

“A study on servicing qualities provided by different workshop in Lunglei”



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Submitted by: B. VANLALBEISEIA

University Reg. No.: 2107063

Prepared under the guidance and supervision of:

VANKHAWPUIMAWII PACHUAU

Assistant Professor, Department of Commerce

Higher And Technical Institute, Mizoram (HATIM)

HIGHER AND TECHNICAL INSTITUTE, MIZORAM

PUKPUI, LUNGLEI – 796691



CERTIFICATE

This is to certify that the dissertation entitled “A study on servicing qualities provided by different workshop in Lunglei” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by B. Vanlalbeiseia, Roll No. 2123BCOM003, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 8th May, 2023

Place: Lunglei, Mizoram

(VANKHAWPUIMAWII PACHUAUI)

Project Supervisor

HEAD
Department of Commerce
Higher And Technical Institute, Mizoram
Lunglei

(VANKHAWPUIMAWII PACHUAUI)

Head, Department of Commerce

(VUANHSANGA VANCHHAWNG)

Principal, HATIM
Principal
Higher And Technical Institute, Mizoram
Lunglei

DECLARATION

I, “B. Vanlalbeiseia”, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:

(B. VANLALBEISEIA)

Place: HATIM

Student

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Thank you,

B. Vanlalbeiseia

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CHAPTER 1

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK.

The servicing on workshop in Lunglei town is growing at a very rapid pace but the quality still does not reach to the top most mark. We surveyed in Lunglei town servicing on workshop must very important in who they have vehicle and about the workshop must good in Lunglei town. Every new vehicle comes with a vehicle maintenance manual, this manual mentions about the vehicle maintenance tips for the owner. It has been noticed that after getting a car, the owner does not care much about a regular car or maintenance, which resulted in bad performance of the vehicles.

Even if the owners regularly service their vehicle, the vehicle maintenance tips given in the vehicle maintenance manual increases the longevity or life of the vehicle to a great extent. Servicing on workshop study illuminated a pathway to significant improvements in customer service and financial probability. To understand the situation of servicing on workshop business in Lunglei town, a representative survey on customer.

1.2 Literature Review

Neog (2017) In this research the study tries to assess that Encouragement or motivation of employees to remain with a company for the longest possible time or until a project is finished is the process of retaining them. The phrase "employee retention" first made a consistent appearance on the business landscape in the 1970s and the early 1980s. Due to how the corporate world and people's perspectives have evolved as a result of globalization, management today is powerless to influence an employee's decision to leave or remain within an enterprise. Employers are aware of how crucial it is to keep the finest employees because recruiting and selecting new employees can be expensive.

Steven “et al”., (2017). Proposes a topological approach to Mobility as a Service (Maas) as a tool for understanding requirements and effects, and for aiding the integration of societal goals. The proposed topology consists of Maas Levels 0 to 4 as characterized by different types of integration: 0 no integration, 1 integration of information, 2 integration of booking and payment, 3 integrations of the service offer, including contracts and responsibilities, 4 integrations of societal goals. Further analysis is desirable regarding the possibilities and problems linked with the different levels of Maas.

Abdul Wahab, Muhamad. (2018). Discuss the preference of car users for authorised service centres (SCs) and general workshops (GWs), as well as current government initiatives and the future of automotive workshops in Malaysia.

Gary “et al”., (2013). Show a standard design for a car service workshop, which includes the electrical requirements and health and safety executive guidance and regulations for the location where motor vehicles are repaired. It calls for special consideration in terms of total maximum demand and balances loads across three phases as far as possible. Trunking is suggested for major groups of cables for lighting and sockets around the building, and isolation and switching for

mechanical maintenance can be achieved by locking off the appropriate circuit-breaker at the distribution board.

Rubaya “et al” (2017) Conducted a survey to understand the market potentiality, existing condition of automobile repairing business industry, recent problem in automobile servicing business, and a guideline of quality service. A representative survey of customers, owners, technicians, spare parts sellers, and business organization was conducted to analyse the situation. Suggestions were made to improve current service quality and improve business performance

Ridho Aritonang, Thomas Sukardi (2019). This study looked at the effectiveness of planning, acting, and controlling in the management of workshop equipment at Yogyakarta City Vocational High Schools (VHSs) with machining specialization. The findings demonstrated that although Industry has good quality planning, actuating, and regulating, VHSs do not. Industry may be able to offer improvements for VHSs.

This research is conducted since there are lots of problems faced by the customers. The location of the workshop for servicing two wheelers/ four wheelers in Lunglei town is not good enough within that majority of the four-wheeler's dealers are not available in Lunglei town and there is no good parking place for them. Also, there is no sufficient spare parts available in Lunglei and there is no original parts available. People do not give much importance to the servicing so there is a need to give awareness the importance of servicing.

1.4 Statement of the project

The servicing workshop in Lunglei is half – authorization of Aizawl. As Aizawl is the district capital of Mizoram. In this manner, Lunglei also face lots of problems regarding spare parts and automotive lubricants. The main reasons are road conditions and insufficient supplies of vehicle parts and automotive lubricants. This causes huge impacts on the owners of different workshop owners and servicing centers owners in Lunglei town.

1.5 Objective of the project.

1. To know the level and satisfaction of servicing on workshop.
2. To find out the services quality.
3. To find out preference regarding the services provides.

1.6 Research Methodology.

1.6.1 Sample size

Sample denoted the number element selected for the study. For this research, 30 respondents were selected who are willing to participate and share their opinions and experience regarding the topic.

1.6.2 Source of data collection

The secondary data were collected through Questionnaire. Some articles and websites of the internet have been very useful in understanding the concepts and meeting the objectives.

1.7 Limitations of the project

1) The findings of the study are applicable only in the selected study areas and cannot be generalized for other area.

2) The researcher feels that the information collected are insufficient and feels that the research would be more reliable if a longer time period were available and the information collected can thus be more sufficient.

3) Due to conservative nature, it is possible that some respondents may not have given their responses in the questionnaire in fully true manner.

CHAPTER: II

DATA ANALYSIS AND INTERPRETATION.

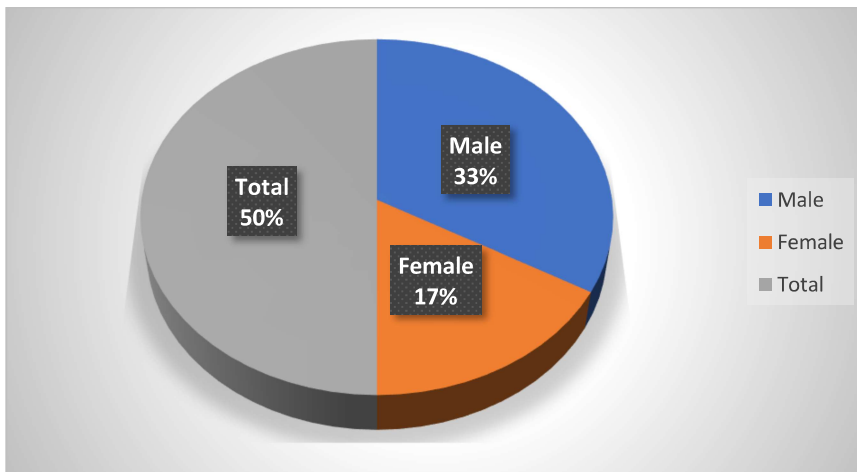
This chapter analysis the demographic background of the respondent. It also analysis servicing on workshop in Lunglei town.

Table 2.1 Gender.

Gender	Number of respondents
Male	20
Female	10
Total	30

The above table show that there are 30 respondents in total in which 33% are male and 17% are female.

Figure 2.1 Gender



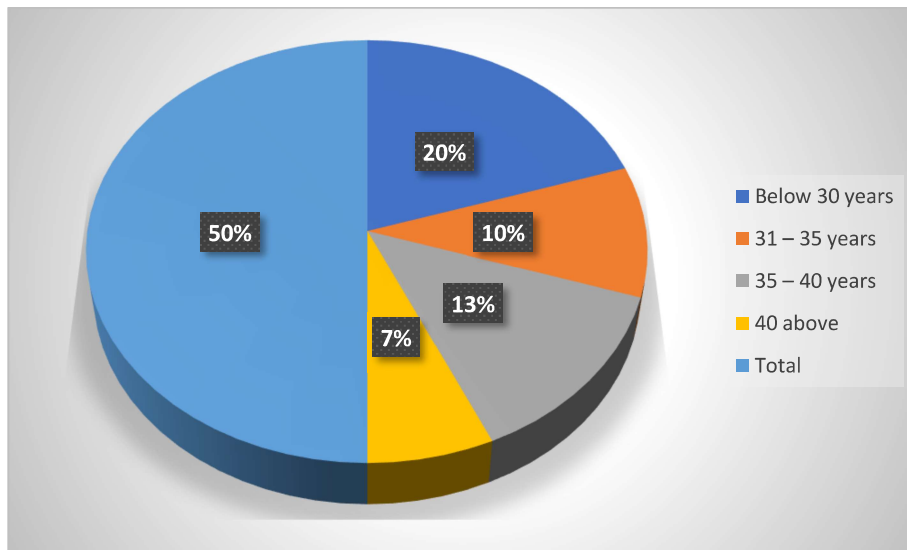
Interpretation.

From the above data, we can see the number of male respondents is much more than female.

Table 2.2 Age.

Options.	Number of respondents.
Below 30 years	12
31 – 35 years	6
35 – 40 years	8
40 above	4
Total	30

Figure 2.2 Age



Interpretations.

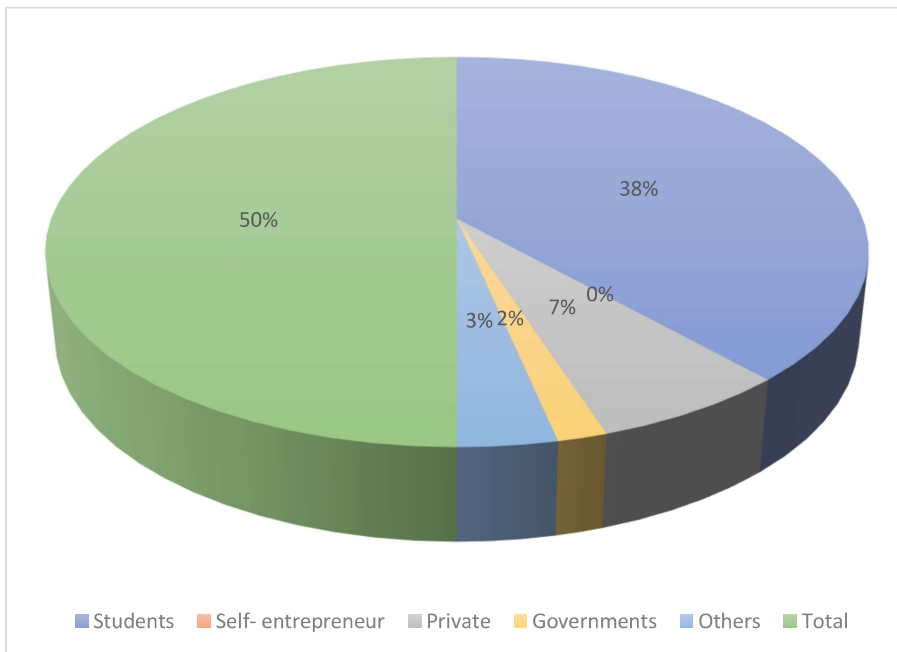
From the above data, we can see that the majority belongs to below 30 years and only few of them are above 40 years of age.

Table 2.3 Occupational status.

From here we studied about the occupational status of the respondents.

Option	Number of respondents
Students	23
Self- entrepreneur	0
Private	4
Governments	1
Others	2
Total	30

Figure 2.3 occupational status.



Interpretation

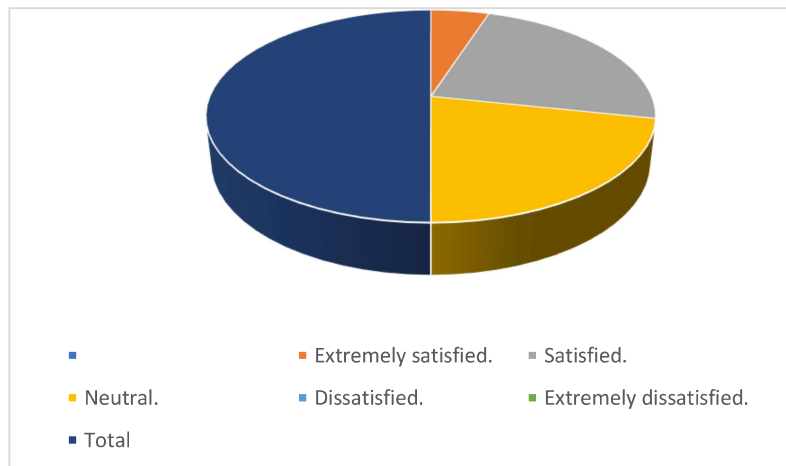
From the above data, we can see that 38% of the respondents are students and only few of them are government and private.

Table 2.4 Time taken for services, after sale services is well taken care off, treated with special care and trust, availability of customer waiting area.

In this section we are going to study whether the respondent is satisfied or not regarding the time taken for services, whether they're after sales services is well taken off or not.

Option	No of respondents.
Extremely satisfied.	3
Satisfied.	14
Neutral.	13
Dissatisfied.	0
Extremely dissatisfied.	0
Total.	30

Figure 2.4 Time taken for services, after services as well as taken care off, treated with special care and trust, availability of customer waiting area.



Interpretation.

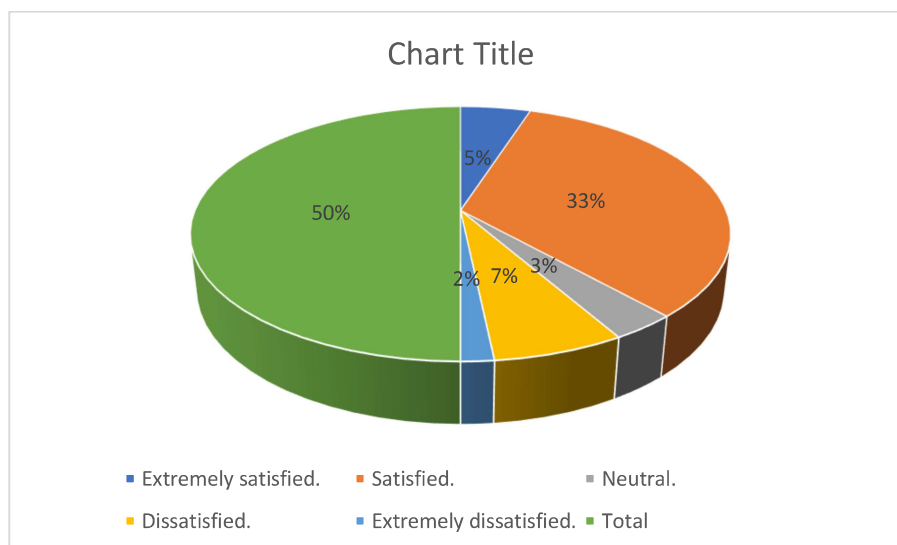
From the above table and figure, we can see that most of the respondents are satisfied with the time taken for the services, after the services is well taken care off, treated with special care and trust, availability of customer waiting areas.

Table 2.5. Overall rating, method of services, instructor and pricing for work charge.

The overall rating the services of workshop in Lunglei town may be good or bad even the method the method they had used in their servicing, the instructor and pricing for work charge as well. So, in this case we are going to study whether services are good or bad from the respondent's point of view.

Option.	No of respondents.
Extremely satisfied.	3
Satisfied.	20
Neutral.	2
Dissatisfied.	4
Extremely dissatisfied.	1
Total	30

Figure 2.5 Overall rating, method of services, instructor and pricing for work charge.



Interpretation.

From the above table and figure, it can be seen that most of the respondents feel goods regarding the overall rating, method of services, instructor and pricing for work charge in the workshop.

CHAPTER III

RESULTS AND DISCUSSION

The present research work is a study emphasized of servicing on workshop in Lunglei Town. The analysis information has been summarized for the purpose of drawing valid conclusions

- 33 percent of the respondent were male, while the remaining 17 percent were female.
Majority of the respondent were male.
- 20 per cent of the respondent were at the age of below 30 years, 13 per cent were between the age of 35 – 40 years and 10 per cent were between the age of 31 – 35 years and the remaining 7 percent defines to the age of above 40 years.
- The study reveals that out of 30 respondent 38 percent are the students, 7 percent are private and 2 percent are under the government as their occupation.
- 23 per cent of the respondent are satisfied regarding the availability of the customer waiting area while 22 per cent of the respondent are neither satisfied or nor dissatisfied and 5 percent are extremely satisfied.
- The respondents are satisfied with the time taken for the services, after the services is well taken care off, treated with special care and trust, availability of customer waiting areas.
- The respondents feel goods regarding the overall rating, method of services, instructor and pricing for work charge in the workshop. 33% of the respondent feel satisfied, 5% extremely satisfied and 7% dissatisfied.

CHAPTER IV

SUGGESTIONS AND CONCLUSION

- From the above data, it is observed that the respondents play an important role in order to improve the servicing sectors of two-wheelers and four-wheelers. This means that the customer servicing needs to be improved to get better results.
- The availability of parking's for customer is not good in the location of every workshop. The workshop should have sufficient space for parking for workers as well as customers.
- It is recommended that the location of the shop is not usually well for most of the customers and this may also affect the servicing section of both the 4-wheelers and 2-wheelers. The workshop should be situated where there can be good working environment.
- And also, regarding the availability of spare parts are not genuine and as well as hard to find the quality parts in Lunglei town. This may vary depending upon the model which the customers have, there is a high chance of unavailability of spare parts for exotic models.
- The owners of the workshops/servicing centres must be aware that the technician must be careful regarding the advancement of the vehicles these days. The mechanic should be able to cope up with the growing technology of today's world.

CONCLUSION

First of all, the demographic profiles of 30 respondents are presented in which majority of them were males who were interacted at the service stations about their experience at the service stations and 40% of the sample was belonging to an age group below 30 years followed by the age group 31-35 years of age. Customer loyalty is taken as other variables in this study which is measured in terms of customer willing to revisiting the respective service station and using the service, recommending others to uses respective service station, relying on it even in critical situations, establishing long term relationship and spreading positive messages through word of mouth about the service station.

This can be an opportunity to identify new factors at play and the relationships between them, which neither the participants nor the researchers may not have been aware of prior to the workshop. The researcher needs to be sensitive towards the different ways that people react to the immersive and collaborative nature, as well as strive to stay proactive about his/her facilitation of the process.

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ANNEXURE

This questionnaire is to be used by B, Vanlalbeiseia, 4th Semester B.com, HATIM only for study purposes. I would be very grateful to you if you could kindly look upon and give answers to it. The names of the respondents will not be clarified:

Sex:

(a) Male ☐ (b) Female ☐

1. Age of Respondents

(a) Below 30 years ☐ (b) 31-35 years ☐ (c) 36-40 years ☐ (d) Above 40 years ☐

2. Marital Status:

(a) Married ☐ (b) Unmarried ☐ (c) Widowed ☐ (d) Divorced ☐

3. Educational Qualification of respondents:

(a) HSLC and below ☐ (b) HSSLC ☐ (c) Above HSSLC ☐

4. Occupational status:

(a) Student ☐ (b) Self-entrepreneur ☐ (c) Private ☐ (d) Government ☐ (e) Other ☐

5

Sl. No.		Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied
1	Exact time taken for the services is well informed.					

2	Services are performed as discussed by technical supervisor					
3	The problem even after the services is well taken care off.					
4	The expected charges are informed to the customer before carrying out the services.					
5	Are you satisfied with the method of their working.					
6	Customers are treated with special care and trust.					
7	Overall, how would you rate the workshop.					
8	How would you rate the working charge.					
9	How would you rate the workshop instructor.					
10	Overall, how would rate the quality of services you receive.					

