The Comparison of Effective Factors on Customer Satisfaction of SAIPA Auto-Company (Pride, Rio, Xantia) in Ardebil

Behruz Skandarpur¹, Ali Azad Jablu², Nasrin Dadashi³ and Parisa Khaligh Khiyavi⁴

¹ Member of Staff, Department of Management, Payame Noor University (PNU), PO Box: 19395-3697, IR. Iran.
², ³ Department of Management, Payame Noor University (PNU), I.R, Iran.
⁴ Ph.D Candidate, Department of Agricultural Economics, Science and Research Branch, Islamic Azad University, Tehran, Iran.

Corresponding Author: Behruz Skandarpur Email: skandarpur@yahoo.com

ABSTRACT: The main aim of current research has been the comparison of effective factors on customer satisfaction of SAIPA Auto-company (Pride, Rio, Xantia) in Ardebil. Participants of this paper are the owners of automobiles of SAIPA Company (Pride, Rio, Xantia) which have received their automobiles during the last 18 months from SAIPA Company and or agency of this company, and who at least once have consulted to SAIPA Company. Agencies of receiving after-sale services. And non-probability free-service sampling method has been used. Researcher made questionnaires have used in this paper order to attract customer's attention. However the method of research has been field study type, research data have analyzed using non-parametric analysis method using U-test of Vitni and Kroskal Wallice The result show that there is not meaning full difference between effective factors on customer satisfaction (automobile characteristics, delivery and sale services) automobiles of Saipa company (Pride, Rio, Xantia) regarding the type of the automobile in Ardebil. And satisfaction factors of owners are the same for all of three type of researchable automobiles.

Keywords: customers' factors- automobile characteristics- delivery and sale services-post-sale services.

Introduction

Development of technology and increase of competitiveness have decreased activity of industrialists. In between the role of automobile industry (as mother industry) is impotent. The glut of market, mass production and rate of technology development have caused involved personals in automobile factory, supply their products with least benefit (7 percent) by increasing quality, decreasing price and using new technology and support any activity that attract the customers' attention (Shirazi, 2006, P, 10-12). Considering exclusion of other automobile from the raw of luxurious goods and conversion to a used product and on the other hand novel automobile makers doubled the importance of attracting customers' attention in order to developed sale activity. In this research we follow the following purpose:
1- Comparison of effective factors on the automobiles of SAIPA company customers satisfaction in Ardebil regarding the type of used automobile (Pride, Rio, Xantia).
2- Retrospection in sale, delivery and after-sale strategies, considering the expectations of customers and suitable services to attract and increase their attention according to them.
3- The importance of role of sale services and delivery and after-sale services, in success of companies and institutes and more importance that one of the element of success of this company in recent years in addition its financial ability, is also its capacity of providing services.
4- Scheduling and providing resources and capability of company on important factors of customers'
satisfaction and availability important information in order to corresponding customers need with products. 
Independent variable of this research is as follow:
A- Automobile characteristics.
B- Delivery and sale services.
C- after-sale services.
Dependent variable in this research is customers’ satisfactions. 
Automobile characteristics in this paper include following standards.
A- **Economically** including following conditions:
1- The price of automobile.
2- The rate of decrease of price.
3- Ease of resale.
4- Keeping cost.
5- The rate of oil use.
B- **Automobile function**: including following standards:
 1. Speed
 2- rate
 3- Automobile maneuver power
 4- Power and traction of engine
 5- Suitable function of suspension system
 6- Suitable function of power transit system
C- safety: Including following standards:
 1- Suitable function of brake
 2- The firmness of body of automobiles in accidents
 3- Safety devices
D- **Comfortability of deriver and passengers**: including the following standards:
 1- The ease of seeing by driver.
 2- Comfort ability of chairs.
 3- Convenience devices of drivers and passengers.
 4- Cooling and hot system.
 5- Facilitator devices of driving.
 6- Quietness of the room.
 7- Sufficient space for driver and passenger
E- **Car body and room**: including the following standards:
 1- Beauty of external perspective of automobiles
 2- Beauty of internal perspective of automobiles
 3- Automobile dimensions
 4- variety and quality of color that all of these sub-standards investigate characteristics of automobile.

**Delivery and sale services**: All of the performable services, pre-sale services, on sale and after sale in the field of delivery and sale. as help to a small institute can provide to production users or self service, and at the limited level take it from hand to hand (2) (Rogerz,1994, P.208) that surveys with these sub-standards:
 1- Correct and on time advise
 2- Shortness of expectation time for automobile receive
 3- The suitable treatment of personals of sale suit
 4- On delivery of automobile
 5- Delivery of automobile according to what has been promised
After sale services: Services that are presented in order to create and maintain satisfactions of customers can increase product sale (4) (toofani, 2001, P.4). That is surveyed with sub-standard in this research:
 1- Time shortness
 2- The cost of repair and replacement of spare parts
 3- The lack of delivery of additional cost
 5- Repair quality
 6- Ease of availability of spare parts
 8- Conditions of guarantee
The importance of customer in automobile industry

Automobile industry is considered as one of the important chains of economical activities and generally there is feeling of security and its maintenance.

With the importance of automobile maker industry in the world and its conditions and characteristic, the importance of this subject in this industry is revealed. Factors such as compact of competition, the existence of additional capacity and its being universal, increased the degree of competition among producers. Therefore, companies have made more attention to the maintenance of market of maker and continuation of existence and new method of marketing such as satisfying customers. Nowadays, producers seem successful who have exact measurement of needs and wants of customers and produce goods in correspondence with the customers' needs. Therefore necessity of creating continual system is universal for the products.

Customers' satisfactions: The degree of desirability that customers gain because of various characteristics of product (Aali, 2002. P. 70). Dissatisfaction of customers as separate concept and defining it in this way: Dissatisfaction of customer gesture in that defects and faults of product lead to unhappiness, complain and criticism of customer. This researcher believes that satisfaction and dissatisfaction of customer are not in contrast. Indeed satisfactions of customer are due to characteristics of product or demanded services that encourage customer to buy and use it. On the other hand lack of satisfactions of customer is the result of defaults and shortage of product or service that will cause this satisfactions and complaint of customers (Mohammadi, 1388). In this research among all of the questions of questionnaires, owners of each type of automobiles survey the importance of standards in connection with their needs.

The importance of customer: The following cases are necessary to pay attention to the importance of customers and necessity of keeping and maintenance the customers:
1. The cost of attraction of a new customer is five-fold to eleven-fold the cost of keeping old customer.
2. Two percent of increase of customers needs ten percent of decrease of costs. This means that in order to have two percent increase of customer its necessary to pay ten percent.
3. The harm of lose of a customer escape of hundred customers.
4. The satisfactions of customer are prerequisite of all of next success of company.
5. Trust and confidence is the valuable property of each organization.
6. Selection of continual and constant customer is the only qualification of continual survival and continuity of useful activities.
7. Head manager should be sample among customer by himself.
8. To be trustable for customers, it's necessary to promise less than our ability and act more than our promise.
9. 98 percent dissatisfied customers join to the rivals without complaint.
10. The probability of re-purchase of most satisfied customers is six-fold to only satisfied customers.
11. The feel of reaching to the excellent quality is the end of our improvement
12. Dissatisfied customer finally leaves our organization and after their separation from us, convey their dissatisfaction to eight people and more important is that lead it toward us.
13. Listening to the complaint of the customer is the 90 percent of the affair and its solving is 7 percent and having information from the satisfaction of the customer is the other percent.

The philosophy of attraction of customer:

In recent years many researches are done in this filed the result of these studies show considerable difference between customer-oriented organization and common companies. Researches that are done by PIMS Company (Strategic Planning Institute) reflect the benefits of customer oriented organizations.
1. Customer oriented organizations can present over cost compared to their rivals.
2. These organizations will be successful twelve-fold with this 7 percent high cost.
3. The share of makers with customer oriented organizations will be high than common organizations.
4. The rate of sale of customer oriented organizations is considerably over compared to other companies.

Materials and Method of Research

Participants of this research, the owners of SAIPA company (Pride, Rio, Xantia) that received their automobiles from SAIPA company and or agencies of this company and they have returned to agencies of
SAIPA company in order to receiver after-sale services. In as much as surveyed automobiles that are purchased by customers, are separated at different parts of province and availability of them needs enough time and many costs, and considering the inequality of participants of this research and it is different for each type of automobiles, therefore we have to classify the number of questionnaires according to participants' needs and use non-hypothetical free service sampling. In this paper, researcher made questionnaire is used to collect suggestion of customers and this questionnaire contain general and special questions. General questions are: six questions and special questions are 38 five option questions. This research is descriptive considering its purposes, use and quantity from field study branch. Since the purpose of current study is the comparison of the effective factors on satisfactions of customers in three SAIPA company (Pride, Rio, Xantia) according to the type of company. The way of non-parametric analysis of variance and Uman Vitny and Kroasca Wallice have used. Then we gave the way of data collection to the specialists and connoisseurs and requested to judge whether the provided questions measure the same thing that researcher have in mind. The obtained result show that alpha Kronbakh to the variable of characteristics of automobile that contain one to twenty five questionnaire is %81, and alpha index is %78 percent for sale and delivery services variables that contain 26 to 30 questionnaires and it is %90 for after sale services variables that contain 31 to 38 questionnaire. Therefore since the gained is high it is statistically acceptable. So our questions are clear next calculation can be done according to them. The used method for analyzing data in this research is quantitative that has done in descriptive and deductive from. In this research data analysis these is done using descriptive statistics feature the next step analyze data, is the use of deductive statistics techniques what is non-parametric ways of variance analysis that U-Man Vitni and Kroasca Wallice tests are used to test hypothesis. SPSS software has used to analyze data in this study. This software presents ASYM.SIg or P-VALUE to judge about acceptance or non-acceptance of zero hypothesis, in the event that P-VALUE is greater than five percent zero hypothesis is accepted and otherwise it is rejected (14)(Neghaban,1382,P177). In order to analyze data and information in according to research purpose it's necessary to clarify rate of each variable based on data and obtain result questionnaire than description of obtain result in the form of statistical? Features, provide general view point about the way of explain that can help to how to use from varies statistical patterns.

Observations and Findings
Vitni and Kroasca Wallice of satisfactions factors in Pride company show that, since the P- value in this test equals zero that is lower a=%5, so H-hypothesis or the hypothesis of equality of means of three variables is rejected. Meanwhile Uman Vitni test that has compared mean of variables two by two P-value is zero in all of the three tests and since it is lower than a=5% therefore H-hypothesis or hypothesis of equality of means is rejected and mean of variables is different in three tests. Kroscal Wallice test of satisfactions of factors in Rio Company: Kroscal Wallice test of satisfactions of factors in Rio company show that since P-value equals zero in this test it is lower than a=%5, and therefore H-hypothesis of three variable means is rejected. Mean of variables , satisfactions factors have compared variables two by two using Uman Vitni test and P-value was zero and since it is lower than a=%5 therefore H-hypothesis or the equality hypothesis is rejected and the mean of two variables in all of three tests are different. Kroscal Wallice satisfactions factors in Xantia Company: Kroscal Wallice satisfactions factors in Xantia company indicates that since P-VALUE equals zero in this test that is lower than a=%5 so H-hypothesis or hypothesis of equality of equality of means of three variables. Uman Vitni test has compared means of variables two by two and P-VALUE was zero, because it is below a=%5 so H-hypothesis or the hypothesis of means equality is rejected.

Conclusion
With respect to research hypothesis and to reply to question that which one of the effective factors on satisfation of customers of Saipa company automobiles (Pride, Rio, Xantia) in Ardebil attract more customer according to the type of automobile. Comparison of effective factors on the type of automobile has done using
different statistical methods such as non-parametric statistics and H-tests (or Kolmogorov-Smirnov) or Wilcoxon Signed Ranks. In this section with respect to the results of questionnaires, these results are surveyed for each type of research automobiles.

With respect to the findings and the compiled information of this research and information analysis, the importance order of research variables for three types of automobiles is as follows:

1. Automobile characteristics
2. After-sale services
3. Sale and delivery services

Therefore, H-hypothesis of research is rejected and since the hypothesis is rejected, we can conclude that there is no meaningful difference between effective factors on customers' satisfaction (automobile characteristics, sale and delivery services, after sale services) of Saipa Company (Pride, Rio, Xantia) according to the type of automobile in Ardebil. And satisfaction factors of owners of three types of automobiles are the same.

**Explanation of the result of Pride owners’ viewpoints:**
After gathering data and information analysis, the rate of importance of standards affecting satisfaction of owners of Pride is as follows according to importance:
1. Characteristics of automobile 303.5
2. After-sale services 181.3
3. Sale and delivery services 62.27

**Explanation of the result of Rio owners’ viewpoints:**
After gathering data and information analysis, the rate of importance of standards affecting satisfaction of owners of Rio is as follows:
1. Characteristics of automobile 137
2. After-sale services 82
3. Sale and delivery services 27.5

**Explanation of the result of Xantia owners’ viewpoints:**
After gathering data and information analysis, the rate of importance of standards affecting satisfaction of owners of Xantia is as follows:
1. Characteristics of automobile 201.5
2. After-sale services 119.5
3. Sale and delivery services 39.5

The obtained result shows that owners of all three types of automobiles (Pride, Rio, Xantia) classified variables as follows:
1. Automobile characteristics
2. After-sale services
3. Sale and delivery services

According to the viewpoint of owners of three types of automobiles, sub-standards of all three variables (automobile characteristics, after-sale service, sale and delivery services) have been different according to the types of automobile.

There is suggestion according to the obtained results of the research and also according to the obtained experience:
1. Since the owners of three types of under-research automobiles give the most importance to sub-standards of automobile characteristics, therefore automobile maker companies should improve key standards that affect customers' satisfaction through short-term scheduling and planning long-term schedules and viewpoints and they should continuously be aware of customers' satisfaction factors and also act to measure the rate of customers' satisfaction.
2. With respect to the fact that a considerable number of buyers of automobiles are of therefore the price of the automobile and unfairness of the price are the main disturbance of automobile customers. Therefore, it's better for Saipa automobile maker company to try in pricing and corresponding its value with produced automobiles.

**References**