

# “An Empirical Study on Customer Perception Towards Service Quality and Satisfaction in the Bike Insustry”

**Prof. Vishwanath R Havalappa<sup>1</sup>, Ms. Keerthana M<sup>2</sup>**

<sup>1</sup>( Professor, Department of Management Studies, Visvesvaraya Technological University- Belagavi,Center for Post-Graduation Studies, Muddenahalli, Chikkaballapur,Karnataka,India)

[visan.sdmcs@gmail.com](mailto:visan.sdmcs@gmail.com)

<sup>2</sup>(MBA student, Department of Management Studies, Visvesvaraya Technological University- Belagavi,Center for Post-Graduation Studies, Muddenahalli, Chikkaballapur,Karnataka,India)

[keerthina.keerthi2020@gmail.com](mailto:keerthina.keerthi2020@gmail.com)

## ABSTRACT

In today's competitive market, customer perception, service quality, and customer satisfaction have become critical determinants of business success and long-term customer loyalty. This study aims to examine the relationship between customer perception, service quality, and customer satisfaction in the pre-owned bike industry. The research explores the influence of factors like product quality, pricing, dealership reputation, employee behavior, transparency, financing options, and after-sales services on customer satisfaction. The pre-owned bike industry has experienced remarkable growth due to consumer demand for reasonably priced and dependable transportation. A structured questionnaire was used to gather primary data from consumers of used bike dealerships using a descriptive study approach. Books, journals, research articles, and reliable internet sources were the sources of secondary data. Appropriate statistical methods and percentage analysis were used to examine the gathered data. The results show that favorable customer perception and excellent service greatly increase customer loyalty and satisfaction. According to the study's findings, dealerships can attain sustainable growth and a competitive edge by enhancing service quality, upholding transparency, and concentrating on client needs.

## INTRODUCTION

Due to shifting customer preferences and the growing demand for reasonably priced mobility, the used bike market is one of the fastest-growing segments of the auto industry. Consumers are choosing used motorcycles as a sensible substitute for new cars due to rising gasoline costs, urbanization, and financial concerns. With recognized dealerships, internet platforms, financing choices, and warranty services, the organized pre-owned bike industry has grown as well, improving the dependability and convenience of the purchasing process.

In the pre-owned bike market, consumer perception has a significant impact on purchasing decisions. Before making a purchase, consumers consider a number of aspects, including vehicle condition, cost, dealership reputation, transparency, financing options, staff conduct, and after-sales services. Negative customer experiences can impact customer loyalty and business

performance, whereas positive consumer perception fosters trust and promotes repeat purchases. Another important element that influences customer happiness is service quality. Consumers anticipate timely responses, open communication, effective documentation, quality control, and dependable post-purchase assistance. In a cutthroat industry, dealerships can establish long-term profitability and solid customer connections by providing exceptional service quality.

In order to increase customer satisfaction and maintain business growth in the pre-owned bike industry, it is crucial to understand customer perception and improve service quality. This is because satisfied customers are more likely to recommend the dealership to others, become loyal customers, and contribute to positive word-of-mouth marketing.

## PROBLEM STATEMENT

Due to rising consumer demand for reasonably priced mobility options, the pre-owned bike market is

expanding quickly. Many dealerships struggle to satisfy client expectations and maintain a consistent level of service quality despite this increase. Concerns about vehicle quality, transparency, cost, paperwork, warranty, and after-sales care are frequently raised by customers. Customer happiness and impression are directly impacted by these elements. In order to find ways to enhance the overall customer experience, it is crucial to research how consumer perception and service quality impact customer happiness in the used bike market.

### **Objectives of the Study**

- To examine customer perception towards the pre-owned bike industry.
- To evaluate the quality of services provided by pre-owned bike dealerships.
- To analyze the relationship between customer perception, service quality, and customer satisfaction.
- To identify the factors influencing customer satisfaction in the pre-owned bike industry.
- To suggest appropriate measures for improving service quality and enhancing customer satisfaction in the pre-owned bike industry.

### **Scope of the Study**

- The study's main goal is to comprehend how consumers view the used bike market and the elements that affect their choices and entire shopping experience.
- It assesses the caliber of services provided by used bike retailers, encompassing customer service, vehicle condition, paperwork procedure, and post-purchase assistance.
- The study looks at how customer satisfaction, service quality, and customer perception relate to each other.
- Through customer-focused tactics, the study's conclusions will assist used bike dealers in raising their service standards, customer relationship management, and commercial performance.
- By adding to the body of knowledge on consumer perception, service quality, and customer satisfaction in the pre-owned bike market, the study offers valuable insights for scholars, academics, and business experts.

### **Limitations of the Study**

- Because the study only included a small sample of respondents, the results might not accurately reflect the views of all consumers in the used bike market.

- The study is predicated on consumer answers gathered via a standardized questionnaire, which could be impacted by individual viewpoints.

- The study was carried out in a small geographic area due to time and resource limitations, which may have an impact on how broadly the findings can be applied.

- Other aspects like brand image, market competitiveness, and economic conditions are not taken into account; the study only considers consumer perception, service quality, and customer satisfaction.

- Response bias may be introduced since the correctness of the results depends on how honestly and comprehensively the respondents answered the questionnaire.

### **Review of Literature**

#### **1. Shantanu Paul (2021)**

Shantanu Paul conducted a study on service promptness in selected two-wheeler showrooms. The study found that after-sales service attributes, particularly technician behavior, warranty support, and spare parts availability, significantly influence customer satisfaction and loyalty.

#### **2. Beena T. and R. V. Suresh (2022)**

Beena T. and R. V. Suresh examined customer satisfaction with dealers' after-sales services in the two-wheeler industry. The study concluded that prompt service, effective complaint handling, and customer support play a vital role in improving customer satisfaction and encouraging repeat purchases.

#### **3. S. Kamala and M. Thaiyalnayaki (2025)**

The researchers investigated the impact of information sources on consumer satisfaction toward two-wheelers in Chennai. The findings revealed that online reviews, advertisements, word-of-mouth recommendations, and dealership interactions significantly influence customer perception, purchasing decisions, and overall satisfaction.

#### **4. V. Sathishkumar, M. Kamalesh, and S. Vignesh (2025)**

The authors conducted a SERVQUAL-based service quality gap analysis at a Honda dealership. Their study found that responsiveness and reliability were the most critical dimensions affecting customer satisfaction and recommended improvements in service quality to strengthen customer loyalty.

## **5. Ajay Rathnam and Karthik Rajan C. S. (2025)**

Ajay Rathnam and Karthik Rajan explored customer satisfaction and brand loyalty among motorcycle users. The study concluded that product quality, after-sales service, pricing, and emotional attachment significantly influence customer satisfaction, loyalty, and repurchase intentions.

### **RESEARCH DESIGN**

#### **Sample Size**

The study is based on a sample of 50 respondents, selected from customers of the pre-owned bike industry using the convenience sampling method.

#### **Tools for Data Collection**

**Primary Data:** Structured questionnaire.

**Secondary Data:** Books, research journals, articles, company reports, websites, and other published sources.

#### **Conceptual Framework**

The study proposes that Customer Perception and Service Quality act as independent variables, while Customer Satisfaction is the dependent variable.

#### **Independent Variables**

- Customer Perception
- Service Quality

#### **Dependent Variable**

- Customer Satisfaction

The framework assumes that positive customer perception and superior service quality positively influence customer satisfaction.

### **ANALYSIS AND INTERPRETATION**

#### **1.How satisfied are you with the overall service quality provided by Gem bikes?**

Based on fifty replies, the table and graph reflect the respondents' degree of satisfaction with Gem bikes' overall service quality. The majority of respondents (45%) said they were happy with the dealership's services, and 30% said they were very happy, suggesting that most consumers experienced good service. A indifferent attitude was voiced by almost 15% of the respondents, indicating that their expectations were only partially fulfilled. Just 3% of consumers expressed extreme dissatisfaction with the services they received,

compared to just 7% who expressed dissatisfaction. The results show that Gembikes has been successful in providing a sizable percentage of its clients with high-quality services. The good condition of the used bikes, the kind behavior of the staff, and the clear paperwork could all be factors in the positive reactions. The existence of unhappy clients, however, indicates that there is still room for improvement in terms of communication, after-sales assistance, and service effectiveness. Overall, the study finds that most consumers are happy with Gem bikes' level of service, which boosts client loyalty and happiness.

#### **2.How satisfied are you with the price of the pre-owned bike?**

The respondents' opinions about Gembikes' pre-owned bike prices are shown in the table and graph. The findings show that the majority of consumers thought the prices were fair and inexpensive. Because the pricing were reasonable and accurately represented the quality and condition of the bikes, a sizable percentage of respondents said they were satisfied. Some respondents had no opinion, suggesting that they thought prices could be further reduced or that they should compare prices with those of other dealerships before making a purchase. Due to financial limitations or hopes of further discounts, only a small portion of customers voiced displeasure with the pricing. The results imply that fair and open pricing has a significant impact on consumers' decisions to buy. Consumers are more inclined to make repeat purchases and refer others to the dealership if they believe it offers better value. Overall, the data shows that Gembikes keeps up a competitive price approach that enhances consumer satisfaction and perception.

#### **3.How would you rate the quality of the pre-owned bike purchased from Gembikes?**

According to the comments, most consumers were pleased with the condition and quality of the used bikes they bought from Gem bikes. Regarding performance, looks, and dependability, the majority of respondents concurred that the cars fulfilled their expectations. While the bike quality was adequate, a moderate proportion of respondents gave ambivalent answers, suggesting that certain aspects, such maintenance or vehicle inspection, might still be improved. Just a small percentage of respondents said they were unhappy with the bikes' quality. According to the results, offering certified and well-maintained pre-owned motorcycles greatly increases consumer confidence and influences their decision to buy. Building a solid dealership reputation



and increasing customer trust depend on maintaining constant quality standards. Customers generally find Gem bikes' bikes to be of satisfactory quality, which greatly raises customer satisfaction levels.

#### 4. How satisfied are you with the documentation process at Gembikes?

According to the analysis, most respondents expressed satisfaction with Gem bikes documentation procedure. The seamless completion of the ownership transfer, registration, insurance, and financing processes was praised by the customers. Certain documentation procedures took longer than anticipated, according to a few respondents who voiced neutral comments. Just a small percentage of respondents expressed unhappiness with the documentation process because of delays or inadequate communication. The results show that a clear and effective documentation procedure boosts client trust and lessens discomfort during the buying process. Customer satisfaction can be further increased by streamlining paperwork and offering frequent updates. All things considered, Gem bikes documentation procedure is thought to be effective and enhances the purchasing experience for clients.

#### HYPOTHESIS

**Question:** How satisfied are you with the overall service quality provided by Gem bikes?

**H<sub>0</sub>:** There is no significant relationship between service quality and customer satisfaction in the pre-owned bike industry.

**H<sub>1</sub>:** There is a significant relationship between service quality and customer satisfaction in the pre-owned bike industry.

| Category       | Observed (O) | Expected (E) | O - E | (O - E) <sup>2</sup> | (O - E) <sup>2</sup> /E |
|----------------|--------------|--------------|-------|----------------------|-------------------------|
| Strongly agree | 22           | 10           | 12    | 144                  | 14.4                    |
| Agree          | 10           | 10           | 0     | 0                    | 0                       |
| Neutral        | 8            | 10           | -2    | 4                    | 0.4                     |
| Disagree       | 5            | 10           | -5    | 25                   | 5                       |

|                   |    |    |    |    |      |
|-------------------|----|----|----|----|------|
| Strongly disagree | 5  | 10 | -5 | 25 | 5    |
| Total             | 50 | 50 |    |    | 24.8 |

#### Expected Frequency

$$E = \frac{50}{5} = 10$$

#### Degree of Freedom

$$df = n - 1 = 5 - 1 = 4$$

#### Calculated $\chi^2 = 24.80$

#### Table Value (5% level, df = 4) = 9.488

Since the calculated value (24.80) is greater than the table value (9.488), the null hypothesis is rejected and the alternative hypothesis is accepted.

#### Interpretation

The Chi-square test reveals a significant relationship between service quality and customer satisfaction. Customers who perceived better service quality expressed higher satisfaction with Gem bikes. Therefore, improving service quality contributes positively to customer satisfaction.

#### Findings of the Study

1. The bulk of responders were between the ages of 21 and 30, suggesting that young adults make up the majority of the market for used bikes.
2. Because pre-owned bikes are more reasonably priced, offer better value, and have lower ownership costs than new bikes, the majority of buyers decided to buy them.
3. The most significant elements influencing consumers' purchasing decisions were vehicle condition, clear pricing, dealership reputation, and service quality.
4. The majority of respondents said they were pleased with the dealership staff's professionalism and polite demeanor throughout the purchasing process.
5. It has been discovered that financing options and simple documentation enhance clients' entire shopping experience and boost convenience.
6. Customer happiness and customer perception showed a high positive correlation, according to correlation analysis.

## Suggestions

1. To gain the trust of customers, dealerships should be completely transparent about the history, price, and ownership records of their vehicles.
2. To enhance professional behavior, customer service, and communication abilities, regular employee training programs must to be carried out.
3. To enhance client relations, better after-sales services should be implemented, such as recurring follow-up and maintenance reminders.
4. To boost consumer confidence when buying used bikes, extended warranties and service packages must to be provided.
5. Detailed information regarding available automobiles, financing choices, and servicing facilities should be made available through digital platforms.
6. To promptly and effectively address consumer concerns, dealerships should set up an efficient complaint management system.

## Conclusion

Due to the growing need for dependable and reasonably priced mobility, the used bike market has emerged as one of the most dynamic and quickly growing divisions of the auto industry. Customers now have more confidence, transparency, and ease when making purchases because to the expansion of organized dealerships, digital platforms, and certified pre-owned bike programs. Customer perception, service quality, and customer satisfaction have become the primary factors that determine a business's success as dealership competition intensifies.

The current study looked at how customer happiness, service quality, and perception relate to each other in the used bike market. The results showed that a number of elements, such as transparent pricing, vehicle quality, dealership reputation, personnel behavior, financing options, and after-sales support, have an impact on customer perception. Consumers are more likely to be pleased with their purchases and form enduring loyalty if they believe that dealerships are reliable and customer-focused. Additionally, the study discovered that customer happiness is most strongly impacted by service quality. Customers' total purchasing experience is greatly improved by responsive staff, effective documentation, timely complaint resolution, professional communication, and efficient after-sales services.

## References

1. **Anjana, C. A., & Ebenezer Paul Rajan, T. Y. (2025).** *Factors influencing the satisfaction of customers towards the usage of electric bikes in Kerala.* Indian Journal of Information Sources and Services, 15(1), 162–167. <https://doi.org/10.51983/IJISS-2025.IJISS.15.1.20>
2. **Pandey, N. K., & Pattanayak, S. K. (2025).** *A study on the role of service quality in enhancing customer satisfaction and purchase decisions in the Indian automobile sector.* International Scientific Journal of Engineering and Management, 4(6), 1–  
<https://doi.org/10.55041/ISJEM04412>
3. **Anggy, A. A., & Triana M., N. (2025).** *The effect of service quality and price on customer satisfaction at Aneka Motor Sepauk Workshop.* EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis, 13(2), 1579–1592. <https://doi.org/10.37676/ekombis.v13i2.7368>
4. **Kathait, N., & Agarwal, A. (2025).** *Prioritisation of service quality attributes of bicycle-sharing and e-bike-sharing systems in India.* Journal of Cleaner Production, 494, 144988. <https://doi.org/10.1016/j.jclepro.2025.144988>
5. **Vigneshwaran, S. R., & Mathirajan, M. (2025).** *Evaluating antecedents of customer satisfaction and loyalty at automobile after-sales service centres (AASSC): A multi-criteria decision-making approach.* Journal of Informatics Education and Research.