

Assessment of the Customer Service and Its Impact on Customer Satisfaction and Loyalty in a Selected Motorcycle Dealership in Isabela

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Abstract

This research set out to understand how people truly felt about the service they got from a selected motorcycle dealership in Isabela, Philippines. To gain real insights, the researcher surveyed 322 customers and also asked them to answer surveys, capturing their honest thoughts and experiences. The study focused on important aspects of service, including how polite and helpful the staff were, their knowledge of the products, how clean the place was, and how quickly transactions were completed. Many customers pointed out that the showroom was clean and well-organized, which helped create a positive first impression. However, some felt that certain parts of the service process—particularly response times and transaction speed—could be improved. While the staff generally seemed professional and courteous, a few customers believed that employees should listen more attentively and have a stronger grasp of the products, especially regarding technical concerns. Most of the participants in the study were between 25 and 44 years old, and this group reported the highest level of satisfaction. What really stood out in the results is simple: when people feel genuinely cared for, they're more likely to return and recommend the shop to others. These insights can be especially helpful—not just for dealership owners, but also for motorcycle manufacturers who want to connect more meaningfully with their customers.

Keywords: Customer Service, Customer Loyalty, Employee Performance

1.0 Introduction

The motorcycle dealership industry depended on excellent customer service to build brand image while delivering satisfied customers who became loyal clients (Borchardt et al., 2018; Golar et al., 2021). The delivery of high-quality service remained a challenge for numerous dealerships despite its critical nature. Studies revealed that customer trust and repurchase behavior faced persistent issues because of staff inattentiveness and unclear communication and delayed service (Famiyeh et al., 2018; Annamalah & Tan, 2016). In a lot of developing countries, people started wanting better service, but the systems in place just weren't keeping up. In Isabela, Philippines, motorcycles became a big part of everyday life—not just to help people get from one place to another, but also to support their way of earning a living. Because of this, the motorcycle industry kept growing steadily. However, there's still not much research on how motorcycle shops are handling customer service, especially in rural areas where reliable service is essential. Fraser et al. (2013) noted that larger dealerships had adopted Total Quality Management (TQM), while smaller businesses in the region often didn't have any clear systems to monitor or

improve their performance. The lack of performance assessments in these areas made it difficult for manufacturers and local dealerships to address service quality issues effectively. This study examined the quality of customer service at a selected motorcycle dealership in Isabela to identify its strengths and areas that needed improvement. The motorcycle market competition required dealerships to move standard past practices by implementing strategic service methods, which involved predicting customer requirements and delivering customized interactions through data analysis (Ramadhani, 2021). Harahap et al. (2023) argued that the digital technologies, such as mobile applications and online platforms, might improve consumer experience. Nevertheless, several motorcycle businesses in remote regions had difficulties in implementing these technologies due to financial constraints, inadequate training, and insufficient infrastructure. This slow adoption of digital systems resulted in inefficient services and unhappy customers.

Moreover, after-sales services—such as maintenance, repairs, and parts availability—were critical components of the customer experience. Borchardt et al. (2018) found that dealerships with strong after-sales services achieved higher customer satisfaction and revenue. The research of Ramadhani (2021) and Adusei & Tweneboah-Koduah (2019) demonstrated that after-sales service quality strongly determined customer loyalty and positive word-of-mouth. Manufacturers who failed to deliver excellent after-sales service through their dealers lost market share even when their products were of high quality (Golara et al., 2021). Service procedures that were clear and organized enabled dealerships to enhance their daily operations and resource management and service quality, which led to better performance and higher customer satisfaction. Given these challenges and the research gap in rural dealership service evaluation, this study aimed to assess the customer service quality at a selected motorcycle dealership in Isabela. The study examined service delivery based on customers' perspectives, identifying service goals and levels of satisfaction across different age groups to understand their effect on customer loyalty and word-of-mouth recommendations. The results of the study were valuable to three main groups. First, customers saw real benefits from better service, which helped them make confident purchasing decisions thanks to reliable support even after the sale. Second, manufacturers could use the feedback to create training programs for dealerships, ensuring they stuck to brand standards. In the end, the local community saw real benefits from better dealership services, helping with transportation, supporting local businesses, and giving the economy a nice boost. All in all, the study played a part in raising the quality of service in provincial areas, leading to improvements that made a positive impact on everyone involved.

2.0 Objectives of the Study

1. To understand how satisfied customers are with the overall service experience, including the dealership's facilities, processes, and how services are delivered.
2. To evaluate how well employees are performing in terms of customer perceptions—looking at their friendliness, attentiveness, product knowledge, and professionalism.
3. To explore how customer satisfaction varies across different age groups and gain insights into the age profile of the customers.
4. To look into how specific customer service practices impact customers' decisions to return or recommend the motorcycle shop.

5. To offer suggestions on how to improve the overall customer service experience.

3.0 Methodology

3.1 Research Design

The research employed a descriptive mixed-methods design, which combined both quantitative and qualitative approaches. The quantitative part of the study measured customer satisfaction through survey data, while the qualitative part delivered profound consumer experience understanding through interview data. The research strategy allowed the researcher to validate statistical results with meaningful consumer data, which resulted in a complete understanding of service quality at the selected motorcycle dealership.

3.2 Respondents of the Study

The respondents were individuals who had purchased motorcycles from a selected motorcycle dealership in the province of Isabela. A total of 322 customers who purchased motorcycles were selected using random sampling to ensure fairness and representation. For the qualitative part, a smaller group of customers who completed the survey and expressed willingness to participate were chosen for interviews to further elaborate on their customer service experiences.

3.3 Research Instrument

The research used a standardized survey to assess multiple customer service aspects through politeness, cleanliness, responsiveness, and overall satisfaction. The questionnaire included likert-scale items with ratings from 1 to 5, together with open-ended questions for brief customer feedback or suggestions. For the qualitative data, a fully structured interview guide was used.

3.4 Data Collection Procedure

Data were collected through personal and online methods. Printed questionnaires were distributed personally to customers, while an online version was shared with others who preferred to answer digitally. The qualitative phase included online interviews, which participants accessed through video or voice calls based on their availability and preference. The researcher secured participant consent before data collection while guaranteeing complete confidentiality of all responses.

3.5 Methods of Data Analysis

This study used both numbers and words to better understand the data collected. For the numerical part, it looked at the average answers and how different people's opinions were when it came to customer satisfaction, employee performance, and service quality. People rated their experiences using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), which were then grouped into five categories: Very Satisfactory, Satisfactory, Neutral, Unsatisfactory, and Very Unsatisfactory. To see if satisfaction levels changed depending on age, the study used a test called one-way ANOVA. On the other hand, the

researcher analyzed the written feedback from customers to identify common words, ideas, or topics. The results helped the researcher understand how people felt about the service and what could be done to improve it.

4.0 Results and Discussions

4.1 Overall Customer Satisfaction With Service Experience, Dealership Facilities, Processes, and Service Delivery

Table 1: Customer Satisfaction With Overall Service Experience

Aspect	Mean (M)	Standard Deviation (SD)	Interpretation
Staff Courtesy	4.52	0.60	Very Satisfactory
Dealership Cleanliness	4.61	0.58	Very Satisfactory
Responsiveness to Client Requests	3.85	0.81	Satisfactory
Transaction Speed	3.90	0.74	Satisfactory
Average	4.22	0.68	Satisfactory

Table 1 shows the client satisfaction scores with the entire service experience at the dealership. Customers reported significant satisfaction with the staff's courtesy (Mean = 4.52, SD = 0.60) and the dealership's cleanliness (Mean = 4.61, SD = 0.58), both achieving "very satisfactory" ratings. Responsiveness to client requests (Mean = 3.85, SD = 0.81) and transaction speed (Mean = 3.90, SD = 0.74) received "satisfactory" ratings, signifying satisfactory performance with opportunities for improvement. The findings of this study reflected what earlier research had already pointed out. Over time, checking the quality of service became a common practice, especially when looking at after-sales support in the automotive industry. This approach helped businesses spot areas that needed improvement so they could meet their customers' needs more effectively (Balinado et al., 2021). In the same way, research on sports and wellness centers found that how satisfied customers felt often depended on things like how well the facilities were maintained, whether necessary materials were available, how clearly staff communicated, and the range of activities provided (Álvarez-García et al., 2019).

4.2 Employee Service Performance Based on Customer Perceptions of Courtesy, Attentiveness, Product knowledge, and Professionalism

Table 2: Employee Performance as Perceived by Customers

Performance Indicator	Mean (M)	Standard Deviation (SD)	Interpretation
Employees were courteous at all times.	4.66	0.53	Strongly Agree
Employees listened carefully to concerns.	3.87	0.66	Agree
Assisted with professionalism and respect.	4.60	0.59	Strongly Agree
Employees were knowledgeable and confident.	3.89	0.69	Agree
Average	4.26	0.62	Agree

Table 2 shows customer feedback on staff performance. The majority of customers strongly agreed that staff members were consistently polite (Mean = 4.66, SD = 0.53) and provided assistance with professionalism and respect (Mean = 4.60, SD = 0.59). These areas received the highest ratings, suggesting that customers were generally pleased with the courteous and respectful behavior of the staff.

The ratings for "Employees listened carefully to concerns" (Mean = 3.87, SD = 0.66) and "Employees were knowledgeable and confident" (Mean = 3.89, SD = 0.69) were lower, both categorized as "agree." The results indicate potential for enhancement in staff engagement with customer issues and the demonstration of product knowledge and confidence.

The results highlight the importance of training programs focused on improving empathy, dependability, confidence, responsiveness, and other key service qualities, as emphasized by Zygiaris et al. (2022). Strengthening these areas is vital for boosting customer satisfaction and loyalty. Rahman and Saidin (2021) argue that improving these aspects is essential for building long-term customer loyalty in the highly competitive automotive industry.

4.3 Customer Satisfaction Based on Age Groups

Table 3.1 Age Distribution of Respondents

Age Group	Frequency	Percentage
18–24 years old	48	14.9%
25–34 years old	102	31.7%
35–44 years old	113	35.1%

45–54 years old	41	12.7%
55–65 years old	18	5.6%
Total	322	100.0%

Table 3.1 showed the age distribution of the respondents. The results indicated that the predominant client category was the 25–44 age group, with 66.8% of the total respondents (31.7% for ages 25–34 and 35.1% for ages 35–44). The younger group (ages 18–24) comprised 14.9%, and elderly clients aged 45 and above accounted for the remaining 18.3%.

The demographic study indicated that individuals aged 25 to 44 were the predominant segment of the population. Research reveals that services and communication strategies must be tailored according to age to enhance consumer satisfaction. It is essential to acknowledge that various age groupings may possess distinct interests or objectives, even within the evolving automobile sector (What Are the Most Popular Collector Cars?, 1995). Effectively targeting the major age demographic, while acknowledging others, was crucial for fostering customer loyalty, a vital component for success in the competitive automotive industry (Rahman & Saidin, 2021). Thus, the dealership may have gained profit by distinguishing its service and marketing strategies to better align with the characteristics of its primary consumer age groups.

Table 3.2 Overall Customer Satisfaction Based on Age Groups

Age Group	Mean (M)	Standard Deviation (SD)	Interpretation
18–24	3.75	0.81	Satisfactory
25–34	4.10	0.59	Very Satisfactory
35–44	4.20	0.48	Very Satisfactory
45–54	3.80	0.78	Satisfactory
55–65	3.90	0.74	Satisfactory
Overall Weighted Average	3.95	0.69	Satisfactory

The customer satisfaction ratings showed different results based on the age of the respondents. The respondents who were between 25 and 44 years old were the most satisfied, while the respondents who

were between 18 and 24 years old and those who were between 45 and 65 years old were less satisfied. This evidence shows that age is a significant factor in determining satisfaction levels (Dimitriades & Maroudas, 2007). Job satisfaction, when viewed through the lens of age, reveals a complex mosaic rather than a linear trajectory, as overall and extrinsic satisfaction levels undulate across different age demographics, resisting any simplistic interpretation of direct proportionality or inverse relationship (Saner & Eyüpoğlu, 2012).

Table 3:3 Customer Satisfaction by Age Group Statistical Comparison

Source of Variation	SS	df	MS	F	p-value
Between Groups	2.18	4	0.545	4.22	0.0027
Within Groups	40.95	317	0.129		
Total	43.13	321			

The one-way ANOVA test showed that customer satisfaction levels differed significantly across age groups ($F = 4.22$, $p = 0.0027$). These results echoed earlier studies that highlighted how age might influence how people feel about their experiences as customers (Dimitriades & Maroudas, 2007). Some researchers also observed that older adults often looked at service encounters in a different light compared to younger ones (Dimitriades & Maroudas, 2007).

4.4 Customer Service Practices Influence Customers' Decision to Return or Recommend the Motorcycle Dealership

Table 4: Customer Loyalty and Recommendation

Table 4 illustrated customer loyalty and recommendation levels at the dealership. Customer loyalty was

Statement	Mean (M)	Standard Deviation (SD)	Interpretation
Likely to return to dealership	4.83	0.47	Strongly Agree
Will recommend it to others	4.62	0.56	Strongly Agree
Average	4.73	0.52	Strongly Agree

strong, with a mean rating of 4.83, signifying a high probability of customers returning to the dealership. The average rating of 4.62 for recommending the dealership indicated a strong likelihood of customers

suggesting it to others. The results demonstrated that customers reported pleasure with their experience and were predisposed to recommend the motorbike store to others.

Strengthening consistency in service delivery and augmenting the customer experience might have further elevated these already favorable trends in loyalty and recommendations. Managers should have paid particular attention to elements that customers were willing to talk about to other people in their evaluation of the overall offering of the company (Adusei & Tweneboah-Koduah, 2019). These findings aligned with the idea that branded car dealerships with the highest revenue per serviced car also had the best after-sales customer satisfaction levels (Borchardt et al., 2018).

4.5 Recommendations For Enhancing Customer Service Delivery

Figure 1. Customer Insights and Recommendations

Theme	Summary of Customer Insight	Recommendation
Staff Politeness	Customers generally appreciated the polite and friendly demeanor of staff, noting its positive effect on their overall service experience.	Continue conducting customer service training focused on politeness, respectful communication, and maintaining a positive service environment.
Service Responsiveness and Speed	While most customers were satisfied with the service speed, some reported delays during peak hours, particularly in repair services.	Ensure adequate staffing during peak periods and consider implementing a digital queuing system to streamline service and manage waiting times.
Professionalism and Product Knowledge	Customers valued staff professionalism but suggested additional training on motorcycle features, accessories, and technical aspects.	Provide regular training sessions to enhance staff knowledge of new models, product specifications, and technical details.
Referrals and Recommendations	Customers were generally willing to recommend the company to others but expressed interest in receiving incentives for referrals.	Implement a structured referral program offering discounts or service credits as rewards for successful referrals.
Customer Comfort and Amenities	Customers were satisfied with the waiting area but suggested the addition of free Wi-Fi to improve comfort during their visit.	Upgrade customer amenities by offering free Wi-Fi and ensuring seating remains clean and comfortable to enhance the overall experience.
Customer Feedback	Customers appreciated the opportunity to give feedback but	Install a digital feedback station or provide QR codes linking to online

Theme	Summary of Customer Insight	Recommendation
System	preferred a more convenient and accessible way to submit their opinions.	surveys to make feedback submission quicker and easier.
Financing and Payment Reminders	Customers were pleased with the existing payment reminders but requested more consistency in notification schedules.	Use automated systems (e.g., SMS, email, or app notifications) to send timely and consistent payment reminders.
Registration Process	While customers found the registration process manageable, some suggested it could be faster to reduce wait times.	Assign personnel who are both dedicated and knowledgeable to handle registrations.
Spare Parts Availability	Most customers were satisfied with the availability of parts, although occasional delays occurred due to out-of-stock items.	Maintain sufficient inventory of commonly requested spare parts to avoid service delays and increase customer satisfaction.

5.0 Conclusion and Recommendations

The study shows that continuously improving customer service is important to keep customers satisfied and loyal. While the dealership has polite staff and keeps the place clean, there are still several important areas that need to be improved to make customers happier. Customers want faster service responses and a more efficient registration process.

The dealership should improve service responsiveness by adding more staff during busy times and developing better systems for managing customer flow to address these deficiencies. The dealership should invest in staff training for product knowledge and registration process improvement to build better customer relationships and prevent potential problems.

Making the transaction process quicker through the use of digital technology can help increase customer satisfaction. Setting up systems to gather customer feedback and offering loyalty programs can provide helpful insights and encourage customers to return. These actions can help the dealership build a strong reputation for customer service and develop long-term relationships with its customers.

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