a strong level of transparency. However, there remains an opportunity for improvement in addressing the concerns of neutral and dissatisfied customers.

Key recommendations from the study emphasize the importance of refining communication strategies, gathering customer feedback, and enhancing service offerings to build trust and satisfaction. The report concludes that by prioritizing service quality and customer engagement, Mandovi Motors can strengthen customer retention and maintain its competitive edge in the automotive industry.

This executive summary encapsulates the essence of the research, providing insights into the significance of service quality in fostering customer loyalty and the strategic directions for Mandovi Motors to enhance its service delivery and customer relationships.