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SCHOOL OF COMMERCE

The Effect of after Sales Service on Customer Satisfaction in case of Marathon Motors
Engineering plc

A Thesis Submitted To School of Graduate Studies Of Addis Ababa University in Partial
Fulfilment of The Requirement for Degree of Master of Art in Marketing Management.

BY: ISMAEL IBRAHIM

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ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE GRADUATE STUDIES
MA PROGRAM

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Statement of Certification

This is to certify that the thesis prepared by Ismael Ibrahim Hussen, entitled: Assessment The Effect Of After Sales Services On Customer Satisfaction In Case Of Marathon Engineering PLC and submitted in partial fulfilment of the requirements for the Degree of Master of Art in Marketing Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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SCHOOL OF COMMERCE GRADUATE STUDIES
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Contents

Acknowledgement	i
List of Tables	iv
List of Figures	v
ABSTRACT	vi
Chapter One	1
1.1 Introduction	1
1.2 Statement of the problem.....	3
1.3 Research questions.....	4
1.4 Objective of the Study	5
1.4.1 General objective.....	5
1.4.2 Specific objectives	5
1.5 Significance of the study	5
1.6 Scope of the study.....	5
1.7 Organization of the Study	5
1.8 Definition of Basic Terms	6
Chapter Two	7
Literature review	7
2.1 Theoretical review	7
2.1.1 Customer Satisfaction.....	7
2.1.2 After-Sales Service	10
2.1.2.4 The Relationship between After-sales Service and Customer Satisfaction.....	12
2.2 Empirical Literature Review.....	13
2.3 Conceptual frame work.....	14
2.3.1 Maintenance.....	15
2.3.1 Maintenance.....	15
2.3.2 Spare part supply	15
2.3.3 Warranty	15
2.3.4 Service accessibility.....	16
2.3.5 Online service	16
Chapter Three	17
Methodology.....	17

3.1 Research design	17
3.2 Research Approach.....	17
3.3 Target population.....	18
3.4 Sampling techniques.....	18
3.5 Sample size	18
3.6 Source of data and type.....	19
3.7 Procedures of data collection.....	19
3.8 Data Analysis Techniques	19
3.9 Reliability and Validity.....	20
3.9.1 Reliability Test	20
3.9.2 Validity	20
3.10 Ethical Consideration.....	21
Chapter Four	22
Results and Discussions.....	22
4.1 response rate	22
4.2 Demographic Characteristics.....	22
4.3 Descriptive Analysis.....	25
4.4 Correlation Analysis	25
4.5 Regression Analysis	28
4.5.1 Normality Assumptions Test	28
4.5.2 Linearity test.....	28
4.5.3 Multi-collinearity test	29
4.5.4 ANOVA Test.....	30
4.5.5 Autocorrelation Assumptions Test	31
Chapter Five	34
5.1 Summary of the findings and Conclusion	34
5.2. Recommendations.....	35
References.....	36
APPENDIX	38

List of Tables

TABLE 1: SUMMARY OF THE RELIABILITY STATISTICS.....	20
TABLE 2: DEMOGRAPHIC CHARACTERISTICS OF SAMPLE RESPONDENTS	22
TABLE 3: LIKERT SCALE INSTRUMENT	25
TABLE 4: PEARSON CORRELATION	27
TABLE 5: TABLE OF COLLINEARITY STATISTICS.....	30
TABLE 6 ANOVA TEST TABLE	30
TABLE 7: DURBIN WATSON STATISTIC TABLE	31
TABLE 8 REGRESSION COEFFICIENTS	32
TABLE 9 SUMMARY OF TESTED HYPOTHESIS.....	32

List of Figures

FIGURE 1NORMALITY TEST FOR RESIDUALS.....	28
FIGURE 2LINEAR REGRESSION MODELS	29

ABSTRACT

Customers are necessary for the continuous existence of an organization. Since the survival of any business is dependent on the customer, the main purpose of every business should be in satisfying its existing customers and attracting a new customer. Hence, in order to be successful, Delivery of after-sales service is becoming increasingly critical as businesses do everything in their power to be more cost-effective, boost profit margins, and meet customer demand for a product or service. The main objective of this research is to assess the effect of after-sales services on customer satisfaction on marathon Motor. This research adopted Explanatory research method. Primary data were collected by using questionnaire that was constructed considering all the dimensions of after sales-services. Samples of 334 customers were selected using convenience sampling technique, and 276 customers completed and returned the questioners. The data was analyzed using descriptive statistics (frequency, mean and standard deviation). The statistical methods of analysis included a descriptive statistic for demographic profile, and inferential statics correlation and Regression analysis processed through SPSS. The provision of warranty, spare parts, and maintenance services has a positive coefficient and a significant impact on customer satisfaction, In spite of this; online (telephone) service has a statistically insignificant impact on customer satisfaction. The researcher recommended marathon motors who provide after-sales services to their customers to focus on their after-sales service and separately recognize and regulate its after-sales service components, based on the findings of the study. It is therefore crucial that customers receive after-sales service after they buy a product and that sellers provide it as a way to build customer loyalty, repeat business, and profitability.

Key words: After-sales service; Customer satisfaction

Chapter One

1.1 Introduction

Consumer satisfaction is a metric we employ to express how satisfied a consumer is with a certain good, service. It gauges a customer's reaction to a brand interaction. It's essential and it can't be seen as separate from business. It's hugely important, since it demonstrates to customers that companies are committed to providing high-quality goods and services that will win over and retain customers. It's one of the most significant predictors of consumer loyalty and buys intent. As thus, it aids in forecasting revenue and business growth. Making sure the customer is happy is one of the main goals of the organization - they say the customer is always right, so when they ask for after-sales service, they're probably right. After-sales service is becoming common in the business world. (Jap, 2013).

Customer satisfaction is a broad and multifaceted concept. Numerous factors, including brand name, sales force, and the quality of the product or service, after-sales services can have a direct impact on customer satisfaction and customer loyalty during the course of the customer life cycle. (Jap, 2013). Businesses must take a variety of things into account and think about always evaluating and improving their various service initiatives, such as responding to customer questions and complaints and exceeding customer expectations. (Sivadas and Baker-Prewitt, 2000).

Philip Kotler mentioned that providing services after a sale is a great way for companies to make more money. After-sale services can bring in a lot of profit and make up a big part of a company's profits. Businesses conduct surveys to learn what their customers want and need because it is rumoured that it costs five times more to acquire a new client than it does to keep an existing one satisfied.

After-sales services are essential for gauging customer satisfaction since they help to ensure that customers' expectations are met. Perceived service quality comes from the customer's viewpoint on both the technical and functional aspects of service. It's important to remember that quality of service is not only judged by the final result, but it determined by how it's presented during the process and its eventual effect on customer expectation (Fornell, 1992). Customer happiness, financial performance, manufacturing costs, customer retention, customer loyalty, and the effectiveness of marketing campaigns are all significantly impacted by after-sales services.(Gaiardelli, Cavalieri, & Ierace, 2007).

Customer retention and customer satisfaction have been shown to be unquestionably predicted by after-sales services, among other factors affecting customer happiness. (Kurata and Nam, 2010). In addition to being a legal duty, providing after-sales services for durable goods gives businesses a chance to become more competitive. (Li et al., 2014). The most popular strategy used by automakers to provide after-sales services is to assign these tasks to merchants. (Davies, 2004). For instance, automakers enter into agreements with their retailers to give after-sales services like routine maintenance and repairs. (Li et al., 2014). Therefore, vendors play a crucial and delicate role in ensuring that customers are happy throughout the supply chain as

the first point of contact with consumers. Vendors are responsible for a crucial feedback between businesses and consumers. (Ali and Dubey, 2014). This crucial importance necessitates careful consideration and attention. Consequently, it is advantageous for businesses to carefully examine the performance of their retailers. The bulk of studies that have been published thus far in the literature have only looked at certain aspects of consumer satisfaction with after-sales services. For instance, 21 aspects of after-sales services have been identified by Murali et al. (2016) as having a direct impact on customer satisfaction. However, merely acknowledging satisfaction factors is insufficient. Various satisfaction factors have unique properties and inconsistent effects on consumer satisfaction (Kano, 1984). Therefore, managers need to be aware of the precise effects of each of these service components.

The horseless carriage was invented by hundreds of businesses before the automotive industry was founded in the 1860s. The United States dominated global vehicle production for many years. Before the Great Depression, there were 32,028,500 vehicles in operation worldwide in 1929, and more than 90% of them were built by the American automobile industry. America had one car per 4.87 people at that time. Around 75% of the world's auto production occurred in the United States after 1945. After being surpassed by Japan in 1980, the U.S. regained its position as global leader in 1994. Japan narrowly overtook the United States in production in 2006 and maintained this position until 2009, when China overtook Japan with 13.8 million units. China nearly doubled the United States' output of 10.3 million units in 2012, producing 19.3 million, with Japan coming in third with 9.9 million units. The number of automotive models in the United States has increased exponentially from 1970 (140 models) to 1998 (260 models) to 2012 (684 models). Marathon Motors is a pioneering business in the automobile sector in Ethiopia.

Marathon Motor Engineering PLC (MME) was established in 2008 and launched in Ethiopia as an importer and dealer of Hyundai cars (passenger and commercial) and genuine parts in February 2009. In order to gain the trust of and utilise the references of current Hyundai owners, MME began operations in 2009 by importing parts for Hyundai vehicles already on the road. The year of earning was 2010. Despite its limited life, MME began to promote Hyundai and establish a reputation as a formidable rival in the nation's automobile market. In addition, there were issues with a lack of local market trust. Since many years, only vehicle brokers and one brand have controlled the Ethiopian automobile market. MME begins to win bids to supply fleets for significant government and non-government projects, even if the competition is harsher.

Hyundai has faith in MME because of its dedication, skill, and notable success. Hyundai gave MME a distributorship of agreement following three years of business with only a letter of intent. Through conscientious and exceptional customer service in sales, parts, and service, MME's turnover has significantly increased. Our goal is to become Bigger, Better, and Stronger greater investment, improved infrastructure and services, and improved performance It strengthened roadside assistance, intensive care, and mobile workshops; it also set the stage for 3S facilities. Sells, Services and Spare Parts. A technical assistance agreement for SKD

assembly was signed by MME and Hyundai Motor Company on May 25, 2017. A variety of car models will be produced annually at the assembly line's maximum output.

For many years, businesses have understood the importance of customer satisfaction. Research indicates that customer fidelity and profitability are closely related to how satisfied customers are. Lately, research has been looking into how customer satisfaction and loyalty are related. They're also looking into how after-sales service, satisfaction, loyalty, and profitability are connected. Lots of researchers have done investigation into how customer satisfaction in Ethiopia's non-automotive businesses is impacted by after-sales service. But to keep their clients delighted, car providers offer after-sales services. This paper is going to look at how Marathon Motors after-sales services affect customer satisfaction.

Most of the past studies focus on non automotives industry This study will examine the pure aftermarket service attributes of the automotive industry and its relationship with customer satisfaction, as well as the after sales condition of the industry as a whole. Other studies have focused more on product attributes than after sales service attributes and have studied a single brand.

1.2 Statement of the problem

Nowadays, businesses are all about making customers happy by giving them what they need. Providing good customer service and follow-up care is key to keeping customers satisfied. Having good customer service after you buy something is essential, because it helps make sure you're happy with your purchase and you can get help if you're having trouble setting something up.

As the selling is closed, the marketing take to place more of an emphasis on customer happiness and offering the target market higher quality products and services than its rivals. The success of any business organization hinges on how happy its consumers are. Customers always come first and are followed by profit whenever a business is just getting off the ground Companies that is successful in providing complete client satisfaction will continue to dominate a market. Nowadays businesses are aware that customer happiness is essential to their performance and also contributes significantly to their ability to increase their market value. (2019 | IRE Journals).

It is commonly known that the profit margin from the product is substantially smaller than the one from the after-sales service. After-sales support is viewed as a significant source of revenue in various sectors (Cohen and Whang, 1997). Hence, on one hand, offering a large number of offering more after-sales service plans to customer's boost business growth. The focus of modern marketing management is on maximizing client lifetime value. (Gupta and Lehmann, 2007).

From the perspective of business relations, The importance of after-sales care in fostering long-lasting relationships with customers is widely acknowledged. However, a standard, free after-sales service also makes a substantial contribution to attracting more customer attention in a

market with intense brand competition. (Chien, 2005). In contemporary industries, providing clients with acceptable after-sales support has developed into a significant income, revenue, and profit and competence (Cohen and Kunreuther, 2007).

Additionally, given the intense competition around the world and the declining earnings from product sales, manufacturing firms and resellers must differentiate themselves through their after-sales services and activities. (Baumgartner, 1999; Levitt, 1983) The profit from after-sales services is frequently greater than that from sales, and the service market can be up to four or five times bigger than the market for goods. (Bundschuh and Dezvane, 2003) and During a given product's lifetime, it may provide at least three times the initial purchase's revenue. (Wise and Baumgartner, 1999). Since they influence both the customers satisfaction and their behavioural intentions, after-sales services seem to be particularly important to the total product mixture given by retail businesses. We agree that after-sales services are crucial for establishing relationships and should be carefully investigated and evaluated when adhering to service quality theory as a result.

Numerous research, such as Hussain, Bhatti, and Jilani's (2011), have been undertaken on the perspectives of after-sales service and customer satisfaction. Study with the title "An empirical analysis of after-sales service and customer satisfaction demonstrated that improved service delivery boosts customer happiness. Armistead and Clark in 1990 evaluated the connection between the after-sales service strategy and customer satisfaction. The provider can guarantee product operation and, consequently, customer satisfaction by providing a variety of after-sales services across the different phases of the primary product lifetime. This might eventually result in a prosperous relationship between the supplier and the client, enabling future transactions Ahn & Sohn (2009). Because of this, after-sales services are now essential for ensuring customer happiness and loyalty.

Numerous scholars have also looked at customer satisfaction and after-sales services in various contexts in Ethiopia. But it is rare to come across studies that were done on customer satisfaction and after-sales services in Ethiopia's automobile business. However, it is uncommon to find research on customer satisfaction and post-sale services in Ethiopia's auto industry.

1.3 Research questions

- To what extent does maintenance affect customer satisfaction in marathon motors?
- How spare parts supplies affect customer satisfaction in marathon motors?
- How warranty services affect customer satisfaction in marathon motors?
- To what extent does Service accessibility affect customer satisfaction in marathon motors?
- How online service on customer satisfaction in marathon motors?

1.4 Objective of the Study

The overall objective and the specialized objective are the two categories into which the study's goals are separated

1.4.1 General objective

The general objective of this study is to examine the effect of after sales service on customer satisfaction in case of marathon motors.

1.4.2 Specific objectives

- To assess the effect of marathon motors maintenance service on customer satisfaction
- To assess the effect of marathon motors spare parts supply service on customer satisfaction
- To assess the effect of marathon motors warranty service on customer satisfaction
- To assess the effect of service accessibility on customer satisfaction
- To assess the effect of marathon motors online service on customer satisfaction

1.5 Significance of the study

The paper is significant because it enables one to know the after sales services used by marathon motors and to identify its effect on customer satisfaction. This paper will produce the following significant, for the company & researchers:

- ✓ It will help the company to look at the effective usage of after sales service offers to satisfy the existed customers of the company.
- ✓ It will allow the business to recognize devoted clients and gauge their level of satisfaction with the after-sales assistance it provides.
- ✓ This study will also provide for the researcher to get experience so as to do other researches for the future in a better way
- ✓ It helps any business students who are interested to study similar and related topics

1.6 Scope of the study

The study gives much a focus on after-sales support and its impact on customer satisfaction in case study of marathon motors engineering plc; which is located in Addis Ababa city. During the months of November through June. The whole output and any recommendation of the study is delimited to marathon motors engineering plc.

1.7 Organization of the Study

In this study, there are five chapters. The study's background is briefly explained in Chapter 1, along with the research topic, study purpose, significance, scope, and definition of key words. Chapter 2 examines theoretical and empirical research on customer satisfaction, after-sales service, and conceptual framework. The organizational context and methodology used in the study are presented in Chapter 3. The outcomes and debates are presented in Chapter 4. Chapter 5 makes conclusions and offers advice.

1.8 Definition of Basic Terms

Some of the terminology in this study was defined by the research using conceptual and operational phrases that were connected to the research aims. The following are the definitions: After-sales service: - Any assistance offered to a customer after the product or service has already been purchased is referred to as after-sales service.

Customer satisfaction is The psychological response that customers have to the post-purchase assistance that businesses provide is known as customer satisfaction. It is the result of the disparity between the after-sale services' actual performance and the expectations and desires of customers (Kotler & Keller, 2012).

Effect: According to Yuen and Chan (2010), the psychological pressure caused by the after-sales services provided by the given companies caused clients to experience extremely content, satisfied, indifferent, and dissatisfied.

Warranty: The majority of product producers offer warranties, and they also do so in other industries, like the auto sector. Manufacturers employ longer warranty periods as a tactic to gain a competitive advantage. A warranty is an essential part of customer support since it reduces the risk of product ownership. (Muhammad, 2011).

Chapter Two

Literature review

2.1 Theoretical review

2.1.1 Customer Satisfaction

2.1.1.1 Definition of Customer Satisfaction

A variety of fields, including as marketing and consumer research, economic psychology, economics, the idea of consumer pleasure is recognized and widely accepted. The most prevalent interpretations from several authors agree that comparing what was received to what was anticipated, including the purchase decision itself as well as the objectives and goals associated to the purchase, results in a feeling of pleasure. (Kotler 2012).

As (Bei, 2008) stated, customer satisfaction is the customer's evaluation of the product or service based on their expectations and needs. The evaluation of all facets of a party's working relationship with another leads to contentment, which is a favourable affective state..

Customer service plays the key factor in determining whether a consumer will make another purchase from you. Raddats (2011). Customer satisfaction refers to the consumer's response to apparent discrepancies between anticipated performance and actual performance of a product after consumption. According to Raddats (2011), The apparent discrepancy between a consumer's expectations and the product's actual performance after use determines how satisfied they are with it.

Customer retention is more crucial than acquiring new clients in the service sector, thus the topic of customer happiness is compelling.. A company's profit is more directly impacted by retaining customers than by attracting new ones The goal of companies should be to maximize profits over the long term by ensuring zero defections by providing excellent customer service. In each personality and with each product/service, customer satisfaction is an ambiguous state of happiness. Products and services are perceived by customers in various degrees of satisfaction When companies offer products that do not meet the expectations and desires of their customers, customers will be disappointed Customers will feel highly satisfied and delighted if companies give them products that meet their desires and also if they give them products that exceed their desires (Muhammad, 2011).

2.1.1.2 Customer Satisfaction Measures

Customers are essential to an organization's ongoing existence in this sense. Every business' primary goal should be to satisfy its current customers and draw in new ones because every firm depends on them for survival. Therefore, in order for businesses to succeed and ensure

their continued existence in the market, they must constantly assess the level of client satisfaction.

Measurements of customer satisfaction are made by gathering information on how satisfied or unsatisfied a client is with a service. This data can be collected and analyzed using a variety of techniques. In order to track performance over time and evaluate the benefits of service improvement, many organizations regularly evaluate customer satisfaction ratings. Vision from the Henley centre spotlight Muhammad (2011) claims that five themes from customer satisfaction studies with public sector companies in the UK are likely to be relevant to all organizations.

- Timeliness
- Information
- Professionalism
- Staff attitude

Kotler & Keller (2012) also state that the five key factors affect customer satisfaction metrics.

- ✚ Quality: If defects are discovered throughout the warranty period, the client is happy. The question is whether the defects are within reasonable limits. Customers occasionally specify what a tolerable flaw is.
- ✚ Delivery on time: - Nothing is more annoying than waiting longer than expected for a delivery. If you receive a call informing you that the delivery will be delayed, this frustration might be lessened, but it still exists.
- ✚ Money: Obviously, if a vendor wants his invoice to be paid in full and without dispute, He is not permitted to charge the client an amount that has not been approved by the client. Unhappy customers are those who are asked to pay more than what is specified in the purchase order..
- ✚ Concerning factor: Project execution issues are typically caused by unclear requirements or a failure to understand the specifications. Conflicts between the requirements could also cause issues. When the vendor points out a problem that the customer is to fault for, the client's satisfaction is often unaffected. If the faults identified are a result of the vendor interpreting the requirements incorrectly, however, the customer's pleasure does suffer.

2.1.1.3 Methods of Measuring Customer Satisfaction

Measurement of customer satisfaction is gathering knowledge of a service's clients' level of satisfaction or dissatisfaction. This data can be collected and analyzed using a variety of techniques. Many companies regularly evaluate customer feedback to track performance over time and determine the impact of service improvement. (Hoffman & Bateson, 2010).

Customer Satisfaction Measurement (CSM) CSM is linked to crucial business factors including profitability, client retention, and repeat purchases. It makes sense to assume that happy customers will come back. They won't be as likely to switch to another business. We would anticipate that consumer happiness would almost inevitably be linked to brand loyalty and

profitability. From a business perspective, there would be little sense in monitoring customer happiness if it did not achieve them. (Rizka & Widji, 2013).

If customer pleasure does not correlate with loyalty and profitability, the measurement is to blame. Demonstrates ten procedures for gauging client happiness. The first three steps in this process are conceptualizing, the next three are developing, and the final two are Tracking and interpreting. (Kotler & Keller, (2012).

Step 1: Gather background information: It's vital to start with There are some useful instruments for qualitative research brainstorming.

Step 2: Select the metrics to be used: Its suitable One or more properties could be chosen as the metrics. may be chosen as the attributes to measure. These indicate that the characteristics are pertinent to the organization's objective, to ensure client satisfaction, and avoid both ineffective and detrimental metrics for customer satisfaction.

Step 3: Pick the appropriate group of people to measure: The primary tool for identifying inconsistencies is customer unhappiness, and some consumer complaints are discrepancies.

Step 4: Select the fundamental CSM question elements: Customer satisfaction is measured using five fundamental questions: incidence, frequent, significance, accomplishment, and an all-encompassing criterion measure.

- ✓ The relevance of a particular service or the occurrence of a certain problem is both examples of incidence. Have you had any issues with this service recently?
- ✓ Frequency has to do with how frequently the issue occurs. How frequently did you experience issues with this service?
- ✓ A service is important if the customer does not usually use it.
- ✓ Performance measures how happy a customer is with a business's performance..
- ✓ The importance of the various traits is determined by the overall criterion measure.

Step 5: Pick the appropriate metric. There are numerous scales that can be used to measure attributes. It is possible to use a binary scale (satisfied or not satisfied), a word scale (good, average, and poor), and a numerical scale (10-point scale).

Step 6: Make Analysis Action-Oriented. This stage allows for the use of a variety of analysis methodologies, with quadrant analysis being one of the most popular.

Step 7: Because not all clients are looking for the same advantage, segmenting your customer base is a good idea. It is possible to employ strategies like classification tree and cluster analysis.

Step 8: accurately interpreting the measures; If tracking of customer satisfaction is being done, it is crucial to distinguish between common cause and unique cause fluctuations; With the help of upper and lower control limits, it might be simple to plot the outcomes on a run chart.

Step 9: Use results with caution; it will be simple to have all the outcomes in characteristics for this phase. For instance, services provide the attribute, and branches may be swift, accessible, and courteous.

Step 10: Set up a monitoring system: so that you can follow your clients continuously rather than at irregular periods.

2.1.2 After-Sales Service

The way we service consumers is a growing source of competitive advantage in today's market as more businesses concentrate on keeping their current clients rather than acquiring new ones Alfred (1995). Since after-sales service has grown to be a significant source of competitive manoeuvring, businesses seek competitive advantages with their after-sales service portfolio to distinguish their offerings from those of competitors. Because core items are frequently physically equivalent, one key area of market distinction is after-sales services. (Kotler & Keller, 2012).

After-sales services are those that are given to the client following the delivery of the goods A 2008 study by Rigopoulou, Chaniotakis, Lymperopoulos, and Siomkos. According to Cavalieri, Gaiardelli, and Ierace (2007), after-sales services are those that follow after the consumer buys the goods and are intended to assist them in using and disposing of the products. After-sales service, according to Urbaniak (2001), consists of activities that simplify or enhance how a product is used.

After-sales services are actions taken by a company after a customer buys a product to reduce potential issues with goods use and increase the importance of customer experience. Armstrong and Clark, (1990).

As businesses work to become more cost-effective, boost profit margins, and meet customer demand for a good or service, providing after-sales assistance is becoming more and more crucial. According to Kotler & Keller (2012), Five times more money is spent on gaining a new customer than on keeping an existing one.

After-sales service is expressed by (Cavalieri, et al. 2007) as the tasks that held after the product is purchased and are focused to assisting consumers when used and dispose of the goods to foster their loyalty. While all effort that support the Transactions focused on products are collectively referred to as "product support activities" (After-sales services are usually referred to as such (Rigopoulou, Chaniotakis, Lymperopoulos, & Siomkos, 2008).

2.1.2.1 Components of After-Sales Service

Kotler & Keller (2012) define after-sales services as the total of all actions taken following the acquiring of a product that:

- ✓ Ensure that things are available for trouble-free usage throughout their useful lives and ensure that goods are always available.
- ✓ Replace faulty products as soon as possible and affordably.

- ✓ Give the customer a competitive advantage.

As stated by Goffin (1999), customers must receive the following seven types of after-sales support during the product's useful life

Online assistance: In many businesses, product counselling over the phone is an essential part of customer service. Customers can receive online consultation from product specialists to learn more about products to fix problems.

Installing: - for a variety of goods Installation is the first part of the product after-sale assistance. When there are safety concerns involving employees from the manufacturing company or its agents or when there are complex items, this is often done.

Warranties: - Manufacturers of the majority of products offer warranties, and they also do this in other fields, like as the auto sector. Manufacturers employ longer warranty periods as a tactic to gain a competitive advantage. A warranty is an essential part of customer support since it reduces the risk. of owning products.

Maintenance and repair: - this involves cleaning, refurbishing, or replacing equipment parts that would otherwise be susceptible to failure. Regular maintenance is typically required for mechanical components, such as those in autos. As a crucial component of product support, maintenance and repair has necessitated large resource investments from businesses.

User training: - Because of the intricacy of various types of technology, producers must offer awareness. Many sophisticated and Computer-based products include capabilities that show users how to use effectively.

Documentation: - The majority of items have some sort of documentation, and fields like medical electronics are important. Operation, installation, maintenance, and repair of equipment are typically covered by documentation. Lower support costs might result from good documentation.

Upgrades: - A key component of support might be offering buyers the choice to make the existing things function better. Because updates increase the equipment's usable lives and can be a major source of revenue, computer makers provide them. Original equipment makers have an advantage in this case because they typically have knowledge of where equipment has been sold that could be upgraded. Potluri and Hawariat (2010) state that the main duties associated with after-sales services include: -

- Provision of information. Customers may need information on the status of the order or the fault, as well as information on Products and services, their accessibility, timing, and costs.
- Service delivery. The service provider must carry out a number of tasks, which can change depending on the product and the service. Delivery is when a service provider sets up all the elements required for a service's operation and maintenance in the manner described in the service specification and intended for use by customers.

- Maintenance and repair service. From the time a service stops providing one or more of the declared features until these features are once again available for the client to use, this service function includes all repair-related actions. The procedure needs to be consistent from the customer's perspective regardless of the product or service being serviced.
- Billing service. Nearly all services that are not offered for free include billing. Customers are disappointed by inaccurate, unreadable, or incompatible bills. Customers typically demand that bills be understandable, instructive, and categorized such that it is clear how the ultimate sum was determined.
- Customer complaints handling. Complaints are the outcome of service failures by an organization, It could occur for a number of reasons. Any type of service failure causes customers to react badly and feel dissatisfied. Fast resolutions are required for customers who complain. A company must therefore be prepared to address complaints right away if it encourages and welcomes them.

Customers are intensively shifting far from asking for a specific product to asking for a specific service package (covers the initial purchase and all aftermarket needs), according to (Raddats, 2011), who believe they are now seeking a full solution to their issue rather than just a product to satisfy their needs.

2.1.2.3 Importance of After-Sales

The most common use of the term "after-sales services" to describe services provided to clients after the delivery of their products. The same services are occasionally referred to as "field services" when they embody qualities that are present at a customer's location. The literature also uses the terms "after-sales support," "technical support," or even plain services. All acts that support the product-centric transaction are commonly referred to as "product support activities" or after-sales service. They are also referred to in the literature as "customer support" components, which refer to all actions taken to make sure a product is accessible to customers "over its useful lifespan for trouble-free use". Although there is a sizable body of literature on the subject of service quality, it appears that there is still room for 13 additional contributions because, in addition to its theoretical and academic value, the topic of service quality also significantly contributes to sources of sustainable competitive advantage for businesses. (Mohammadipour & Minavandchal, 2013).

2.1.2.4 The Relationship between After-sales Service and Customer Satisfaction

The majority of manufacturing industries view after-sales service as a potential source of income, profit, and competitive advantage. (Bundschuh & Dezvane (2003). The services provided to clients after the delivery of their goods have been referred to as "after-sales services" most frequently. There are times when the same services are referred to as "field services" when they have characteristics that are present at a customer's location. Terms like "after-sales support," "technical support," or even plain "services" is written about in the literature. ""After-sales services" are frequently commonly known as "product support activities," which refers to all actions that assist the transaction focused on the product.

For services marketing managers, knowing because it enables them to dramatically differentiate their product and strengthen their long-term and short-term relationships with clients, understanding how after-sales services effect customer satisfaction and post-purchase behaviour intentions is essential. Armistead and Clark (1990) looked into the connection between client happiness and post-sale services assistance strategies in this area. They looked at five producers of capital and consumer goods. The findings indicate that the after-sales service strategy, production, and design are all closely related.

2.2 Empirical Literature Review

The researcher has analyzed several study projects written by authors and researchers in this section that focus on customer satisfaction in general and the auto service industry in particular.

The results of Hussain, Bhatti & Jilani (2011) with title "An empirical analysis of after sales service and customer satisfaction" Howed that improved service delivery promotes customer satisfaction Marketing has been interested in figuring out the link between cause and effect between after-sales services and customer happiness since well over a decade. Customer happiness became the rallying cry for businesses competing in a recently globalized economy.

So, Rigopoulou & et al. (2008) investigated the effects of After Sales services on client satisfaction in Greece. The findings demonstrate that after-sales service significantly and favorably affects customer satisfaction. They advise service marketing managers to be aware of how after-sales support affects consumer satisfaction and behavioural intentions.

Additionally, Bundschuh & Dezvane (2003) investigated the relationship between after-sales service and customer satisfaction and found that this relationship is viewed as a key component that influences after-sales service.

Then Gaiardelli, Sacconi, and Songini (2007) concurred that because they need less work, repeat clients are the most profitable ones. to form relationships with and market to, and they also agreed that after-sales support plays a crucial part in ensuring customer satisfaction. In this way, (Ehinlanwo and Intl, 2014) investigated if after-sales support is sufficient for maintaining long-term client relationships. Their research revealed that the After-sales support is a marketing technique. that builds relationships with clients through open dialogue and adaptability. Long-term, it results in satisfied customers. According to Yuen and Chan (2010), businesses are devoting an increasing amount of resources to after-sales, and many businesses have departments devoted solely to generating and delivering after-sales solutions.

Ethiopian owners of Toyota and Lifan vehicles were investigated by Kindye Essa (2011) to see how after-sales service offered by Moenco & Holland Car PLC affected their happiness and loyalty. He discovered that aspects of the after-sales service have an impact on customer satisfaction as a result. Seyed Mohammad Sadeq Khaksar et. al. (2007) has studied the effect of technical and electronic after-sales services on entrepreneurial opportunities (that is, cost leadership, market development, product development, diversification and differentiation).

In their study, Ming Wang and Chich-Jen Shieh (2006) examined overall user customer satisfaction. Users' perceptions on service quality are revealed by a questionnaire survey employing the following five criteria: tangibles, receptivity, assurance, dependability, and empathy. The findings show that user happiness is significantly positively impacted by the total service quality. With the exception of responsiveness, all of these five factors considerably increase overall customer happiness.

According to Mohd et al. (2009), "after-sales service" refers to the services offered to clients before, during, and after a transaction. It is one of the organizational processes which companies perform in considering the growing competition of the market and for attracting entrepreneurial opportunities for increasing profitability and better access to the market, as well as increasing the customer satisfaction level. It is frequently used to describe services provided to clients after the delivery of the product.

Ahmed & Minuir (2014) have studied Service Quality and its Relationship with Customer Using SERVQUAL, the Saudi Arabian Automobile Company may measure customer satisfaction and loyalty. They discovered that the majority of Saudi Arabian Automobile Company consumers are really delighted and devoted to the company, and they came to the conclusion that the outcome is unquestionably advantageous for Saudi Arabian Automobile Company in order to outperform its rivals and increase its market share.

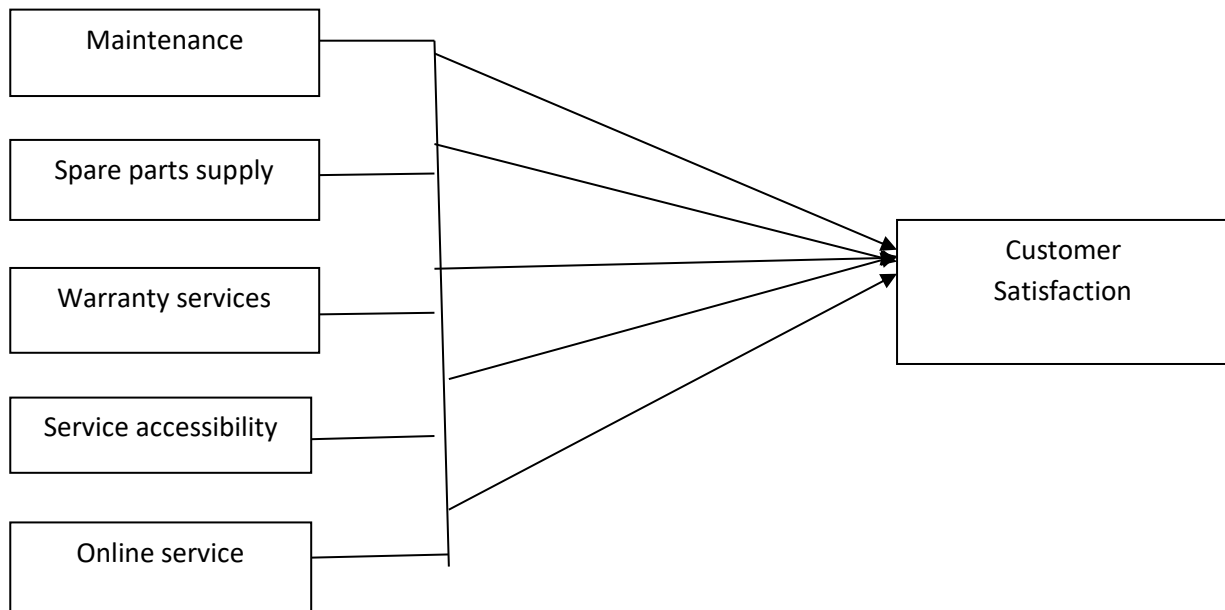
The provider can guarantee product operation and, consequently, customer satisfaction by providing a variety of after-sales services across the different phases of the primary product lifetime. Over time, this can result in a positive connection between the provider and the client, enabling more transactions. Ahn & Sohn (2009). Client satisfaction can be greatly increased and enduring client connections can be formed through after-sales services. Kurata & Nam (2010) Returning clients are the most profitable ones since they demand less relationship-building and marketing effort. Bateson and Hoffman (2010). As a result, today, after-sales services are essential for ensuring customer loyalty and happiness. Particularly at a time when organizations are under increased pressure to streamline procedures and narrow their emphasis on their core competencies, they expect increasingly specialized services.

2.3 Conceptual frame work

The term "conceptual or theoretical framework" refers to a framework that identifies research variables and explains how the specific variables included in the study related to one another. The conceptual framework, which is connected to the problem statement, prepares the ground for the presentation of the particular research question that guides the investigation being reported. William et,al. (2001)

Conceptual framework demonstrates the impact of upkeep, the availability of replacement parts, warranty services, the accessibility of services, and online services (all independent variables) on customer satisfaction. The variable that affects or modifies the dependent variable is known as an independent variable.

The following conceptual framework is offered in light of previous discussion in order to comprehend the connection between after-sales service elements and customer satisfaction.



2.3.1 Maintenance

This has always been a crucial aspect of post-purchase support. Maintenance is required to lubricate, clean, replace, or refresh equipment parts that might otherwise be susceptible to failure. In many sectors, quick and effective equipment repair is crucial in the event of failure because “down-time costs run typically at anywhere from 100 to 10,000 times the price of spare parts or service” (Knecht et al., 1993). To successfully and efficiently manage any maintenance issue, manufacturers or dealers must have a sufficient workforce of after-sales engineers and technicians.

2.3.2 Spare part supply

An interchangeable component used to repair or replace damaged items is known as a spare part, repair part, or replacement part. Due to the unpredictable nature of breakdowns, predictions for replacement parts in after-sales assistance only emerge as probability distributions. The majority of businesses have trouble forecasting, which leads to supply and demand imbalances and subpar customer service

2.3.3 Warranty

A warranty is a type of guarantee in which the seller commits to replacing or repairing the product if it doesn't perform as intended within a predetermined time frame after the sale. Ownership of things is less risky financially thanks to manufacturer warranties. Today, a competitive advantage is the provision of a warranty, particularly in the heavy-duty automotive industry.

2.3.4 Service accessibility

Choosing the best branches to provide maintenance service, spare parts supply, warranty service, and other services to customers while maximizing the company's overall cost and customer service level is one of the most crucial decisions faced by after sales management. These branches are in charge of offering post-purchase support to all equipment and clients in the designated area. It is evident that branch locations directly impact a company's operational effectiveness and customer happiness. (Simmon, 2001). It is expensive to assign specialized technicians, equipment, replacement parts, and faculties unless it is planned and handled effectively.

2.3.5 Online service

Many industries value telephone assistance and online (email) support for their products. Customers can receive online consulting from product specialists to use products more effectively, maintain them more quickly, or occasionally even find and fix defects if specialized knowledge is required. This kind of after-sales support also includes updating the equipment's maintenance and servicing status as well as the availability, cost, and other details about spare parts.

Chapter Three

Methodology

3.1 Research design

A research design is a strategy for a study that specifies the steps the researcher must take to accomplish the study's goals. Similar to that, many researchers refer to it as a guideline to follow in order to successfully carry out the research. (Churchill & Iacobucci 2005)

The overall approach a researcher selects to integrate the many study components in a logical and cogent manner, assuring that the study will effectively address the research challenge, is referred to as the research design. In the literature on research methodologies, the three categories of exploratory, descriptive, and explanatory research purposes are most frequently utilized. (Kent, 2007).

If the research is exploratory, descriptive, or explanatory, the research design clarifies how the research purpose is categorized. Saunders et al. (2007) Examine the three different aims of exploratory, descriptive, and explanatory research that are most frequently utilized in the literature on research methods.

This study has used explanatory types of research design Explanatory. Research hypotheses that explicitly describe the type and direction of interactions between or among the variables under inquiry serve to distinguish investigations. This is so that the researcher can explain why phenomena occur and predict what will happen in the future.

3.2 Research Approach

There are two typical methods for conducting commercial and social research investigations: one the inductive approach, which discovers data and produces theories as a result of the data analysis, and the deductive approach, which generates theories and hypotheses before adopting a research plan to test the hypotheses (Yuqi Li, 2007).

As a result, a deductive methodology was used in this study because it moves from the general to the specific. This indicates that the researcher has read various academic works on customer satisfaction and after-sales service; Additionally, The researcher assessed past research on how post-sale services affect consumer satisfaction. In order to learn more about the effects of these services on customer satisfaction with regard to marathon Motors, the researcher used this information to create the conceptual framework for the study, which illustrates the relationship between the independent variable (after-sale services) and the dependent variable (customer satisfaction).

3.3 Target population

A population is a collection of people who share at least one feature. (Kothari, 2004). Quantitative researchers must choose their sample from a defined population from which they aim to generalize their findings in order to obtain acceptable population validity. (Kline, 2005).

The study will conduct in marathon motors engineering plc and the Customers, specifically those who use Marathon Motors' after-sales services, are the study's target population. Customers of Marathon Motors who received after-sales services between March 1 and May 20 make up the target population.

3.4 Sampling techniques

This study will use Convenience non probability sampling technique, and it will be used for customers; this technique of sampling is selected because it is appropriate and it's easy and inexpensive way of obtaining data. According to Anol (2012) Techniques known as convenience sampling involve selecting a sample from a population segment that is nearby, easily accessible, or convenient.

3.5 Sample size

Before starting any research, the appropriate sample size must be determined. There is a lot to consider in this decision. Several factors, including price, time, the availability of resources, and statistical correctness, must be taken into account. There are several methods for calculating the sample size (Israel, 1992). First, if a probability sampling technique is employed, a random size should be chosen within the parameters of the study budget and time, and the precision of the sample should be measured at the analysis stage. The second step entails utilizing statistical methods to determine the ideal sample size.

The researcher will choose a sample size from all of Marathon Motors' consumers because there isn't enough time or money to perform research on the entire population. The study will utilize this data to determine the sample size for the respondents. Cochran (1977) gave the following formula for calculating sample size for a finite population:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n= Sample Size for proportion

N = Total population of the study

e= Margin of Error (allowable error)

Using the aforementioned formula and a 5% margin of error (the maximum amount of error the researcher will allow), a 95% confidence level is calculated. According to Marathon

Motor's annual report from 2022, 2,000 clients received at least one instance of after-sales care. The sample size for this study was determined from the customers who use the companies' after-sales services.

$$n = \frac{2,000}{1 + 2,000(0.05)^2}$$

n = 333.33 approximately 334

3.6 Source of data and type

Building needs different material for successful construction. Therefore, acquiring pertinent data is the only method to accomplish the study's goal. To this end, The study has included primary and secondary sources of information. The main client information gathered. As much as possible, secondary data were gathered from both published and unpublished sources, including memoranda, guides, books, and research papers. The study has used quantitative approach. The reason for using quantitative approach to design a study plan that includes the collecting of quantitative data in order to answer the research topic.

3.7 Procedures of data collection

To obtain relevant information the researcher will use self-administered questionnaire. Self-administered questionnaire is designed to give freedom for respondent. This study used a primary source of data to assess the impact of after-sales support on customer satisfaction at marathon motors. Before the study was carried out, a questionnaire was created and tested. The questionnaires were created using a Likert scale after a thorough literature research on the impact of post-sale services on customer satisfaction. The likert scale was employed because it allows participants to express their thoughts and perceptions in terms of both direction (positive or negative) and intensity (degree of agreement or disagreement). Two sections made up the questionnaire. The general information about the responder was covered in Section 1. Section 2 addressed post-sale factors and their impact on client satisfaction. The researcher scheduled a time and handed out the questionnaire to the sample consumers who were present at the Marathon Motors after-sales service station with the help of Marathon Motors staff members who work in the company's Sarris after-sales service workshop. The procedure for gathering data is a concurrent process that converges quantitative data to offer a thorough understanding of the study problem.

3.8 Data Analysis Techniques

Descriptive analysis (percentage, frequency, and mean) was employed in this study to analyze the demographic data, and The link between the dependent variable (customer satisfaction) and the independent variable (after-sale services offered by Marathon Motors) will be examined using regression and correlation analysis in SPSS.

3.9 Reliability and Validity

3.9.1 Reliability Test

Before a questionnaire was distributed, its reliability had been double-checked and assessed using the Alpha Test. The definition of dependability is the ability to measure consistently or steadily under different situations such that essentially the same outcomes can be achieved. (Hoffman & Bateson, 2010; Jacob & Ulaga, 2008).

The most well-known and frequently employed method for determining the internal consistency or reliability of tests and surveys in the behavioural sciences is the Cronbach's alpha coefficient. Kurata & Nam (2010). Prior to the surveys being distributed was assessed using the Alpha Test, the reliability of the items/questions was double-checked. The acceptable alpha value is between 0.7 and 0.95., Cochran (1977). Because an instrument is deemed to be trustworthy if its estimated reliability value is over 0.70, the pre-test outcome showed that the calculated value used to assess the instrument's reliability was judged to be relevant. Table1 provides a breakdown of the reliability metrics for the SPSS data.

Table 1: summary of the reliability statistics

Variables	Cronbach's Alpha	Items
Maintenance	.754	3
Warranty	.738	3
Spare part	.843	4
Online	.736	4
Customer satisfaction	.836	5

3.9.2 Validity

Bryman (1988) validity is defined as the capacity to measure what we want to evaluate. There are other ways to test validity, such as face validity; This decides whether the questions initially seem to be evaluating the study's objective. To verify the validity of the questionnaire for this study, a pre-test was conducted on a subset of employees, and changes were made in response to the input gathered. The study's actual execution did not include the respondents who took part in the pilot test. When the questionnaire was created using considerable reading of a literature review, the content

validity was also guaranteed. In order to ensure that respondents would read and react to the question consistently on different times in the same context, ambiguous or vague wordings were avoided when creating the questionnaire.

3.10 Ethical Consideration

When the research was being conducted, the questioner did not utilize the respondents' names or any other identifying information to clearly convey the benefits of the study, protecting their comfort. Additionally, the researcher protected all participant-related data their anonymity is maintained by giving them code numbers rather than names, protecting their privacy, identity, and confidentiality.

Chapter Four

Results and Discussions

The analysis and interpretation of the information gathered by questionnaires are covered in this chapter. SPSS version 16 is used to display the reliability analysis, demographic data on the respondents, descriptive analysis, correlation analysis, and regression analysis...

4.1 response rate

There were 334 questionnaires distributed to respondents, out of which 276 were returned for analysis (82.5% response rate).

4.2 Demographic Characteristics

Table 2: Demographic characteristics of Sample Respondents

Demographic Factor Frequency		Frequency	
		Number	Percent
gender	Male	203	73.6
	Female	73	26.4

Educational qualification	Primary school		
	Secondary school	69	25
	Certificate or Diploma	27	9.8
	First degree	138	50

	Master's degree and above	42	15.2
	Total	276	100
Length of years as a customer of marathon motors	<2 years	64	23.4
	2-3	59	21.3
	4-5	81	29.3
	>5 years	72	26
	total	276	100

Frequency of after sale service used from marathon motors	One times	33	12
	Two times	56	20
		187	68
	Total	276	100

Type of after sales service used	Warranty	13	4.7
	Spare parts supply	39	14.1
	Maintenance service	56	20.2
	Two or more after sales service are used	168	61
	Total	276	100

Source own: survey, 2023

As shown in table 2 above, 203 (73.6%) of the after-sales service sample customers from marathon motors were men, and 73 (26.4%) were women. This demonstrates that there were more male respondents than there were female respondents.

In terms of education, 69 (or 25%) of the sample's respondents have completed secondary school. The percentages of sample respondents with a certificate or diploma, a first degree, and a master's degree or higher are 27 (9.8%), 138 (50%) and 42 (15.2%), respectively. This indicates that the majority of participants were highly competent.

In terms of years of experience, 64 (23.4%) of the respondents had less than two years' experience, 59 (21.3%) had between two and three years' experience, 81 (29.3%) had between three and four years' experience, and 72 (26%) had more than five years' experience.

Table 2 from Marathon Motors' after service reveals that 33 (13%) of sample customers received after-sales service once, 56 (20%) received it twice, and 187 (68%) received it more than three times. As a result, it is easy to gauge how satisfied customers are with Marathon Motors' post-purchase support.

In terms of the after-sale services provided, 13(4.7) of respondents used warranty and also 39(14.1%) of respondents used Spare parts supply and also 56(20.2%) of respondents used Maintenance service while,168(61%) respondents used Two or more after sales service from marathon motors. This shows that out of the entire sample of responses, at least one respondent had utilized one sort of the several after-sales services that Marathon Motors provided. The

impact of Marathon Motors' after-sales service on customer satisfaction has thus been examined in this study.

4.3 Descriptive Analysis

The descriptive statistics for data collected through surveys are covered in this part, which examines how Marathon Motors' after-sales services effect client satisfaction. According to Kumar (2014)

Comparison Bases of Mean Score of Five Point Likert Scale Instruments

Table 3: likert scale Instrument

No	Mean value	Description
1	<3.39	Low
2	3.40 up to 3.79	Moderate
3	>3.8	High

4.4 Correlation Analysis

This section discusses the descriptive statistics for information acquired through surveys to look at how Marathon Motors' after-sales services affect customer satisfaction.(Taylor, 1990). The strength of a linear link between the variables was evaluated using the Pearson correlation test.

Table 4: Pearson Correlation

Correlations

		Maintenance	Warranty	spare part	Online
Maintenance	Pearson Correlation	1	.159**	-.089	.059
	Sig. (2-tailed)		.008	.141	.329
	N	276	276	276	276
Warranty	Pearson Correlation	.159**	1	-.050	-.049
	Sig. (2-tailed)	.008		.409	.413
	N	276	276	276	276
spare part	Pearson Correlation	-.089	-.050	1	.050
	Sig. (2-tailed)	.141	.409		.405
	N	276	276	276	276
Online	Pearson Correlation	.059	-.049	.050	1
	Sig. (2-tailed)	.329	.413	.405	
	N	276	276	276	276

**. Correlation is significant at the 0.01 level (2-tailed).

As shown on table 4.4, Pearson correlation, the highest positive correlation coefficient denoted between warranty and maintenance (.159) demonstrates that there is a linear relationship between these two variables that is statistically significant (p.001). It suggests that these two variables have a linear relationship in which the values of one variable rise as the value of the other does.

4.5 Regression Analysis

4.5.1 Normality Assumptions Test

The normalcy assumption must be met in order to run a hypothesis test about the model parameter. The error distribution is assumed to be normal if the mean of the residuals is assumed to be zero. As can be seen in Fig., the data in this study were tested for normality. Because the histogram is bell-shaped, it can be assumed that the residuals are distributed normally. It follows that the residual mean is zero and the standard deviation is almost nil. Therefore, there were no breaches of the regularly distributed error term supposition.

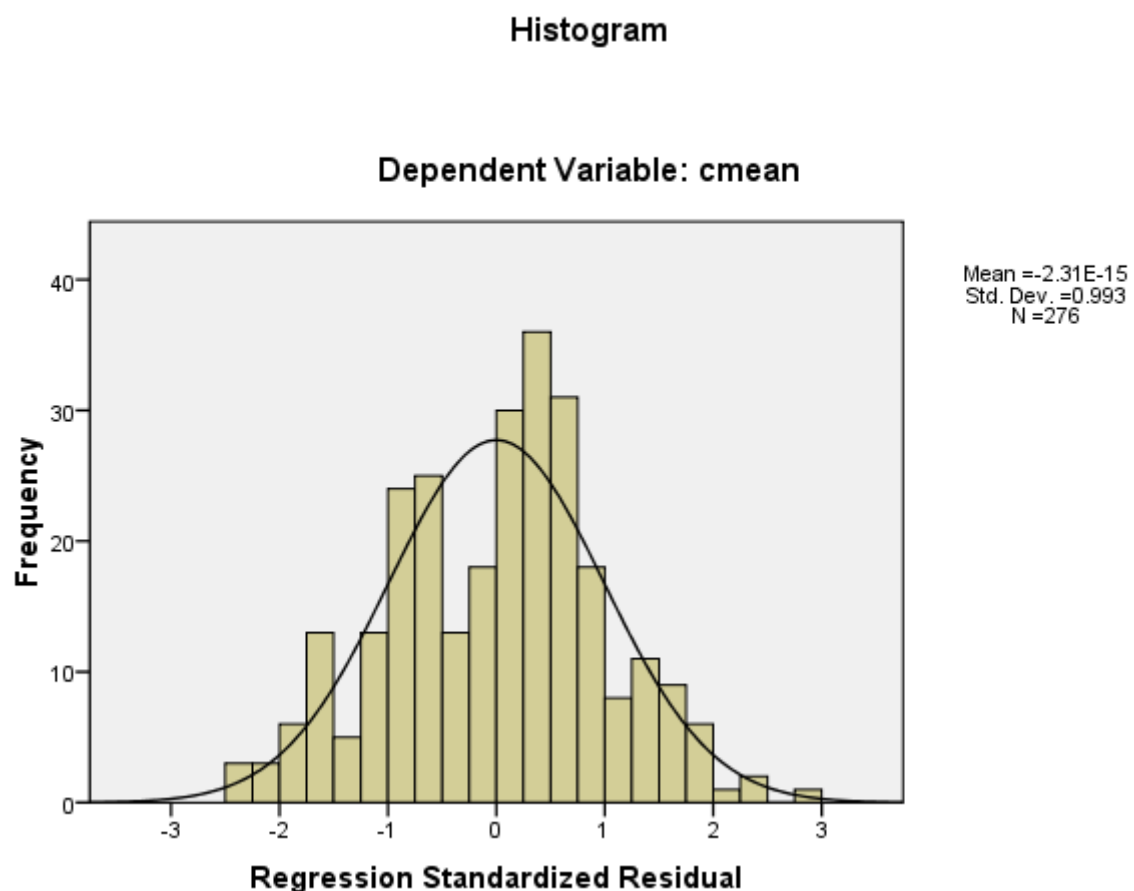


Figure 1 Normality test for residuals

Source: survey data 2023

In the event where the residuals are normally distributed, the histogram should display a bell-shaped pattern. 1988's Bryman. The previous graph's bell-shaped histogram indicates that the residuals are evenly distributed. As a result, the normalcy assumption is true.

4.5.2 Linearity test

The underlying premise behind using linear regression models for prediction is called "linearity." It indicates how closely the changes in the dependent variable and the changes in

the independent variables are related. A visualization of the residual values vs the projected values for the output from the basic regression model best illustrates the linearity of the relationship between the dependent and independent variables. The association between customer satisfaction (the dependent variable) and warranty, spare part supply, maintenance, and online service (the independent variables) is linear, as shown in the plot of the standard regression output of the study in Fig. The relationship is linear, as shown by the painted graph below. As a result, the normalcy assumption is proven to be true and it is possible to make the conclusion that the researcher will draw valid inferences about a population parameter from the sample.

Normal P-P Plot of Regression Standardized Residual

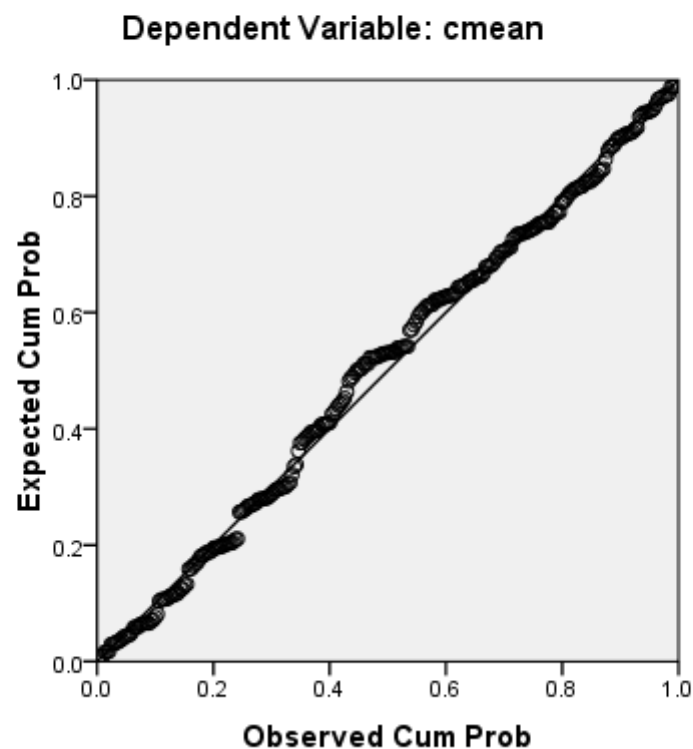


Figure 2 linear regression models

4.5.3 Multi-collinearity test

When several of the model's predictor variables are correlated with one another, this is known as multi-collinearity. It is feasible to look at the variance inflation factors (VIF) to assess multi-collinearity. VIF measures the amount that predictor correlation increases the variance of an estimated regression coefficient. VIF values must not exceed 10 or 0.1, and any value between 5 and 10 indicates that multi-collinearity has made it difficult to evaluate the corresponding regression coefficients.

Table 5: Table of collinearity statistics

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	Maintenance	.963	1.038
	Warranty	.970	1.031
	Spare part	.988	1.012
	Online	.990	1.010

a. Dependent Variable: customer satisfaction

The tolerance value must be bigger than 0.1. The study's collinearity statistics table reveals that the tolerance value is more than 0.1 and that all VIF measures of each predictor variable do not fall beyond ten nor between five and ten. This suggests that multi-collinearity between independent variables is not a significant issue. In order to employ all of the variables in the estimation, they were all kept.

4.5.4 ANOVA Test

The significant value 0.01 is higher than the calculated significant value 0.000, according to the ANOVA test table below. It shows that the dependent variable and independent variables had a statistically significant connection at the 1% significant level. The P-value for 0.000 is sufficiently low (significant 0.05), and the F statistics (25.125), which were used to quantify the overall test of significance of the model, are reported (>5). This suggests that the independent variables (online services, maintenance, warranty, and spare parts) have an impact on the improvement of customer satisfaction and the model is well fitted at the 1% level of significance.

Table 6 ANOVA test table

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.620	4	.155	.372	.000 ^b
	Residual	112.807	271	.416		
	Total	113.427	275			

a. Predictors: (Constant), online, warranty, spare part, maintenance

b. Dependent Variable: customer satisfaction

4.5.5 Autocorrelation Assumptions Test

The residuals of a statistical regression analysis are tested for autocorrelation using the Durbin Watson statistic. The Durbin-Watson statistic always falls between 0 and 4. The value 2 denotes the absence of autocorrelation in the sample used for the investigation. Values close to 0 show positive autocorrelation, whereas values closer to 4 show negative autocorrelation. (Bryman, 1988).

Table 7: Durbin Watson statistic table

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.946 ^a	.897	.895	.28442	1.929

a. Predictors: (Constant), online, warranty, spare part, maintenance

b. Dependent Variable: customer satisfaction

The results of the Durbin Watson statistic are shown in the table to be 1.929. As a result, the assumption of autocorrelation has been evaluated in this study, and the following conclusion clearly shows that there is no autocorrelation. In light of this, the Autocorrelation assumption is true.

Based on the table R Square value indicated that the independent variables explained the dependent variable by **89.7 %**. This **result implies after sales Service or element factors accounted 89.7 %** of the variance in customer satisfaction.

4.5.6 Regression Result and Discussion

Regression analysis is a process to find out the effect of after sales Service on customer satisfaction. The coefficient of determination –R² is the measure how well the data fit the regression model

Table 8 Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.094	.043		2.069	.037
Maintenance	.612	.014	.020	1.100	.017
Online	.115	.042	.127	2.630	.269
Warranty	.108	.043	.121	2.465	.007
Spare part	.152	.054	.055	2.717	.000

a. Dependent Variable: cs_mean1

The regression coefficients in table above show the relative influence that each independent variable has on the dependent variable and reveal the most contributing predictor/independent variable. The standardized beta coefficient was used to compare the strength of each predictor's/independent variable's influence on the factor customer satisfaction. The above table shows that maintenance, online, warranty, and spare part played a significant role in predicting customer satisfaction ($B=0.115$, $p>0.05$), ($B=0.612$, $P>0.05$), ($B=0.152$, $P>0.05$) and ($B=0.108$, $P>0.05$), respectively.

The significance levels of online, 0.007 spare part, 0.000, and maintenance, 0.017, were all less than 0.05. Thus, maintenance is the most important after sales service element in predicting customer satisfaction, with a beta value of 0.612, followed by spare part, online, and warranty, with a $r=0.152$, $r=0.115$ and $r=0.108$ that is statistically significant in predicting customer satisfaction. Hence, the overall result established that the after sales service element of maintenance has a higher rate of influence than the other predictors studied in this study. Therefore, the hypotheses about warranty, spare part, were accepted, however the significant level of online is 0.269, which is greater than 0.05. This indicates that the variables of online had a statistically insignificant relationship with customer satisfaction. Thus, the hypotheses were rejected.

In general, the whole after sales service elements, maintenance, warranty and spare part have a statistically significant effect (contribution) on customer satisfaction. However, according to this study, online service has statistically insignificant influential relationship (contribution) to customer satisfaction, as explained by the significance level $p>0.05$.

Table 9 Summary of Tested Hypothesis

No	Developed Hypothesis	Test result	Reason
1	maintenance has a significant and positive impact on customer satisfaction	accepted	B=0.020 T=1100 P=0.017
2	warranty has a significant and positive impact on customer satisfaction	accepted	B=0.121 T=2.465 P=0.007
3	spare part has a significant and positive impact on customer satisfaction	accepted	B=0.055 T=2.717 P=0.00
4	online service has a significant and positive impact on customer satisfaction	Not supported	B=0.127 T=2.630 P=0.269

Maintenance has a Beta value of 0.020, indicating a negative relationship with customer satisfaction Coefficients. The t-value of 1.100 is insignificant at level $p < 0.001$.

- Warranty has a Beta value of 0.121, indicating a positive relationship with customer satisfaction Coefficients. The t-value of 2.465 is significant at $p < 0.05$.
- Spare part has a Beta value of 0.055, indicating a strong positive relationship with customer satisfaction Coefficients. The t-value of 2.717 is highly significant at $p < 0.001$.
- Online service has a Beta value of 0.127, indicating a small positive relationship with customer satisfaction. The t-value of 2.630 is significant at $p < 0.01$.

This study's findings suggest that an online service doesn't affect consumer satisfaction. On this study in marathon motors engineering find that Online services has insignificant effect on customer satisfaction The results of this study likewise show a significant relationship between Maintenance and customer satisfaction.

Chapter Five

5.1 Summary of the findings and Conclusion

The following summary of findings and conclusions are made in light of the data analysis and discussion of the findings:

The stats show that Marathon Motor has more male customers than female customers. Most of the people surveyed had a degree or a master's.. Most of the people surveyed said they were customers of Marathon Motors for about three to four years. Most of the people surveyed said they were customers of Marathon Motors for about three to four years. Instead of choosing the online (telephone) service, many consumers have opted for maintenance, spare parts supply, and warranty service. Based on the research, Marathon Motor offers customers after sale services that include phone support, spare parts, warranty, and maintenance. The stats show that people are pretty unhappy with the online/phone service, spare parts supply, warranty service, and maintenance service that marathon motor offers.

The analysis of the after sale service of Marathon motor shows that there's no major impact on customer satisfaction from using the Online (telephone) service. Marathon Motor's spare part supply is really good in every way, and it seriously affects how satisfied their customers are. The warranty service of marathon motor has a great impact on customer satisfaction, which is evidenced by its positive correlation and statistical significance. The upkeep of marathon motor definitely has a good impact and it's proven to have a significant effect on customers' satisfaction with the company. This means that providing warranties, spare parts, and maintenance services will influence how satisfied customers are with the company. Basically, using the phone or online service doesn't really have an impact on how satisfied customers are with the after-sales service at Marathon Motors. So, it doesn't make a difference if you reach out to them online or over the phone.

This research looked into how after-sales service affects customer satisfaction when it comes to Marathon Motors. The researcher found that customer satisfaction levels are significantly impacted by after-sales support, which is a key element in keeping consumers pleased. The study discovered that the warranty, spare part supply, and maintenance service indices were significantly independent and combined predictors of customer satisfaction. It completed the jigsaw of the impact marathon Motors' after-sales services have on

5.2. Recommendations

According to the study's main conclusions, the researcher offers the following suggestions.

The main reason for doing this research was because people who had used the company's services weren't happy with the after-sale service they received. This study's findings contribute to our growing understanding of marathon Motors' after-sales service and its impact on client satisfaction. The study showed that how Marathon Motors conduct inspections, provide warranties, supply spare parts, and offer maintenance services all had a big impact on customer satisfaction.

Having a great after-sales service attitude is important for any salesperson. It's all about making sure customers are satisfied and come back again. Here are some tips for providing a great after-sales service:

- The company should think about lengthening the warranty period to make sure they can deliver the service they promised.
- The company needs to steer clear of job delays because the parts they need aren't in stock. To make sure this doesn't happen again, they should double-check the demand they predicted and look for parts that might have been ordered wrong. It's usually the supply chain that causes the biggest hold-up.
- The company should invest in top-notch maintenance equipment and technology to help improve the precision and speed of car failure detection and service. This will reduce maintenance costs and make sure service is done under regulated conditions, leading to continual improvement.

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APPENDIX

Addis Ababa University

School of Commerce

Questionnaire

Dear respondent,

The purpose of the study is to investigate effect of after seals service with respect to customer satisfaction your genuine responses on this questionnaire are valuable for the quality and validity of the data to be used in the course of this study. Therefore, I kindly request you to voluntarily participate in filling out this questionnaire. Thank you in advance for your cooperation. Please note Your response will be kept confidentially since we are doing it only for academic purpose, therefore please be free accurate and frank while you are responding.

Instruction

- ☐ No need to mention name on the questioner.
- ☐ the questioner includes both open and close ended questions. Use the mark [✓] for the close ended and a brief answer for the open one.

Part I: Demographic characteristics

1. Gender:

A. Male [] B. Female []

2. Educational qualification

Primary school []

First degree []

Secondary school []

Master's degree and above []

Certificate or Diploma []

3. Length of years as a customer of marathon motors engineering

Less than 2 year []

2-3 year []

More than 5 year []

4-5 year []

4. How many times have you used the after-sales service from marathon motors engineering?

A. One times []

B. Two times []

C. three times and above []

5. From the following after-sales service of marathon motors engineering which type of after sales service you have used so far.

A. Warranty []

B. Spare parts supply []

C. Maintenance service []

D. Two or more after sales service are used []

PART TWO: Questions related to after sales service

Pease tick [✓] the appropriate box for your answers and rank each statement as follows:

1 = strongly agree

2= agree

3 = neutral

4 = disagree

5= strongly disagree

Depending on your experience, please rate on the following after sale services of marathon motors engineering

Maintenance service	1	2	3	4	5
marathon motors engineering maintenance service Solve the problem of my car 1					
The Time it takes for maintenance in marathon workshop is appropriate 2					

marathon motors engineering maintenance workshop has skill full technicians 3					
The Price for maintenance service of marathon motors is reasonable4					
Overall maintenance service of marathon motor is suitable for you5					

Warranty service	1	2	3	4	5
The warranty of marathon motors is implemented as promised 1					
Marathon motors provides adequate information about warranty 2					
Overall I am satisfied by the warranty service provided by marathon motors 3					

Spare part supply	1	2	3	4	5
Spar part supply of marathon motors is adequate					

The spare parts marathon motors is genuine/original					
The price for spare parts of marathon motors is reasonable					
Overall spare part supply marathon motors is suitable for me					

Online services	1	2	3	4	5
The telephone operator of marathon motors is polite and courteous while answering the phone					
Marathon Motor has a callcenter that is a multi-line phone answering system takes messages and transfers callers to the appropriate staff member					
The online service of marathon motors is committed to providing excellent customer service					
Overall On-line service of marathon motors is suitable for me					

Satisfaction Indicators	5	4	3	2	1
I feel safe and satisfied when using after sales services from Marathon motors					
The employees of marathon provide a standard service					
I am satisfied with the speed of services delivered by marathon motors					
I am satisfied with the reasonable price of marathon motors					
I am satisfied with the overall after sales services offered by marathon motors					

Thank you very much!!!