

**"Exploring Customer Repurchase
Intentions and Accelerating Brand
Awareness at Union Motors,"**

An Internship Report for

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Submitted in partial fulfilment of Masters's Degree

MBA in Marketing

by

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Under the Mentorship of

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Goa Business School
Management studies



GoaUniversity

Date: 04 May 2024




Examinedby:

A handwritten signature in blue ink, appearing to be 'MHB'.

Seal of the School/Dept

COMPLETION CERTIFICATE

This is to certify that the internship report "**Exploring Customer Repurchase Intentions and Accelerating Brand Awareness at Union Motors,**" is a bonafide work carried out by **Mr Abhiraj Sudam Parab** under my mentorship in partial fulfilment of the requirements for the award of the degree of **Masters of business administration** in the Discipline Management studies at the Goa Business School, Goa University

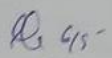

Prof. Purva Hedge Desai
Management Studies



School Stamp Date:

Prof Jyoti Pawar
Dean,

Place: Goa University
Date: 04 May 2024


J/C

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, **“Exploring Customer Repurchase Intentions and Accelerating Brand Awareness at Union Motors,”** is based on the results of investigations carried out by me in the Management studies at the Goa Business School, Goa University , under the mentorship of Prof. Purva Hedge Desai and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

I hereby authorize the University/college authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Abhiraj Sudam Parab

Seat no: 22P0280045

Date: 06 May 2024

Place: Goa University

ACKNOWLEDGEMENT

I am sincerely grateful to all those who have supported me during my four months Final Internship at Union Motors in Colvale, Goa.

I extend my heartfelt appreciation to the faculty of the Goa Business School, Goa University, for providing us with the invaluable opportunity to gain practical industrial experience as part of our curriculum.

A special word of thanks goes to my Mentor, Prof. Purva Hegde Desai, for her invaluable guidance throughout the internship and in the preparation of this Final Internship Report.

I am deeply thankful to the Managing Director, Mr. Chandan Naik , and all the staff at Union Motors for their support and assistance during my internship.

Lastly, I offer my gratitude to Almighty God for His blessings and to my family and friends for their unwavering support throughout this internship journey.



INTERNSHIP CERTIFICATE

This is to certify that Mr. Abhiraj Sudam Parab Student of the Goa Business School, undergoing Masters of business administration (MBA) has successfully completed Internship between 15th January 2024 to 4th May at Union Motors. He actively participated in the activities during the period of internship and learned the skills needed for various activities such as Sales prospecting and conducting research and coordinating events.

Yash Naik

{8788013088}

Administrator

Union Motors



Date: 06-05-2024

Place: Colvale

WHEEL ALIGNMENT
WHEEL BALANCING
TYRE CHANGING
NITROGEN GAS FILLING
TYRE SERVICES

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Executive Summary

The research conducted at Union Motors delved into the determinants of customer repurchase intentions, focusing on service quality, product perception, and price fairness. The study uncovered positive sentiments towards Union Motors' service quality and product offerings, with perceived service quality and product quality emerging as significant influencers of customer satisfaction and repurchase intentions. However, challenges related to perceived price fairness highlighted the importance of strategic pricing practices aligned with service quality. Overall, the findings offer actionable insights for Union Motors to enhance customer satisfaction, strengthen brand loyalty, and maintain a competitive edge in the dynamic automotive service industry landscape.

Company Profile:

Company Overview: Union Motors, established in June 2020 by automotive enthusiast Chandan Naik, has swiftly evolved into a reputable multi-brand car service center, redefining automotive care in the vibrant landscape of Goa, India. From its humble beginnings as a tire specialist shop, Union Motors has emerged as a trusted destination for cost-effective and reliable car repairs and services. Driven by a passion for excellence and a commitment to customer satisfaction, Union Motors continues to elevate the standards of automotive care, ensuring every customer's journey is a delightful one.

In the dynamic automotive service industry, Union Motors occupies a distinctive position as a provider of comprehensive car care solutions. The industry is characterized by intense competition, evolving customer preferences, and technological advancements. However, Union Motors stands out by offering a diverse range of services, including tire care, dent fixing, painting, full car servicing, and restoration. With a customer-centric approach and a focus on

quality, affordability, and innovation, Union Motors is well-positioned to capitalize on opportunities and navigate challenges within the competitive automotive service landscape.

Products/Services: Union Motors prides itself on delivering a spectrum of high-quality automotive services tailored to meet the diverse needs of car owners. Our core offerings include:

1. **Tire Care:** Specialized services to ensure smooth and safe wheel performance.
2. **Dent Fixing and Painting:** Expert solutions to restore the aesthetic appeal of vehicles.
3. **Full Car Service:** Comprehensive maintenance and repair services to keep vehicles running smoothly.
4. **Restoration:** Dedicated services to revitalize classic cars and bring them back to their former glory.

Sections within the Organization:

1. Workshop and Service Center:

- **Service Bays:** State-of-the-art facilities where skilled technicians perform diagnostics, repairs, and maintenance on vehicles of all makes and models.
- **Specialized Areas:** Segregated zones equipped with specialized tools and equipment for specific tasks such as tire care, dent fixing, painting, restoration, and car washing.
- **Car Servicing Area:** Equipped with three car hydraulic lifts to facilitate efficient servicing and repairs.
- **Tire Care Section:** Includes facilities for tire alignment, balancing, nitrogen filling, tire changing, and storage of old tires.

- **Painting Room:** Dedicated space for precision painting and refinishing work to restore vehicles to their original aesthetic.
- **Spare Parts Room:** Inventory storage for spare parts and components essential for vehicle repairs and maintenance.
- **Oil Change and Lubrication Area:** Facilities for routine oil changes and lubrication services to ensure optimal vehicle performance.
- **Storage Area for Old Parts:** Dedicated space for storing old and leftover parts, ensuring organized inventory management and efficient workspace utilization.

2. Customer Service and Experience:

- **Front Desk and Reception:** Welcoming and efficient reception area where customers are greeted, appointments are managed, and inquiries are addressed promptly.
- **Customer Lounge:** Comfortable and inviting space for customers to relax while awaiting service completion, furnished with amenities such as refreshments, Wi-Fi, and reading materials to enhance their experience.

3. Finance and Administration:

- **Accounting and Financial Management:** Responsible for overseeing financial transactions, budgeting, and financial reporting to maintain transparency and accountability in financial operations.
- **Procurement and Inventory Management:** Manages the procurement process for spare parts and supplies, ensuring optimal inventory levels to support efficient workshop operations.

Introduction

In today's dynamic automotive service industry, Union Motors stands out as a beacon of excellence, offering unparalleled car care services that prioritize quality, affordability, and customer satisfaction. Founded by Chandan Naik in June 2020, Union Motors embarked on a journey to revolutionize the concept of car servicing, starting as a tire specialist shop and eventually expanding its horizons to become a comprehensive multi-brand car service center. With a dedicated team of skilled technicians and car enthusiasts, Union Motors has cemented its position as a trusted automotive companion, catering to the diverse needs of car owners in Goa, India.

The significance of Union Motors within the automotive service industry lies in its commitment to delivering expert, cost-effective car care while fostering long-term relationships with customers. In an industry characterized by fierce competition and evolving customer preferences, understanding the factors that drive customer repurchase intentions is paramount for Union Motors' sustainability and growth. By deciphering the intricate interplay between service quality, product perception, and price fairness, Union Motors can fine-tune its strategies to cultivate customer loyalty and maintain a competitive edge in the market.

Therefore, the purpose of this study is to delve into the underlying determinants of customer repurchase intentions at Union Motors. Through a comprehensive analysis of service quality, product perception, and price fairness, this research aims to uncover the factors that influence customers' likelihood to revisit Union Motors for their car servicing needs. By identifying these critical factors, the study seeks to provide actionable insights for Union Motors to enhance customer satisfaction, strengthen brand loyalty, and drive business success in the ever-evolving automotive service landscape

Literature Review

In the automotive service industry, understanding customer behavior and factors influencing customer loyalty and repurchase intentions is crucial for businesses like Union Motors to thrive. Several studies have delved into these aspects, shedding light on various factors shaping customer perceptions and behaviors.

A study by Akshit Goel & Pankhuri explores customer loyalty trends in the automotive service industry, revealing a complex interplay of factors such as vehicle age, brand loyalty, and frequency of visits. Despite a downward trend in loyalty as total visits increased, a significant portion of customers demonstrated high loyalty, especially towards authorized service centers. This underscores the importance of understanding customer segments and tailoring marketing strategies accordingly.

Similarly, research conducted in Indonesia focused on customer repurchase intentions in Toyota authorized service garages. The study found that perceived service quality, product quality, and price fairness significantly influence customer satisfaction and repurchase intentions. Enhanced service quality emerged as the most critical factor, highlighting the importance of delivering exceptional customer experiences to foster loyalty and repeat business.

Moreover, methodologies for evaluating service quality in automobile garages have been proposed, emphasizing the significance of assessing and improving service quality to ensure customer satisfaction and loyalty. The study introduces the concept of the Service Quality Index (SQI) and outlines a structured approach for evaluating and enhancing service quality, essential for maintaining a competitive edge in the industry.

Furthermore, a review of existing literature on customer satisfaction and loyalty in the automobile after-sales service (AASS) industry highlights various factors influencing customer perceptions. Factors such as service quality, product quality, and economic service emerge as key determinants, with proposed measurement variables providing insights for future empirical research.

Lastly, research on customer perceptions and gap analysis in SMEs automobile repair services reveals discrepancies between customer expectations and management perceptions, hindering customer satisfaction. Communication gaps, inadequate tools, and non-standardized procedures were identified as key challenges, underscoring the importance of addressing these gaps to enhance service quality and customer satisfaction.

Research Gap:

Despite the extensive research conducted in the automotive service industry, there exists a notable gap in the literature concerning customer repurchase intentions specifically at Union Motors. This research aims to address this gap by focusing on the following key areas:

1. **Limited Focus on Union Motors:** Existing studies primarily explore customer behavior and service quality evaluation in generic terms or within specific contexts such as authorized service centers. However, there is a lack of research specifically investigating customer repurchase intentions at Union Motors, a prominent car care service center in Goa, India.
2. **Contextualization to Union Motors:** While previous research provides valuable insights into customer perceptions and behaviors in the automotive service industry, these findings may not fully apply to Union Motors due to its unique characteristics and operational environment. Thus, there is a need for research that contextualizes its

findings within the context of Union Motors to provide tailored insights and recommendations.

3. **Integration of Multiple Factors:** While some studies have explored individual factors such as service quality, product perception, and price fairness in relation to customer satisfaction and loyalty, there is a lack of comprehensive research that integrates these factors to understand their collective impact on customer repurchase intentions at Union Motors.
4. **Empirical Evidence:** Despite theoretical discussions on customer repurchase intentions, there is a scarcity of empirical evidence specifically focusing on Union Motors. This research aims to bridge this gap by gathering empirical data through surveys administered to customers of Union Motors, providing valuable insights grounded in real-world experiences.

By addressing these research gaps, this study seeks to contribute to the existing body of knowledge in the automotive service industry and provide actionable recommendations for Union Motors to enhance customer satisfaction, loyalty, and business success.

Questionnaire Overview:

The questionnaire designed for this research study encompasses four sections, each addressing specific aspects related to customer perceptions and experiences with Union Motors. Here's a breakdown of the sections and the key questions addressed within each:

Section A: Demographic Profile and Other Details This section aims to gather demographic information about the respondents, providing context for analyzing their responses to subsequent sections.

- What is the demographic composition of Union Motors' customer base in terms of gender, age, occupation, qualification, marital status, location, and monthly income?

Section B: Perceived Service Quality (PSQ) This section evaluates customers' perceptions of the service quality provided by Union Motors, focusing on various aspects of their experiences.

- How do customers rate the quality of service provided by Union Motors in terms of employee performance, responsiveness, confidence, care, and problem-solving ability?

Section C: Perceived Product Quality (PPQ) This section assesses customers' perceptions of the product quality offered by Union Motors, both before and after servicing their vehicles.

- What are customers' perceptions regarding the performance of Union Motors' products, the quality of spare parts used, and the fulfillment of customer expectations?

Section D: Perceived Price Fairness (PPF) This section examines customers' perceptions of the fairness of pricing practices at Union Motors.

- How do customers perceive the fairness of Union Motors' pricing practices concerning service charges, consistency in pricing, absence of overpricing, alignment of prices with service quality, and competitiveness with other service centers?

Section E: Overall Satisfaction and Repurchase Intention This section gauges customers' overall satisfaction levels and their intentions to repurchase services from Union Motors.

- To what extent are customers satisfied with the overall performance of Union Motors, their decision to use its services, and their likelihood to spread positive word-of-mouth, return for future services, seek information, engage in discussions, compare services, and perceive Union Motors as the most suitable option for their car needs?

These questions will provide valuable insights into customers' perceptions, experiences, and intentions, which will be instrumental in analyzing the factors influencing customer repurchase intentions at Union Motors.

Objectives of the Study:

1. To assess the perceived service quality experienced by customers at Union Motors.
2. To examine customers' perceptions of Union Motors' products and services.
3. To evaluate the fairness of pricing practices at Union Motors.
4. To investigate the impact of service quality, product perception, and price fairness on customer repurchase intentions.
5. To provide recommendations for Union Motors based on the findings to enhance customer satisfaction and loyalty.

Research Methodology:

The research methodology for the study on exploring customer repurchase intentions at Union Motors involves a systematic approach to collect and analyze data. Below is the revised methodology aligned with the questionnaire provided:

1. **Type of Research:** Exploratory Research
2. **Source of Data:**
 - Primary Data: Collected through structured questionnaires administered to customers of Union Motors.
 - Secondary Data: Utilized to provide context and background information on the automotive service industry and customer behavior trends.
3. **Sampling Design:**
 - **Sampling Areas:** Targeting customers of Union Motors primarily in North Goa.

- **Sampling Frame:** Potential Consumers of Union Motors' automotive services.
- **Sample Size:** 300 Respondents.

4. **Data Collection Procedure and Instruments:**

- The questionnaire consists of two sections:
 - **Section A:** Demographic Profile and Other Details - Capturing participants' gender, age, occupation, qualification, marital status, location, and monthly income.
 - **Section B:** Customer Perception Variables - Assessing perceived service quality, product quality, price fairness, overall satisfaction, and repurchase intentions at Union Motors.

5. **Data Analytical Tools:**

- **Descriptive Statistics:** Utilized to summarize demographic data and responses to questionnaire items.
- **SPSS):** Used for data analysis and interpretation.
- **Likert Scale Analysis:** Assesses the strength of respondents' agreement or disagreement with questionnaire statements.

The research methodology outlined above ensures a structured and systematic approach to gather and analyze data related to customer perceptions and repurchase intentions at Union Motors. By employing appropriate statistical techniques and analytical tools, the study aims to derive meaningful insights and recommendations to enhance customer satisfaction and loyalty in the automotive service industry.

Data Analysis and Results:

Frequency Table

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	214	71.3	71.3	71.3
	Female	86	28.7	28.7	100.0
	Total	300	100.0	100.0	

The gender classification among the 300 respondents surveyed at Union Motors reveals that 71.3% were male, while 28.7% were female. This indicates a higher proportion of male participants compared to female participants in the survey. This gender distribution is essential to consider when analyzing the subsequent responses regarding service quality, product satisfaction, and repurchase intentions, as it may influence the overall findings and insights drawn from the survey.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 Years	22	7.3	7.3	7.3
	21 -30 Years	146	48.7	48.7	56.0
	31 -40 Years	96	32.0	32.0	88.0
	41 -50 Years	19	6.3	6.3	94.3
	Above 50 Years	17	5.7	5.7	100.0
	Total	300	100.0	100.0	

This distribution illustrates that the majority of respondents fall within the age range of 21 to 30 years, comprising 48.7% of the sample. The next significant age group is between 31 to 40 years, representing 32.0% of respondents. Smaller proportions of respondents are distributed across the age groups below 20 years, 41 to 50 years, and above 50 years. Understanding the age demographics of respondents is essential for analyzing their perceptions and preferences regarding service quality, product satisfaction, and repurchase intentions at Union Motors.

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	64	21.3	21.3	21.3
	Private Sector Employee	63	21.0	21.0	42.3
	Self-Employed	52	17.3	17.3	59.7
	Business Owner	63	21.0	21.0	80.7
	Homemaker	28	9.3	9.3	90.0
	Unemployed	30	10.0	10.0	100.0
	Total	300	100.0	100.0	

This distribution indicates that the largest proportion of respondents are either government employees or business owners, each comprising 21.3% and 21.0% of the sample, respectively. Private sector employees and self-employed individuals each represent 21.0% and 17.3% of the respondents, respectively. Homemakers and unemployed individuals constitute smaller proportions of the surveyed population, at 9.3% and 10.0%, respectively. Understanding the occupational demographics of respondents is crucial for analyzing their perspectives and behaviors regarding service quality, product satisfaction, and repurchase intentions at Union Motors.

Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	56	18.7	18.7	18.7
	HSSC	40	13.3	13.3	32.0
	Post Graduation	43	14.3	14.3	46.3
	Graduation	128	42.7	42.7	89.0
	Diploma	33	11.0	11.0	100.0
	Total	300	100.0	100.0	

The qualification distribution among the 300 respondents surveyed at Union Motors is as follows:

- SSC (Secondary School Certificate): 18.7%
- HSSC (Higher Secondary School Certificate): 13.3%
- Post Graduation: 14.3%
- Graduation: 42.7%

- Diploma: 11.0%

This distribution highlights that the majority of respondents hold a graduation degree, constituting 42.7% of the sample. Following this, SSC holders comprise 18.7%, post-graduates represent 14.3%, HSSC holders make up 13.3%, and those with a diploma account for 11.0%. Understanding the educational backgrounds of respondents is important for analyzing their perceptions and preferences regarding service quality, product satisfaction, and repurchase intentions at Union Motors.

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unmarried	129	43.0	43.0	43.0
	Married	160	53.3	53.3	96.3
	Divorced	11	3.7	3.7	100.0
	Total	300	100.0	100.0	

The marital status distribution among the 300 respondents surveyed at Union Motors is as follows:

- Unmarried: 43.0%
- Married: 53.3%
- Divorced: 3.7%

This distribution indicates that the majority of respondents are married, comprising 53.3% of the sample, while unmarried individuals represent 43.0%. Divorced individuals constitute a

smaller proportion of the surveyed population, at 3.7%. Understanding the marital status of respondents is essential for analyzing their perspectives and behaviors regarding service quality, product satisfaction, and repurchase intentions at Union Motors, as marital status can influence purchasing decisions and overall satisfaction levels.

Location					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	83	27.7	27.7	27.7
	Semi-Urban	169	56.3	56.3	84.0
	Rural	48	16.0	16.0	100.0
	Total	300	100.0	100.0	

The location distribution among the 300 respondents surveyed at Union Motors is as follows:

- Urban: 27.7%
- Semi-Urban: 56.3%
- Rural: 16.0%

This distribution indicates that the majority of respondents reside in semi-urban areas, comprising 56.3% of the sample, while those living in urban areas represent 27.7%. Respondents from rural areas constitute a smaller proportion of the surveyed population, at 16.0%. Understanding the geographic locations of respondents is important for analyzing their perspectives and behaviors regarding service quality, product satisfaction, and repurchase

intentions at Union Motors, as location can influence access to services and overall satisfaction levels.

Monthly Income:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Rs.50,000	42	14.0	14.0	14.0
	Rs.50,001 – Rs. 1,00,000	87	29.0	29.0	43.0
	Rs.1,50,001- Rs.2,00,000	93	31.0	31.0	74.0
	Above Rs.2,00000	78	26.0	26.0	100.0
	Total	300	100.0	100.0	

The distribution of monthly income among the 300 respondents surveyed at Union Motors is as follows:

- Less than Rs.50,000: 14.0%
- Rs.50,001 – Rs. 1,00,000: 29.0%
- Rs.1,50,001- Rs.2,00,000: 31.0%
- Above Rs.2,00000: 26.0%

This distribution indicates that the majority of respondents fall into the income bracket of Rs.1,50,001- Rs.2,00,000, comprising 31.0% of the sample. Following this, respondents with

a monthly income between Rs.50,001 – Rs. 1,00,000 represent 29.0%, while those with an income above Rs.2,00000 make up 26.0%. Respondents with a monthly income less than Rs.50,000 constitute the smallest proportion, at 14.0%. Understanding the income levels of respondents is important for analyzing their perspectives and behaviors regarding service quality, product satisfaction, and repurchase intentions at Union Motors, as income can influence purchasing power and overall satisfaction levels.

Employees of Union Motors always perform good quality car service to their customers.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	19	6.3	6.3	6.3
	Neutral	48	16.0	16.0	22.3
	Agree	125	41.7	41.7	64.0
	Strongly Agree	108	36.0	36.0	100.0
	Total	300	100.0	100.0	

The responses to the statement "Employees of Union Motors always perform good quality car service to their customers" are as follows:

- Strongly Disagree: 6.3%
- Neutral: 16.0%
- Agree: 41.7%

- Strongly Agree: 36.0%

This distribution indicates that a majority of respondents either agree or strongly agree that employees of Union Motors consistently perform good quality car service. Specifically, 41.7% of respondents agree with the statement, while 36.0% strongly agree. On the other hand, a smaller proportion of respondents either have a neutral stance (16.0%) or disagree with the statement (6.3%). This positive perception of service quality suggests that Union Motors generally maintains a favorable reputation among its customers for the quality of its car servicing.

Employees of Union Motors show high responsiveness towards customers' requests when servicing their car.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	3.7	3.7	3.7
	Disagree	26	8.7	8.7	12.3
	Neutral	102	34.0	34.0	46.3
	Agree	114	38.0	38.0	84.3
	Strongly Agree	47	15.7	15.7	100.0
	Total	300	100.0	100.0	

The responses to the statement "Employees of Union Motors show high responsiveness towards customers' requests when servicing their car" are as follows:

- Strongly Disagree: 3.7%
- Disagree: 8.7%
- Neutral: 34.0%
- Agree: 38.0%
- Strongly Agree: 15.7%

This distribution indicates that a majority of respondents either agree or strongly agree that employees of Union Motors demonstrate high responsiveness towards customers' requests during car servicing. Specifically, 38.0% of respondents agree with the statement, while 15.7% strongly agree. On the other hand, a smaller proportion of respondents either have a neutral stance (34.0%), disagree (8.7%), or strongly disagree (3.7%) with the statement. Overall, this positive perception of responsiveness suggests that Union Motors effectively addresses customer requests during the car servicing process, contributing to customer satisfaction.

I am very confident with the car service provided by Union Motors.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	108	36.0	36.0	36.0
	Agree	133	44.3	44.3	80.3
	Strongly Agree	59	19.7	19.7	100.0
	Total	300	100.0	100.0	

he responses to the statement "I am very confident with the car service provided by Union Motors" are as follows:

- Neutral: 36.0%
- Agree: 44.3%
- Strongly Agree: 19.7%

This distribution indicates that a majority of respondents express confidence in the car service provided by Union Motors. Specifically, 44.3% of respondents agree with the statement, while 19.7% strongly agree. On the other hand, a significant proportion of respondents have a neutral stance (36.0%). Overall, this suggests that while a substantial portion of customers have confidence in Union Motors' car service, there is still room for improvement in fully assuring customer confidence across the board.

Employees of Union Motors show care towards the customers when servicing their car.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.7	.7	.7
	Disagree	6	2.0	2.0	2.7
	Neutral	85	28.3	28.3	31.0
	Agree	116	38.7	38.7	69.7
	Strongly Agree	91	30.3	30.3	100.0
	Total	300	100.0	100.0	

The responses to the statement "Employees of Union Motors show care towards the customers when servicing their car" are as follows:

- Strongly Disagree: 0.7%
- Disagree: 2.0%
- Neutral: 28.3%
- Agree: 38.7%
- Strongly Agree: 30.3%

This distribution indicates that a majority of respondents either agree or strongly agree that employees of Union Motors show care towards customers during car servicing. Specifically, 38.7% of respondents agree with the statement, while 30.3% strongly agree. On the other hand, a smaller proportion of respondents either have a neutral stance (28.3%), disagree (2.0%), or strongly disagree (0.7%) with the statement. Overall, this positive perception of care towards customers suggests that Union Motors prioritizes customer satisfaction and fosters a supportive service environment.

Employees of Union Motors always understand the car problems that the customers face and are able to solve the problems in a timely manner.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	82	27.3	27.3	27.3
	Agree	118	39.3	39.3	66.7
	Strongly Agree	100	33.3	33.3	100.0

	Total	300	100.0	100.0	
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The responses to the statement "Employees of Union Motors always understand the car problems that the customers face and are able to solve the problems in a timely manner" are as follows:

- Neutral: 27.3%
- Agree: 39.3%
- Strongly Agree: 33.3%

This distribution indicates that a majority of respondents express positive perceptions regarding the ability of Union Motors' employees to understand car problems faced by customers and solve them in a timely manner. Specifically, 39.3% of respondents agree with the statement, while 33.3% strongly agree. On the other hand, a significant proportion of respondents have a neutral stance (27.3%). Overall, this suggests that Union Motors' employees are generally perceived as competent and efficient in diagnosing and addressing car problems, contributing to overall customer satisfaction.

Union Motors' products have the best performance.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	19	6.3	6.3	6.3
	Neutral	108	36.0	36.0	42.3
	Agree	132	44.0	44.0	86.3
	Strongly Agree	41	13.7	13.7	100.0

	Total	300	100.0	100.0	
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The responses to the statement "Union Motors' products have the best performance" are as follows:

- Disagree: 6.3%
- Neutral: 36.0%
- Agree: 44.0%
- Strongly Agree: 13.7%

This distribution indicates that a majority of respondents either agree or strongly agree that Union Motors' products have good performance. Specifically, 44.0% of respondents agree with the statement, while 13.7% strongly agree. On the other hand, a notable proportion of respondents have a neutral stance (36.0%), while a smaller percentage disagree (6.3%) with the statement. Overall, this suggests that while a significant portion of customers perceive Union Motors' products to have good performance, there is also a considerable segment with a neutral stance, indicating room for further improvement or clarification regarding product performance.

Union Motors always replaces spare parts with good quality ones					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.7	.7	.7

	Disagree	26	8.7	8.7	9.3
	Neutral	62	20.7	20.7	30.0
	Agree	163	54.3	54.3	84.3
	Strongly Agree	47	15.7	15.7	100.0
	Total	300	100.0	100.0	

The responses to the statement "Union Motors always replaces spare parts with good quality ones" are as follows:

- Strongly Disagree: 0.7%
- Disagree: 8.7%
- Neutral: 20.7%
- Agree: 54.3%
- Strongly Agree: 15.7%

This distribution indicates that a majority of respondents either agree or strongly agree that Union Motors consistently replaces spare parts with good quality ones. Specifically, 54.3% of respondents agree with the statement, while 15.7% strongly agree. On the other hand, a smaller proportion of respondents have a neutral stance (20.7%), while even fewer disagree (8.7%) or strongly disagree (0.7%) with the statement. Overall, this suggests that Union Motors is generally perceived as ensuring the quality of spare parts used in servicing, although there is still a segment of respondents with varying levels of neutrality or disagreement.

Product replacements, such as oil machines and other spare parts by Union Motors, fulfill customer expectations of product quality.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	2.0	2.0	2.0
	Neutral	105	35.0	35.0	37.0
	Agree	149	49.7	49.7	86.7
	Strongly Agree	40	13.3	13.3	100.0
	Total	300	100.0	100.0	

The responses to the statement "Product replacements, such as oil machines and other spare parts by Union Motors, fulfill customer expectations of product quality" are as follows:

- Disagree: 2.0%
- Neutral: 35.0%
- Agree: 49.7%
- Strongly Agree: 13.3%

This distribution indicates that a majority of respondents either agree or strongly agree that product replacements provided by Union Motors fulfill customer expectations of product quality. Specifically, 49.7% of respondents agree with the statement, while 13.3% strongly agree. On the other hand, a notable proportion of respondents have a neutral stance (35.0%), while a smaller percentage disagree (2.0%) with the statement. Overall, this suggests that Union Motors generally meets or exceeds customer expectations regarding the quality of

product replacements, although there is still a segment of respondents with a neutral stance or disagreement.

The price of Union Motors' service is reasonable.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.3	.3	.3
	Neutral	173	57.7	57.7	58.0
	Agree	104	34.7	34.7	92.7
	Strongly Agree	22	7.3	7.3	100.0
	Total	300	100.0	100.0	

The responses to the statement "The price of Union Motors' service is reasonable" are as follows:

- Disagree: 0.3%
- Neutral: 57.7%
- Agree: 34.7%
- Strongly Agree: 7.3%

This distribution indicates that a majority of respondents either have a neutral or positive perception of the price of Union Motors' service. Specifically, 34.7% of respondents agree with the statement, while 7.3% strongly agree. Additionally, the largest proportion of respondents, 57.7%, have a neutral stance regarding the price of the service. Only a very small percentage of respondents disagree with the statement (0.3%). Overall, this suggests that while a

significant portion of respondents find the price of Union Motors' service reasonable, there is also a notable segment with a neutral stance, indicating a range of perceptions regarding pricing.

All customers pay the same price when they maintain their car at Union Motors for the same service.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	39	13.0	13.0	13.0
	Neutral	113	37.7	37.7	50.7
	Agree	120	40.0	40.0	90.7
	Strongly Agree	28	9.3	9.3	100.0
	Total	300	100.0	100.0	

The responses to the statement "All customers pay the same price when they maintain their car at Union Motors for the same service" are as follows:

- Disagree: 13.0%
- Neutral: 37.7%
- Agree: 40.0%
- Strongly Agree: 9.3%

This distribution indicates that respondents' opinions are divided regarding whether all customers pay the same price for the same service at Union Motors. A significant portion of

respondents, 40.0%, agree with the statement, while 9.3% strongly agree. On the other hand, 37.7% of respondents have a neutral stance, indicating uncertainty or lack of knowledge about pricing consistency. Additionally, 13.0% of respondents disagree with the statement. Overall, this suggests that there is some ambiguity or variability in customers' perceptions regarding pricing consistency at Union Motors.

Union Motors' service and spare parts are not overpriced.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	2.0	2.0	2.0
	Neutral	140	46.7	46.7	48.7
	Agree	83	27.7	27.7	76.3
	Strongly Agree	71	23.7	23.7	100.0
	Total	300	100.0	100.0	

The responses to the statement "Union Motors' service and spare parts are not overpriced" are as follows:

- Strongly Disagree: 2.0%
- Neutral: 46.7%
- Agree: 27.7%
- Strongly Agree: 23.7%

This distribution indicates that respondents' opinions are varied regarding whether Union Motors' service and spare parts are overpriced. A significant portion of respondents, 46.7%, have a neutral stance on the statement, indicating uncertainty or lack of a clear opinion on pricing. Additionally, 23.7% of respondents strongly agree that Union Motors' service and spare parts are not overpriced, while 27.7% agree. On the other hand, a smaller proportion of respondents either strongly disagree (2.0%) or disagree (0.0%) with the statement. Overall, this suggests that there is a range of opinions among customers regarding the pricing of Union Motors' service and spare parts, with a notable portion remaining uncertain or neutral.

The price of Union Motors' service is in accordance with the quality of the service.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	19	6.3	6.3	6.3
	Neutral	68	22.7	22.7	29.0
	Agree	102	34.0	34.0	63.0
	Strongly Agree	111	37.0	37.0	100.0
	Total	300	100.0	100.0	

The responses to the statement "The price of Union Motors' service is in accordance with the quality of the service" are as follows:

- Disagree: 6.3%
- Neutral: 22.7%
- Agree: 34.0%
- Strongly Agree: 37.0%

This distribution suggests that opinions are divided among respondents regarding whether the price of Union Motors' service aligns with its quality. A notable portion of respondents, 37.0%, strongly agree that the price is in accordance with the service quality, while an additional 34.0% agree with the statement. On the other hand, 22.7% of respondents have a neutral stance, indicating uncertainty or lack of a clear opinion, and 6.3% disagree with the statement. Overall, this indicates varying perceptions among customers regarding the alignment of Union Motors' service price with its quality, with a significant portion expressing agreement.

The price of Union Motors' service is acceptable compared to other service centers.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.3	3.3	3.3
	Disagree	8	2.7	2.7	6.0
	Neutral	92	30.7	30.7	36.7
	Agree	97	32.3	32.3	69.0
	Strongly Agree	93	31.0	31.0	100.0
	Total	300	100.0	100.0	

The responses to the statement "The price of Union Motors' service is acceptable compared to other service centers" are as follows:

- Strongly Disagree: 3.3%
- Disagree: 2.7%

- Neutral: 30.7%
- Agree: 32.3%
- Strongly Agree: 31.0%

This distribution indicates that opinions are divided among respondents regarding whether the price of Union Motors' service is acceptable compared to other service centers. A substantial portion of respondents, 32.3%, agree that the price is acceptable compared to other centers, while an additional 31.0% strongly agree with the statement. On the other hand, 30.7% of respondents have a neutral stance, indicating uncertainty or lack of a clear opinion, and only a small percentage either disagree (2.7%) or strongly disagree (3.3%) with the statement. Overall, this suggests a mixed perception among customers regarding the competitiveness of Union Motors' service pricing compared to other service centers, with a significant portion expressing agreement or strong agreement.

I am very satisfied with the overall performance of Union Motors.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	6.7	6.7	6.7
	Neutral	35	11.7	11.7	18.3
	Agree	97	32.3	32.3	50.7
	Strongly Agree	148	49.3	49.3	100.0
	Total	300	100.0	100.0	

The responses to the statement "I am very satisfied with the overall performance of Union Motors" are as follows:

- Strongly Disagree: 6.7%
- Neutral: 11.7%
- Agree: 32.3%
- Strongly Agree: 49.3%

This distribution indicates that a majority of respondents express high levels of satisfaction with the overall performance of Union Motors. Specifically, 49.3% of respondents strongly agree that they are very satisfied, while an additional 32.3% agree with the statement. On the other hand, a smaller proportion of respondents have a neutral stance (11.7%), and only 6.7% strongly disagree with the statement. Overall, this suggests that Union Motors generally garners high levels of satisfaction among its customers, with a significant portion expressing strong satisfaction.

I believe that I made a good decision in using Union Motors' service.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	25	8.3	8.3	8.3
	Neutral	30	10.0	10.0	18.3
	Agree	158	52.7	52.7	71.0
	Strongly Agree	87	29.0	29.0	100.0
	Total	300	100.0	100.0	

The responses to the statement "I believe that I made a good decision in using Union Motors' service" are as follows:

- Disagree: 8.3%
- Neutral: 10.0%
- Agree: 52.7%
- Strongly Agree: 29.0%

This distribution suggests that a majority of respondents believe they made a good decision in using Union Motors' service. Specifically, 52.7% of respondents agree with the statement, while an additional 29.0% strongly agree. On the other hand, a smaller proportion of respondents either have a neutral stance (10.0%) or disagree (8.3%) with the statement. Overall, this indicates that Union Motors' service is generally perceived positively by its customers, with a significant portion expressing confidence in their decision to use its services.

I will spread positive word-of-mouth about Union Motors to my relatives and friends					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	19	6.3	6.3	6.3
	Neutral	51	17.0	17.0	23.3
	Agree	82	27.3	27.3	50.7
	Strongly Agree	148	49.3	49.3	100.0
	Total	300	100.0	100.0	

The responses to the statement "I will spread positive word-of-mouth about Union Motors to my relatives and friends" are as follows:

- Strongly Disagree: 6.3%
- Neutral: 17.0%
- Agree: 27.3%
- Strongly Agree: 49.3%

This distribution indicates that a majority of respondents express a willingness to spread positive word-of-mouth about Union Motors to their relatives and friends. Specifically, 49.3% of respondents strongly agree that they will do so, while an additional 27.3% agree with the statement. On the other hand, a smaller proportion of respondents have a neutral stance (17.0%), and only 6.3% strongly disagree with the statement. Overall, this suggests that Union Motors enjoys a high level of advocacy among its customers, with a significant portion expressing intent to recommend its services to others.

I intend to return to use Union Motors' service.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.7	.7	.7
	Disagree	20	6.7	6.7	7.3
	Neutral	78	26.0	26.0	33.3
	Agree	7	2.3	2.3	35.7
	Strongly Agree	193	64.3	64.3	100.0
	Total	300	100.0	100.0	

The responses to the statement "I intend to return to use Union Motors' service" are as follows:

- Strongly Disagree: 0.7%
- Disagree: 6.7%
- Neutral: 26.0%
- Agree: 2.3%
- Strongly Agree: 64.3%

This distribution indicates that the vast majority of respondents express a strong intention to return to use Union Motors' service. Specifically, 64.3% of respondents strongly agree that they intend to return, while an additional 26.0% have a neutral stance. Only a small proportion of respondents either disagree (6.7%) or strongly disagree (0.7%) with the statement. Overall, this suggests a high level of loyalty among customers towards Union Motors, with the majority expressing a strong likelihood of returning for future service needs.

I search for information about Union Motors' service from time to time.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.7	1.7	1.7
	Disagree	40	13.3	13.3	15.0
	Neutral	82	27.3	27.3	42.3
	Agree	102	34.0	34.0	76.3
	Strongly Agree	71	23.7	23.7	100.0
	Total	300	100.0	100.0	

The responses to the statement "I search for information about Union Motors' service from time to time" are as follows:

- Strongly Disagree: 1.7%
- Disagree: 13.3%
- Neutral: 27.3%
- Agree: 34.0%
- Strongly Agree: 23.7%

This distribution indicates that respondents vary in their frequency of searching for information about Union Motors' service. A notable portion, 34.0%, agree that they do search for information from time to time, while an additional 23.7% strongly agree with the statement. On the other hand, 27.3% of respondents have a neutral stance, indicating uncertainty or lack of a clear opinion, and 13.3% disagree with the statement. Only a small proportion of respondents strongly disagree (1.7%) with the statement. Overall, this suggests a moderate level of interest among customers in seeking information about Union Motors' service.

I always talk about Union Motors' service with my friends.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.3	3.3	3.3
	Disagree	25	8.3	8.3	11.7
	Neutral	85	28.3	28.3	40.0

	Agree	48	16.0	16.0	56.0
	Strongly Agree	132	44.0	44.0	100.0
	Total	300	100.0	100.0	

The responses to the statement "I always talk about Union Motors' service with my friends" are as follows:

- Strongly Disagree: 3.3%
- Disagree: 8.3%
- Neutral: 28.3%
- Agree: 16.0%
- Strongly Agree: 44.0%

This distribution suggests that a significant portion of respondents actively discuss Union Motors' service with their friends. Specifically, 44.0% of respondents strongly agree that they always talk about it, while an additional 16.0% agree with the statement. On the other hand, 28.3% of respondents have a neutral stance, indicating uncertainty or lack of a clear opinion, and smaller proportions either disagree (8.3%) or strongly disagree (3.3%) with the statement. Overall, this indicates that Union Motors' service is a topic of conversation among a substantial portion of its customers, with a majority expressing willingness to discuss it with friends.

I like to compare Union Motors' service to other brands from time to time.				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly Disagree	5	1.7	1.7	1.7
	Neutral	60	20.0	20.0	21.7
	Agree	152	50.7	50.7	72.3
	Strongly Agree	83	27.7	27.7	100.0
	Total	300	100.0	100.0	

The responses to the statement "I like to compare Union Motors' service to other brands from time to time" are as follows:

- Strongly Disagree: 1.7%
- Neutral: 20.0%
- Agree: 50.7%
- Strongly Agree: 27.7%

This distribution suggests that a majority of respondents express a tendency to compare Union Motors' service to other brands from time to time. Specifically, 50.7% of respondents agree with the statement, while an additional 27.7% strongly agree. On the other hand, 20.0% of respondents have a neutral stance, indicating uncertainty or lack of a clear opinion, and only a small proportion strongly disagree (1.7%) with the statement. Overall, this indicates that a significant portion of respondents engage in comparative evaluations of Union Motors' service against other brands, reflecting a level of discernment and consideration among customers.

<p>I believe that Union Motors and its products are the most suitable for my car.</p>
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	25	8.3	8.3	8.3
	Neutral	8	2.7	2.7	11.0
	Agree	151	50.3	50.3	61.3
	Strongly Agree	116	38.7	38.7	100.0
	Total	300	100.0	100.0	

The responses to the statement "I believe that Union Motors and its products are the most suitable for my car" are as follows:

- Disagree: 8.3%
- Neutral: 2.7%
- Agree: 50.3%
- Strongly Agree: 38.7%

This distribution indicates that a considerable proportion of respondents hold a positive perception regarding the suitability of Union Motors and its products for their cars. Specifically, 38.7% of respondents strongly agree that Union Motors and its products are the most suitable, while an additional 50.3% agree with the statement. On the other hand, only a small portion of respondents disagree (8.3%) or have a neutral stance (2.7%) on the matter. Overall, this suggests that a majority of respondents perceive Union Motors and its products as fitting choices for their cars, indicating a favorable perception of the brand's compatibility with their automotive needs.

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender	300	1	2	1.29	.453
Age	300	1	5	2.54	.930
Occupation	300	1	6	3.06	1.597
Qualification	300	1	5	3.14	1.316
Marital Status	300	1	3	1.61	.559
Location	300	1	3	1.88	.652
Monthly Income:	300	1	5	3.26	1.463
Employees of Union Motors always perform good quality car service to their customers.	300	1	5	4.01	1.046
Employees of Union Motors show high responsiveness towards customers' requests when servicing their car.	300	1	5	3.53	.979
I am very confident with the car service provided by Union Motors.	300	3	5	3.84	.729
Employees of Union Motors show care towards the customers when servicing their car.	300	1	5	3.96	.853

Employees of Union Motors always understand the car problems that the customers face and are able to solve the problems in a timely manner.	300	3	5	4.06	.778
Union Motors' products have the best performance.	300	2	5	3.65	.793
Union Motors always replaces spare parts with good quality ones	300	1	5	3.76	.844
Product replacements, such as oil machines and other spare parts by Union Motors, fulfill customer expectations of product quality.	300	2	5	3.74	.706
The price of Union Motors' service is reasonable.	300	2	5	3.49	.636
All customers pay the same price when they maintain their car at Union Motors for the same service.	300	2	5	3.46	.835
Union Motors' service and spare parts are not overpriced.	300	1	5	3.71	.895

The price of Union Motors' service is in accordance with the quality of the service.	300	2	5	4.02	.923
The price of Union Motors' service is acceptable compared to other service centers.	300	1	5	3.85	1.002
I am very satisfied with the overall performance of Union Motors.	300	1	5	4.18	1.088
I believe that I made a good decision in using Union Motors' service.	300	2	5	4.02	.852
I will spread positive word-of-mouth about Union Motors to my relatives and friends	300	1	5	4.13	1.104
I intend to return to use Union Motors' service.	300	1	5	4.23	1.087
I search for information about Union Motors' service from time to time.	300	1	5	3.65	1.035
I always talk about Union Motors' service with my friends.	300	1	5	3.89	1.161

I like to compare Union Motors' service to other brands from time to time.	300	1	5	4.03	.792
I believe that Union Motors and its products are the most suitable for my car.	300	2	5	4.19	.844
total	300	65	118	98.17	11.350
Valid N (listwise)	300				

The provided descriptive statistics offer insights into the distribution and central tendencies of various variables related to customer perceptions and behaviors regarding Union Motors' car service. Let's analyze the key findings:

1. Gender, Age, Occupation, Qualification, Marital Status, Location, Monthly

Income:

- Gender: The majority of respondents are likely male (mean = 1.29), as the values 1 and 2 typically represent male and female, respectively.
- Age, Occupation, Qualification, Marital Status, Location, Monthly Income: These variables show means ranging from 2.54 to 3.26, indicating the average age, occupation level, qualification level, marital status, location, and monthly income of the respondents.

2. Perceptions of Union Motors' Service:

- Employees of Union Motors always perform good quality car service: The mean score of 4.01 suggests that respondents generally perceive the quality of car service at Union Motors positively.
- Employees of Union Motors show high responsiveness towards customers' requests when servicing their car: With a mean score of 3.53, respondents perceive the responsiveness of Union Motors' employees moderately positively.
- Overall, respondents express confidence (mean = 3.84) and satisfaction (mean = 4.18) with the car service provided by Union Motors.

3. Perceptions of Union Motors' Products and Pricing:

- Union Motors' products have the best performance: The mean score of 3.65 indicates moderate satisfaction with the performance of Union Motors' products.
- The price of Union Motors' service is reasonable: Respondents perceive Union Motors' service pricing moderately positively, with a mean score of 3.49.
- The price of Union Motors' service is in accordance with the quality of the service: The mean score of 4.02 suggests that respondents perceive a strong alignment between service quality and pricing at Union Motors.
- The price of Union Motors' service is acceptable compared to other service centers: With a mean score of 3.85, respondents generally find Union Motors' pricing acceptable compared to other service centers.

4. Intentions and Behavior Towards Union Motors:

- Positive intentions and behaviors towards Union Motors are evident, as indicated by high mean scores for items such as satisfaction (4.18), intention to return (4.23), positive word-of-mouth (4.13), and belief in Union Motors' suitability (4.19) for their cars.

Overall, the descriptive statistics suggest that respondents generally hold positive perceptions of Union Motors' car service quality, pricing, and overall performance, which aligns with their intentions to return and recommend the service to others. However, further analysis, such as inferential statistics and correlation analysis, could provide deeper insights and validate these findings.

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.829	28

The reliability test output indicates the following:

1. Case Processing Summary:

- Valid Cases: 300 (100%)
- Excluded Cases: 0 (0.0%)
- Total Cases: 300 (100.0%)

This summary shows that all 300 cases were considered valid for the reliability analysis, meaning there were no missing values or excluded cases.

2. Reliability Statistics:

- Cronbach's Alpha: 0.829
- Number of Items: 28

Cronbach's Alpha is a measure of internal consistency, indicating how closely related a set of items are as a group. In this case, the Cronbach's Alpha coefficient is 0.829, which suggests a fairly high level of internal consistency among the items in the questionnaire. Generally, a Cronbach's Alpha value above 0.7 is considered acceptable, indicating that the items are reliably measuring the same underlying construct. With 28 items in the questionnaire, this result indicates that the items collectively measure the intended constructs with good reliability.

Overall, the reliability test output suggests that the questionnaire items demonstrate good internal consistency, meaning they are likely measuring the constructs they were designed to measure reliably.

Linear Regression

Model Fit Measures					
Model		R		R ²	
1		0.753		0.567	

Model Coefficients - OSRI						
Predictor	Estimate	SE	t	p		
Intercept	0.641	0.2026	3.16	0.002		
PSQ	0.465	0.0590	7.87	< .001		
PPQ	0.648	0.0624	10.38	< .001		
PPF	-0.220	0.0659	-3.33	< .001		

The regression analysis results indicate the following:

Model Fit Measures:

- R: 0.753
- R²: 0.567

The coefficient of determination (R²) value of 0.567 indicates that approximately 56.7% of the variance in the dependent variable (OSRI) is explained by the independent variables (PSQ, PPQ, PPF) in the model. The value of R (correlation coefficient) indicates a moderately strong positive relationship between the independent and dependent variables.

Model Coefficients - OSRI:

- Intercept: The intercept term represents the value of the dependent variable (OSRI) when all independent variables are set to zero. In this case, the intercept is 0.641.
- PSQ: The coefficient estimate for PSQ is 0.465, with a standard error (SE) of 0.0590. The t-value is 7.87, indicating that the relationship between PSQ and OSRI is

statistically significant ($p < 0.001$). This suggests that perceived service quality (PSQ) has a positive effect on overall satisfaction and repurchase intention (OSRI).

- **PPQ:** The coefficient estimate for PPQ is 0.648, with a standard error (SE) of 0.0624. The t-value is 10.38, indicating that the relationship between PPQ and OSRI is statistically significant ($p < 0.001$). This suggests that perceived product quality (PPQ) has a strong positive effect on overall satisfaction and repurchase intention (OSRI).
- **PPF:** The coefficient estimate for PPF is -0.220, with a standard error (SE) of 0.0659. The t-value is -3.33, indicating that the relationship between PPF and OSRI is statistically significant ($p < 0.001$). However, the negative sign of the coefficient suggests that perceived price fairness (PPF) has a negative effect on overall satisfaction and repurchase intention (OSRI).

Overall, the regression analysis suggests that perceived service quality (PSQ) and perceived product quality (PPQ) positively influence overall satisfaction and repurchase intention (OSRI), while perceived price fairness (PPF) has a negative influence on OSRI.

Research Findings and Discussion

The findings from the descriptive statistics, reliability analysis, and linear regression provide valuable insights into customer perceptions and behaviors regarding Union Motors' car service.

Let's discuss the interpretation of these results and their significance:

1. Descriptive Statistics:

- **Demographic Information:** The respondents are predominantly male, with an average age, occupation level, qualification level, marital status, location, and monthly income falling within certain ranges.

- **Perceptions of Union Motors' Service:** Overall, customers perceive Union Motors positively in terms of service quality, responsiveness, confidence, and care towards customers.
- **Perceptions of Union Motors' Products and Pricing:** Customers generally have positive perceptions of Union Motors' products and pricing, finding them reasonable and in accordance with the quality of service.
- **Intentions and Behavior Towards Union Motors:** Customers express high levels of satisfaction, positive word-of-mouth intentions, and intentions to return, indicating loyalty and trust in Union Motors.

2. **Reliability Analysis:**

- The questionnaire items demonstrate good internal consistency, indicating that they reliably measure the intended constructs of service quality, product quality, price fairness, overall satisfaction, and repurchase intention.

3. **Linear Regression:**

- The regression model explains approximately 56.7% of the variance in overall satisfaction and repurchase intention (OSRI).
- Perceived service quality (PSQ) and perceived product quality (PPQ) have positive effects on OSRI, indicating that higher perceptions of service and product quality lead to increased satisfaction and repurchase intention.
- Perceived price fairness (PPF), however, has a negative effect on OSRI, suggesting that customers are less satisfied and less likely to repurchase when they perceive prices as unfair.

Discussion:

- The positive perceptions of Union Motors' service quality, product quality, and pricing align with customers' intentions to return and spread positive word-of-mouth, indicating a strong foundation of customer satisfaction and loyalty.
- The negative impact of perceived price fairness on overall satisfaction and repurchase intention highlights the importance of pricing strategies and transparency in pricing practices. Union Motors may need to address any discrepancies between perceived fairness and actual pricing to maintain customer satisfaction and loyalty.
- The findings underscore the significance of consistently delivering high-quality service and products while ensuring fair pricing practices to foster long-term relationships with customers and sustain business growth.
- Future research could explore additional factors influencing customer perceptions and behaviors, such as customer service experiences, brand image, and competitive positioning, to further enhance understanding and inform strategic decision-making for Union Motors.

Conclusion

The research findings shed light on the perceptions and behaviors of customers towards Union Motors' car service, revealing crucial insights for the company's success and growth. Here's a structured summary of the key outcomes:

Firstly, customers generally hold favorable views of Union Motors, attributing high ratings to service quality, product quality, and pricing fairness. These positive perceptions contribute significantly to customers' intentions to return for future services and recommend Union Motors to others.

Secondly, perceived service quality and product quality emerge as strong determinants of overall satisfaction and repurchase intention. Customers who perceive Union Motors' services and products positively are more likely to express satisfaction and loyalty. However, perceived price fairness has a notable negative impact on satisfaction and loyalty, highlighting the importance of fair and transparent pricing practices.

Thirdly, the reliability analysis confirms the consistency and effectiveness of the questionnaire items in measuring essential constructs such as service quality, product quality, price fairness, overall satisfaction, and repurchase intention.

These findings offer actionable insights for Union Motors to enhance customer satisfaction, loyalty, and business performance. By consistently delivering high-quality services and products, maintaining fair pricing practices, and prioritizing positive customer experiences, Union Motors can strengthen its position in the automotive service industry.

Furthermore, future research could explore additional factors influencing customer perceptions, such as customer service experiences, brand image, and competitive positioning. Longitudinal studies could also track changes in customer perceptions over time to evaluate the effectiveness of Union Motors' strategies in the long run.

In conclusion, the research underscores the critical role of service quality, product quality, and pricing fairness in shaping customer satisfaction, loyalty, and repurchase intentions at Union Motors. Leveraging these insights can empower Union Motors to excel in the competitive automotive service landscape and foster enduring relationships with its customers.

Managerial Implications

The research findings offer several practical implications for Union Motors' management to enhance operational effectiveness, customer satisfaction, and business performance:

1. **Investment in Service and Product Quality:** Union Motors should continue to prioritize investments in service quality and product offerings. This includes ongoing training for employees to ensure consistent delivery of high-quality services and products that meet or exceed customer expectations.
2. **Transparent Pricing Practices:** Management should review pricing strategies to ensure fairness and transparency. While maintaining profitability, Union Motors should strive to align prices with the perceived value of services and products, avoiding overpricing that may negatively impact customer satisfaction and repurchase intentions.
3. **Customer Relationship Management:** Building strong and lasting relationships with customers is crucial. Union Motors should focus on enhancing customer experiences through personalized interactions, efficient problem-solving, and proactive communication to foster trust and loyalty.
4. **Marketing and Branding:** Leveraging positive customer feedback and testimonials can strengthen Union Motors' brand reputation. Management should incorporate customer satisfaction metrics and testimonials into marketing materials and promotional activities to attract new customers and reinforce loyalty among existing ones.
5. **Continuous Improvement:** Union Motors should adopt a culture of continuous improvement based on customer feedback and market trends. Regularly soliciting feedback from customers and monitoring industry developments can help identify areas for improvement and innovation, ensuring Union Motors remains competitive and responsive to evolving customer needs.

6. **Employee Engagement and Training:** Engaged and well-trained employees are essential for delivering exceptional service experiences. Management should invest in employee training and development programs to enhance technical skills, customer service abilities, and product knowledge, empowering employees to provide outstanding service consistently.
7. **Strategic Partnerships:** Exploring partnerships with complementary businesses or organizations can expand Union Motors' reach and customer base. Collaborating with local businesses, automotive industry associations, or relevant community groups can provide opportunities for cross-promotion and customer acquisition.

By implementing these managerial strategies informed by the research findings, Union Motors can strengthen its position in the market, foster customer loyalty, and achieve sustainable growth in the dynamic automotive service industry.

Tasks Handled:

During my internship at Union Motors, I undertook various tasks and responsibilities essential for the smooth functioning and growth of the organization:

1. **Expansion Planning:** Collaborated with the owner to expand Union Motors' service offerings. Contributed to setting up the layout of the service station to accommodate new services such as denting, painting, and washing, which were introduced in February. Played a key role in determining the placement of new machinery and establishing designated areas for painting.
2. **Brand Visibility Enhancement:** Recognized the need to improve brand visibility. Designed and introduced a new, prominent company board to enhance visibility and brand recognition among customers, replacing the old, dilapidated board.

3. **Marketing Material Generation:** Generated marketing materials to raise awareness about the new services offered by Union Motors. Designed promotional activities and distributed marketing materials at strategic locations, including Mopa Airport, targeting taxi owners to attract them to avail of our services for their vehicles.
4. **Outreach and Networking:** Engaged in cold calling and networking activities to reach out to various professionals such as doctors, businessmen, lawyers, and accountants. Established connections and promoted Union Motors' services to expand the customer base and foster business relationships.
5. **Competitor Analysis:** Monitored competitors' activities and strategies to stay informed about industry trends and the competitive landscape. Provided insights to management regarding competitor strengths and weaknesses to inform strategic decision-making and maintain a competitive edge in the market.
6. **Customer Interaction and Service Assignment:** Interacted directly with walk-in customers to understand their concerns and requirements. Provided personalized recommendations tailored to their specific situations, such as explaining the drawbacks of unevenly worn tires and suggesting replacements. Also, called customers whose cars were in the service station, providing them with timely updates on their vehicle's servicing progress.
7. **Hanging Material Design:** Designed hanging materials to be installed inside serviced cars, providing customers with essential information such as the last service date, last alignment date, future service date, and kilometers. Additionally, incorporated the company name and logo to increase brand awareness.

These tasks collectively contributed to the growth and development of Union Motors by facilitating service expansion, enhancing brand visibility, driving customer engagement, staying informed about market dynamics, and ensuring customer satisfaction.

Learnings:

My internship at Union Motors provided me with invaluable learning experiences that have significantly contributed to my professional growth and development. Here are some of the key learnings I gained:

1. **Practical Application of Marketing Concepts:** Working closely with the owner and management team allowed me to apply theoretical marketing concepts to real-world situations. I learned how to develop and execute marketing strategies tailored to the automotive service industry, including brand positioning, promotion, and customer engagement tactics.
2. **Hands-on Experience in Operations Management:** Being involved in the expansion planning of Union Motors' service offerings gave me hands-on experience in operations management. I gained insights into layout planning, machinery placement, and workflow optimization, essential for ensuring efficient service delivery.
3. **Customer Relationship Management:** Interacting directly with customers, both in person and through cold calling, taught me the importance of effective customer relationship management. I learned how to listen to customers' needs, address their concerns, and provide personalized recommendations to enhance their overall experience.
4. **Market Research and Competitor Analysis:** Conducting competitor analysis helped me understand the importance of staying informed about industry trends and competitors' strategies. I learned how to gather and analyze market data to identify opportunities and threats, enabling Union Motors to make informed business decisions.
5. **Creative Problem-Solving:** Designing marketing materials and the hanging information sheets for serviced cars required creative problem-solving skills. I learned

how to effectively communicate key information and brand messages to customers in innovative ways, enhancing brand awareness and customer engagement.

6. **Time Management and Prioritization:** Balancing multiple tasks, such as expansion planning, marketing material generation, and customer interaction, taught me valuable lessons in time management and prioritization. I learned how to effectively manage my time, prioritize tasks based on urgency and importance, and meet deadlines efficiently.
7. **Adaptability and Flexibility:** Working in a dynamic environment like Union Motors required adaptability and flexibility. I learned how to quickly adapt to changing priorities, unexpected challenges, and evolving business needs, demonstrating resilience and resourcefulness in the face of uncertainty.

Overall, my internship at Union Motors provided me with a holistic learning experience, combining theoretical knowledge with practical skills in marketing, operations management, customer relationship management, and problem-solving. These learnings have equipped me with valuable skills and insights that will undoubtedly benefit me in my future endeavors in the field of marketing and business management.

Challenges:

During my internship at Union Motors, I encountered several challenges that tested my problem-solving skills and adaptability. One significant challenge was the integration of new services, such as denting, painting, and washing, into the existing business model. This involved coordinating with various stakeholders, including technicians, suppliers, and customers, to ensure a smooth transition. Overcoming resistance to change and managing expectations were key hurdles in this process.

Another challenge was enhancing brand visibility and customer engagement in a competitive market. Designing and implementing effective marketing strategies required careful planning

and resource allocation. Additionally, navigating regulatory requirements and obtaining permissions for promotional activities, such as the planned free car checkup camp at Mopa Airport, posed logistical challenges.

Furthermore, balancing multiple tasks and responsibilities, from expansion planning to customer interaction, demanded effective time management and prioritization. Addressing customer concerns and ensuring satisfaction while managing internal operations required a proactive approach and strong communication skills.

Overall, these challenges provided valuable learning opportunities and underscored the importance of resilience, collaboration, and innovation in overcoming obstacles during my internship at Union Motors.

Appendices:

Appendix I: Samples of the work done

Questionnaire

Section A

Demographic profile and other details

1. Gender : Male Female
2. Age : 20 Year 21 -30 Years 31 -40 Years 41 -50 Years Above 50 Years
3. Occupation: Govt Private Self-Employed Unemployed Business Home Maker
4. Qualification: SSC HSSC Graduation Post Graduation Diploma
5. Marital Status: Married Unmarried Divorced Others
6. Location: Urban Semi-Urban Rural
7. Monthly Income: Less than Rs.50,000 Rs.50,001 – Rs. 1,00,000
Rs.1,00,001 – Rs.1,50,000 Rs.1,50,001- Rs.2,00,000 Above Rs.2,00000

Section B

1: Perceived Service Quality (PSQ)

Please rate the following statements based on your experience with Union Motors:

1. Employees of Union Motors always perform good quality car service to their customers.
 - o Strongly Agree

- ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree
- 2. Employees of Union Motors show high responsiveness towards customers' requests when servicing their car.
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree
- 3. I am very confident with the car service provided by Union Motors.
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree
- 4. Employees of Union Motors show care towards the customers when servicing their car.
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree

5. Employees of Union Motors always understand the car problems that the customers face and are able to solve the problems in a timely manner.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Section 2: Perceived Product Quality (PPQ)

Please rate the following statements based on your perception before and after servicing your car at Union Motors:

6. Union Motors' products have the best performance.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

7. Union Motors always replaces spare parts with good quality ones.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

8. Product replacements, such as oil machines and other spare parts by Union Motors, fulfill customer expectations of product quality.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Section 3: Perceived Price Fairness (PPF)

Please rate the following statements regarding your perception of the price fairness at Union Motors:

9. The price of Union Motors' service is reasonable.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

10. All customers pay the same price when they maintain their car at Union Motors for the same service.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

11. Union Motors' service and spare parts are not overpriced.

- ☐ Strongly Agree
- ☐ Agree

- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

12. The price of Union Motors' service is in accordance with the quality of the service.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

13. The price of Union Motors' service is acceptable compared to other service centers.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Section 4: Overall Satisfaction and Repurchase Intention

Please rate the following statements regarding your overall satisfaction and repurchase intention:

14. I am very satisfied with the overall performance of Union Motors.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

15. I believe that I made a good decision in using Union Motors' service.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

16. I will spread positive word-of-mouth about Union Motors to my relatives and friends.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

17. I intend to return to use Union Motors' service.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

18. I search for information about Union Motors' service from time to time.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

19. I always talk about Union Motors' service with my friends.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

20. I like to compare Union Motors' service to other brands from time to time.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

21. I believe that Union Motors and its products are the most suitable for my car.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Appendix II: Photos taken during the internship.

