

A STUDY ON CUSTOMER SATISFACTION AT BAWA HONDA PVT. LTD.

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ABSTRACT

This study examines customer satisfaction at Bawa Honda Pvt. Ltd., an authorized dealer of Honda Motorcycle & Scooter India Pvt. Ltd.. The research aims to evaluate customer perceptions regarding product quality, pricing, staff behavior, showroom experience, and after-sales service. A descriptive research design was adopted with a sample size of 100 customers using convenience sampling. Data were analyzed using percentage analysis, weighted average, mean score, and Karl Pearson's correlation. The findings indicate a high level of customer satisfaction, with a significant positive relationship between after-sales service quality and overall satisfaction. The study suggests improvements in service efficiency and digital engagement to enhance customer loyalty.

Keywords: Customer Satisfaction¹, Service Quality², Customer Loyalty³, Honda Dealership⁴, Two-Wheeler Industry⁵