Service Quality Affecting Satisfaction of Paint and Body Repair Service Centers Suzuki Srinakarin Branch, Thailand

Pimlapat Poolkokwai, MBA and Watchara Yeesoontes, Ph.D

Abstract—Study of Service quality affecting satisfaction of paint and body repair service centers Umaphon Suzuki Srinakarin Branch intended for study the quality of service Customer Satisfaction Level Compare the satisfaction of using the service. Classified by personal data Relationship between service quality and service satisfaction And service quality that influences customer satisfaction using the service is a quantitative study. (Quantitative Research) A questionnaire of 160 sets was used as a tool for collecting data and statistical analysis was used for the percentage (Percentage), mean (Mean), hypothesis testing, statistics used were t-test, ANOVA analysis was used. F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis.

The results showed that most of the respondents were female, aged 41-50 years old, single, bachelor's degree. average income per month 30,001-40,000 baht and self-employed or business owners Service quality of paint and body repair service centers Umaphon Suzuki Srinakarin Branch Overall, it is at the most important level. Satisfaction in using the service was at the highest level. The results of the hypothesis test on the personal database in terms of sex, age, education level marital status Average monthly income And different occupations had no difference in satisfaction of using the service. The quality of service was correlated with the satisfaction level of service users. Overall, the average was very high in the same direction. service quality in terms of the concreteness of the service on credibility or trustworthiness aspect of confidence demand response aspect and the understanding of the perception of the needs of the service recipients, respectively, the quality of service, the concreteness of the service on credibility or trustworthiness demand response aspect aspect of confidence Influencing the satisfaction of service users. Statistically significant at the .05 level.

Recommendations from the study results The service center should arrange staff to provide services that are suitable for the workload. Prepare equipment and tools ready for service Training to develop work skills that build confidence in the service Set up a system for providing services and setting prices that are standardized.

Keywords— service quality, satisfaction, Suzuki.

I. INTRODUCTION

Quality and service to satisfaction are fundamental factors in Customer service in improving the quality and service of the paint and body repair center Umaphon Suzuki Srinakarin Branch which will increase the competitiveness of Providing services and satisfaction in providing services for Suzuki car

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users and enhancing the quality of life of the people.

According to the 2007 Constitution, Chapter 5, Fundamental State Policy Guidelines, Part 7, Economic Policy Guidelines, Section 84 stipulates that the state must operate in accordance with economic policies. To provide a service to bring the car in for repair at the garage that provides the service for bringing the car in for service and to achieve the quality that the customer is satisfied with in bringing the car in for the service of each garage. For the quality of service and satisfaction in bringing the car to repair at the paint and body repair center Umaphon Suzuki Srinakarin Branch (Vegesna, 2001)

"Other processes Related to planning, implementing and servicing the work of an organization. There are many auto repair businesses that have implemented quality improvements to provide good service and meet the needs of all customers. But improving the quality of using each service must provide satisfaction to customers as well. Those will be able to continue. have customer care Check the car that comes in for service. and staff in the reception of the center Which is a form of service in a form of quality management in the development of services, only without management in the urgent system, which is another option that turns to the importance By trying to improve the design to be able to meet the needs of customers. and compete with competitors Because it is a punctual service to customers and saves time when using the service of the garage that comes to Suzuki. Therefore, it can be seen that those who will achieve victory in the race must not only have customer care that meets the needs of customers, but also must have quality that must satisfy customers who bring their cars in for car repair services. Who are blessing and is good to receive the satisfaction of pick up the car after coming to receive the service, which must be satisfied with the customers who have received the service of the center to support the important in providing Another form of customer (Berry, Parasuraman, & Zeithaml, 1988)

The service of customers is a link and technology is a support. To create customer satisfaction is important when the customer is satisfied and the service is satisfactory, any service organization or business It is often expected to receive a service that the provider is obliged to recognize. and learn about basic expectations and survey expectations The specifics of the service recipient to meet the service that meets

the expectations, which will make the service recipient satisfied or may create an impression. Expectations and needs of the service recipient are delicate things. The survey of the expectations of the most desired service recipients. This is consistent with the research studied factors affecting the quality of land transportation services of World Heart Shipping and Transport Company Limited. Giving confidence to customers and understanding of service recipient's perception was related to the satisfaction of transportation service. (Bitner, Brown, & Meuter, 2000) such information In order to provide the service in bringing the car to be repaired at the Suzuki Car Center at Maporn to be of high quality and able to create the highest satisfaction for the service customers. The study was therefore interested in studying the service quality of the paint and body repair center at Maporn Suzuki Garage, Srinakarin Branch. The information obtained from the study will be used to improve the quality of service, the quality of the Mapon Suzuki Mapon Center, Srinakarin branch. Build confidence, satisfaction, create a good image in providing services to customers who come to use the service and prepare for the next competition. (Mangkona, & Murdifin, 2018).

II. OBJECTIVES OF THE STUDY

To study the service quality of paint and body repair service centers Maporn Suzuki Garage, Srinakarin Branch Co., Ltd. to study the satisfaction level of service users of paint and body repair service centers. Umaphon Suzuki Srinakarin Branch Co., Ltd. to compare satisfaction with the service of paint and body repair service centers. Maphon Suzuki Garage, Srinakarin Branch Restricted by Personal Data

III. SCOPE OF STUDY

Content aspect: Study on service quality affecting satisfaction of paint and body repair service centers. Umaphon Suzuki Srinakarin branch, population and the sample group used in the study were those who came to use the car repair service of the paint and body repair service center. Maporn Garage at Srinakarin Branch Co., Ltd. used a sample of 200 people in terms of the study period starting from June 2022 to September 2022.

IV. CONCEPTUAL FRAMEWORK IN EDUCATION

From the study of the documents, concepts, theories and related research. can be used to define a conceptual framework as follows:
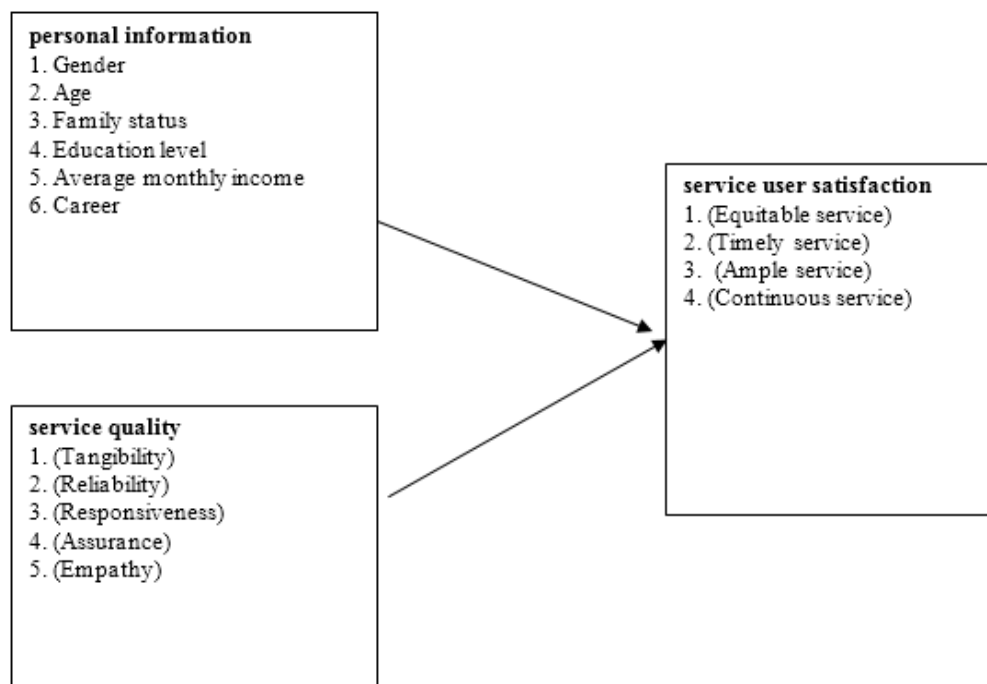
V. STUDY METHOD

study of Service quality affecting satisfaction of paint and body repair service centers Umaphon Suzuki Srinakarin Branch intended for study the quality-of-service Customer Satisfaction Level Compare the satisfaction of using the service. Classified by personal data Relationship between service quality and service satisfaction and the quality of

service that influences the satisfaction of customers who come to use the service The data from the study can improve the service quality of Mapon Suzuki Center. Srinakarin Branch has set the method of study as follows (Suzuki, 2004).

VI. POPULATION AND SAMPLES USED IN THE STUDY

Study population The population and sample group used in the study were those who used the car repair service at Mapon

Suzuki Center. at Srinakarin branch It is a data of 200 service users during March-May 2022. The formula for calculating the sample size that is commonly used when knowing the exact population is Yamanae's (1973) formula.

$$n = \frac{200}{1 + 200 * 0.05^2}$$

n =133

In the calculation, there will be a sample of 133 people, but in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. Therefore, a sample group of 200 people was used.

VII. RESULTS

study of Quality of Service Affecting Satisfaction of Paint and Body Repair Service Centers Maphon Suzuki Garage, Srinakarin Branch The sample group studied was Users who

service quality	Overall satisfaction relationship			
	r	ค่า Sig	relationship level	level
The concrete aspect of the service	.802**	.000	very high same direction	1
on credibility or trustworthiness	.780**	.000	very high same direction	2
demand response aspect	.724**	.000	very high same direction	4
aspect of confidence	.766**	.000	very high same direction	3
Understanding the perception of needs	.668**	.000	very high same direction	5
ภาพรวมเฉลี่ย	.849**		very high same direction	

** Statistically significant at the level

The quality of service is related to the satisfaction level of service users.

Consider the relationship from the correlation coefficient r in descending order in the following order:

1. The service quality in terms of the concreteness of the service and the satisfaction level of service users in the overall level of relationship is very high in the same direction (r) = .802

2. The quality of service in terms of credibility or trustworthiness with the level of customer satisfaction in the overall high correlation level in the same direction (r) = .780

3. Service quality in terms of providing assurance with the satisfaction level of service users in the overall high level of relationship in the same direction (r) = .766

4. The quality of service in terms of responding to needs and satisfaction levels of service users in the overall high correlation level in the same direction (r) = .724

5. The quality of service in terms of understanding the perceived needs of the service recipients and the satisfaction level of the service users in the overall high correlation level in the same direction (r) = .668

Summary of discussion results and recommendations

study of Service quality affecting satisfaction of paint and body repair service centers Umaphon Suzuki Srinakarin Branch intended for study the quality of service Customer Satisfaction Level Compare the satisfaction of using the service. Classified by personal data Relationship between

use the service bring their cars to be repaired at Maporn Suzuki Garage. Srinakarin Branch A total of 1 6 0 questionnaires were used as a data collection tool and 160 sets of questionnaires were returned, representing 1 0 0 % . The study results were divided into 6 parts as follows:

Information on service quality levels of paint and body repair service centers. Umaphon Suzuki Srinakarin Branch

The information in this section contains the results of the analysis of the quality of service that affects the satisfaction of using paint and body repair service centers. Umaphon Suzuki Srinakarin branch, details in the following illustration. Shows the results of the analysis of the relationship between service quality and decision making.

service quality and service satisfaction And service quality that influences customer satisfaction using the service is a quantitative study. (Quantitative Research) A questionnaire of 1 6 0 sets was used as a tool for collecting data and statistical analysis was used for the percentage (Percentage), mean (Mean), hypothesis testing, statistics used were t-test, AN

OVA analysis was used. F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis.

From the data analysis results can be summarized as follows.

Discussion of results, recommendations from research studies

From the study of service quality affecting satisfaction of people who come to use the service of the Maporn Suzuki car paint and body repair center. Srinakarin Branch The study's discussion points are as follows: The researcher has suggestions from the study as follows:

1. Responding to customer needs The service center should analyze the amount of work in providing services to customers in detail to use as information in determining the appropriate workforce to be ready to provide services to customers in all activities. There is a coordination to help customers in the event that customers have problems. in bringing the car into service To be able to increase the efficiency of customer service. as well as increasing communication channels that allow customers to contact the company conveniently and quickly To develop services that

are efficient and meet the specified standards. It is in response to the needs of customers in using the services of Suzuki Maporn car body and paint repair shops. Srinakarin Branch Co., Ltd.

2. The concreteness of the service The service center should inspect the condition of every car that is brought to service at the center regularly, both before and after the service. To reduce the risk of problems in bringing the car to use the service of the Maraphon Suzuki Center. Srinakarin branch in incomplete condition before service Prepare equipment and tools to be ready for the car pick-up service in order to use various operational services. Train employees to have knowledge, competence, skills, ready to provide quality service according to the mission. with enthusiasm have good human relations customer friendly There is an officer responsible for checking the accuracy of the service. To make customers satisfied with the concreteness of the service at the Suzuki Maphon Center. Srinakarin Branch Co., Ltd.

3. Credibility The service center should provide training and development for employees. Able to provide services and solve problems accurately as customers want. Correct information is provided. Operates on cars that come in for repairs without error To deliver the service on time to receive an appointment for the repaired car to be completed at the time specified in the contract.

4. Assurance The service center should set up a standard service system and have a system for charging fees correctly. Advice is given to customers who come to use the service before and after taking the car in for repair every time.

Recommendations for further studies

Should study about work motivation for efficiency in providing services to customers who come to use the service of the paint and body repair service center. Umaphon Suzuki Srinakarin branch next

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