

ANALYSIS OF THE CONSUMERS' SATISFACTION FOR QUALITY DACIA' CARS

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Abstract: *Measuring customer satisfaction can be considered a tool for monitoring, evaluation and quality improvement processes and internal activities, to reflect the degree to which organizations achieve their objectives and goals. The quality of management and the quality of various products have become critical coordinates of the competitiveness, so that the firms are determined to use the methods and techniques of quality management as their economic development engines. Customer' satisfaction has become one of the most important goals for companies operating in the Romanian market. It is also a necessary tool for providing information about customer's needs and behavior. Talking of satisfaction, the consumer always seeks to compare the performance of the product, with certain standards and they have required to inform themselves and to reflect upon purchasing the product. To a better analyze of the degree of satisfaction, we implemented a model based on a questionnaire that allows us to detect and evaluate the reasons for the satisfaction / dissatisfaction of the consumers in terms of quality regarding Dacia cars on the Romanian market.*

Key words: *consumer satisfaction, product quality, quality services, automotive industry*

JEL Classification Codes: L15, L92

1. INTRODUCTION

Customer satisfaction has been defined in various ways, but the conceptualization, which appears to have achieved the widest acceptance, is that satisfaction is a post-choice evaluative judgment of a specific transaction (Bastos and Gallego, 2008). According to (Rigopoulou D., et al., 2008) customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. Customer satisfaction measurement involves the collection of data that provides information about how satisfied or dissatisfied customers are with a service. This information can be collected and analyzed in many different ways (Kindye E., 2011).

When examined as a whole, three general components can be identified:

1. Consumer satisfaction is a response (emotional or cognitive);
2. The response pertains to a particular focus (expectations, product, consumption experience etc);
3. The response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc).

Consumer is defined as person that acquires uses or consumes the final products obtained from recipient undertakings or receiving services provided by them. Measuring customer satisfaction is a necessary tool to provide complete information as necessary to

identify, evaluate and improve the quality of the various aspects of the organization. According to (Singh H., 2006), customer satisfaction does have a positive effect on an organizations profitability but (Potluri R. and Hawariat H. 2010) stated as customer satisfaction is a direct determining factor in customer loyalty, which, in turn results: increased purchases of the existing product, Cross-purchase of your other products, etc.

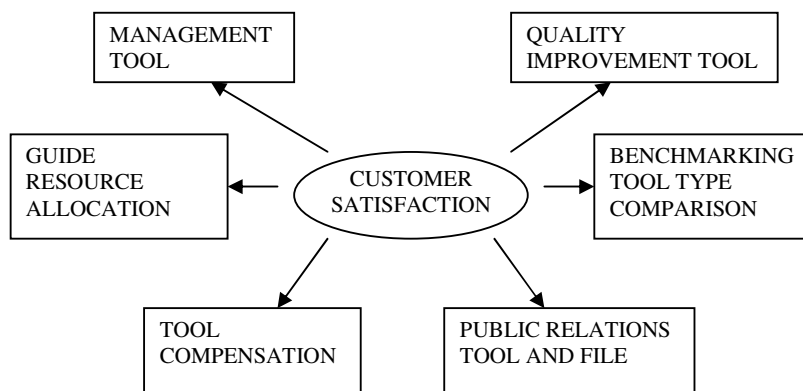


Fig 1. The role and importance of customer satisfaction

Source: adaptation Derek R. Allen, 2004: 21

Customer satisfaction (Fig.1) for the enterprise can be used as a tool to improve product quality and must have the basic customer preferences, ie their relative satisfaction with the quality provided. (Mosteanu, T., 2000).

One of the most common theories which reflect customer satisfaction theory is process theory of the confirmation / failure satisfaction. In this respect, the customer satisfaction can be explained in three stages (Terry, Vavra, 1997), namely:

- In the first stage, consumer builds and forming a level of expectation of the product or service you want.
- In step 2, the consumer consumes or "experience" product or service, that make contact with the actual performance or quality that it has this.
- In step 3, after "experience" gained on the quality or performance of the product or service consumed, follows a process of comparing expectations after consumption and level of quality or performance experience.

Based on the three cases above (Fig.2), logically phenomenon of satisfaction / dissatisfaction involves the following:

1. If the level of quality or performance perceived by the consumer is below his expectations appears dissatisfied;
2. If the level of quality or performance perceived by consumer expectations is at level of expectations appear own satisfaction;
3. If the level of quality or performance perceived by the consumer exceeds his expectations, satisfaction is proper.

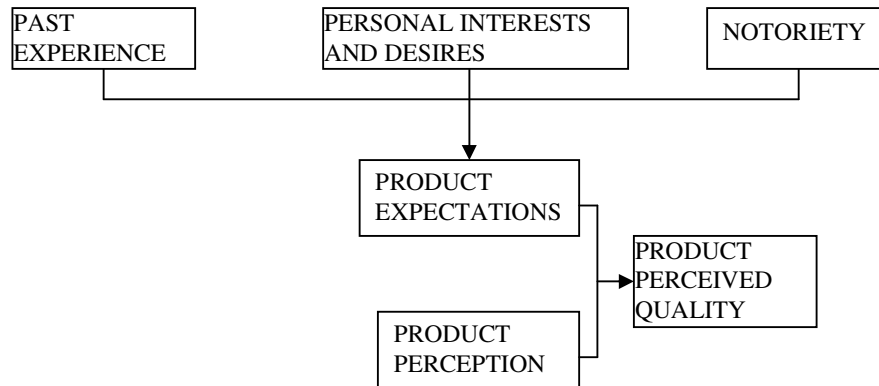


Fig 2. The theory model of "confirmation process / Failure to confirm satisfaction"

Source: Sandor S., Raboca, H., 2007: 104

In general, the model assumes the existence of a gap on certain issues, issues that affect product quality, considering that customer satisfaction is related to the size and personal experience vis-à-vis initial expectations (Derek A. T. and Rao, 2004). If a customer is not satisfied, he expresses dissatisfaction intentionally and effectively. The number of people receiving negative information is 5-7 times higher than the number that would receive positive information.

Customer satisfaction in the Plan-level quality of Renault group - Dacia Renault goal is to be afforded quality, becoming one of the best on the market. To achieve this goal, it is absolutely essential that all employees have positive feedback.

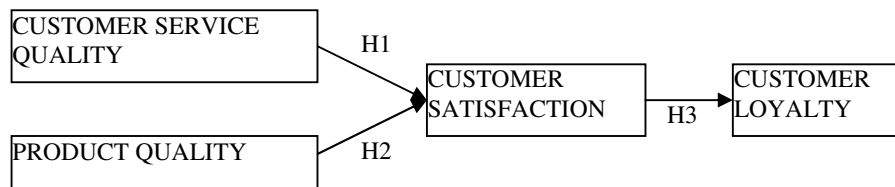


Fig. 3: Research Conceptual Model

Source: Asghar A. et al., 2011

From (Fig.3) the following hypotheses are developed:

H1: Customer service quality influences customer satisfaction in the automotive industry.

H2: Product quality influences customer satisfaction in the automotive industry.

H3: Customer satisfaction influences customer loyalty in the automotive industry.

2. METHODS USED FOR RESEARCH

The research method used in this case will be survey using as a tool for investigation and collection of information the questionnaire and interpreting the results with Statistical Package for the Social Sciences method.

For this research to measure the level of customer satisfaction, responses were recorded by the field operator to each individual, using the interview as a means of communication 'face to face'.

- the questionnaire was structured in two parts as follows: the first part includes 10 questions open, closed and mixed, and a table of scale on respondents' views on the

quality of products and services offered by factory Dacia vehicles, and the second part contains questions to identify respondents.

- general investigated the community dimension: people aged between 18 and 50 years belonging to urban, male and female;
- sample size: total number of respondents was 145.
- structure sampling: random sampling;

3. DISSCUSION OF RESULTS BASED ON THE ANALYSIS AND PROCESSING OF INFORMATION

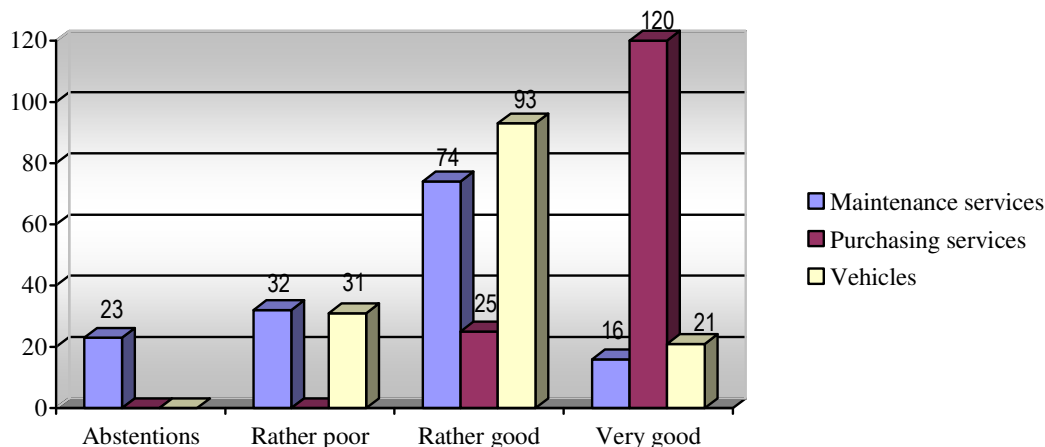


Fig. 4: Dacia quality perception

From (Fig.4) we can observe that 83% of customers surveyed said they were satisfied with the quality especially when buying a vehicle in the Dacia brand concessions, 64% of them feel rather good quality vehicle and 52% quality maintenance rather poor.

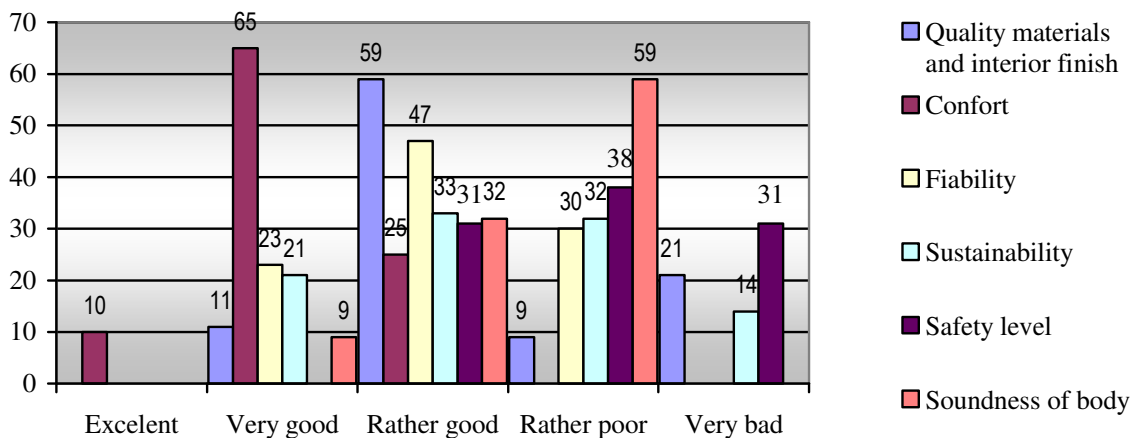


Fig. 5: The significance of main indicators for the consumers

The closest is the quality of materials and finish inside the car, 59% of respondents believing that it is rather good. 65% consider their confort as very good. Level of safety in the vehicle is considered by 38% of respondents as being rather weak, and 59% consider body strength as rather poor (Fig. 5).

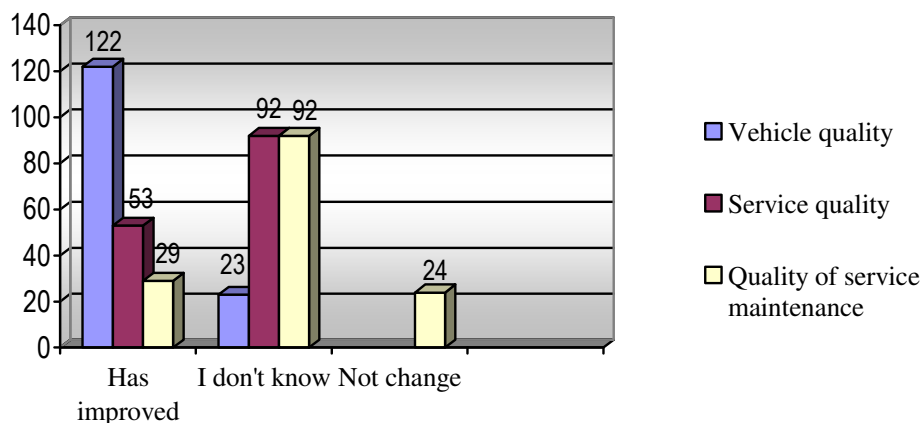


Fig. 6: Quality's Evolution in the last 3 years

Regarding (Fig.6) the evolution of the Dacia brand last 3 years, 65% of people surveyed considered that changed vehicle quality brand, but 64% of them do not know if the quality has changed services offered by Dacia.

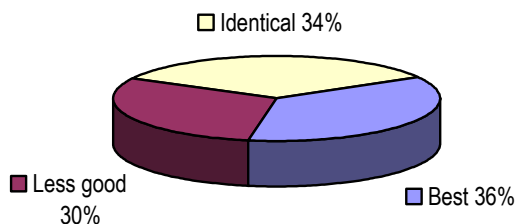


Fig. 7: Vehicle quality against the competition

Comparative analysis of the quality of Dacia brand from the competition, it appears that respondents are not sufficiently well informed because they have responded in a similar percentage it is better or less good and identical (Fig. 7,8,9).

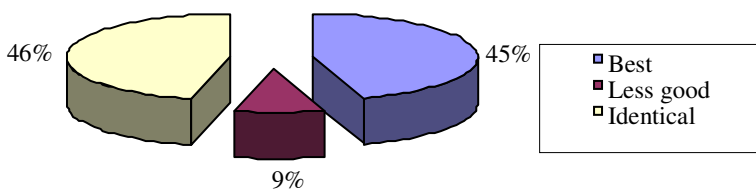


Fig. 8: The Quality of services to purchase a vehicle DACIA compared to the competition

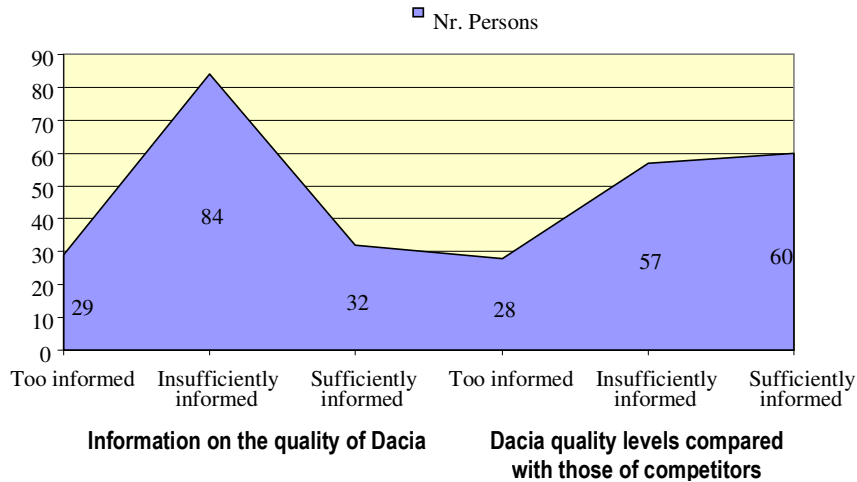


Fig. 9: The level of information communicated

From the chart above (Fig. 9) we can see that information to customers about the quality insufficient Dacia brand and the quality of the Dacia brand against the competition enough. This information is sufficient to promote quality because that accomplishes both Renault and Dacia Renault compared to main competitors Renault.

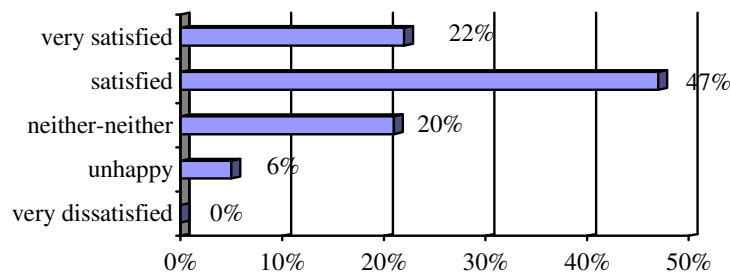


Fig. 10: Satisfaction of Dacia car owned by respondents

In this case (Fig.10) we observe that 22% are very satisfied with the car Dacia owned, 47 % are satisfied and only 6 % of them said they were unhappy about it. High degree of satisfaction is mainly due to favorable image of Dacia cars on the national market.

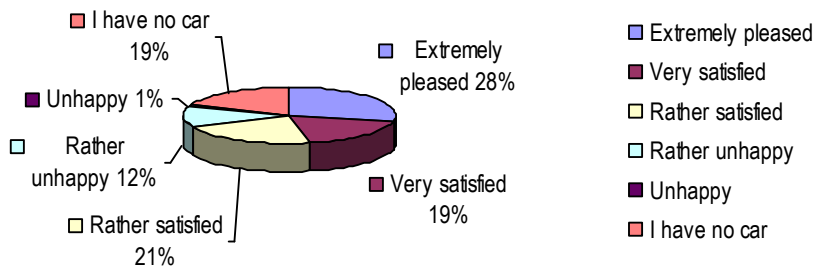


Fig. 11: The level of customer satisfaction in relation to quality

28% of respondents believe that they are extremely satisfied with the quality of their car, 19% are very satisfied, and 21% are somewhat satisfied, 12% dissatisfied and 1% rather unhappy.

A percentage of 81% of respondents were aged 20 to 25 years, 11% aged 26-30 years, 5% aged 31-35 years and 3% were aged 36 - 40 years (Fig.11).

CONCLUSIONS

Satisfaction measurement system is structured around key moments of customer experience on issues related to product. From the presented analysis we conclude that the customer' satisfaction for the enterprise can be used as a tool to improve product quality and it should be based on customer preferences, their relative satisfaction with the provided quality. In terms of consumer' behavior, it has been shown, in most cases, it compares product performance with certain standards.

For this, the steps to be followed within the organization in order to achieve a higher product quality and to meet customer's requirements are:

- automobile plant needs time off, between three and five weeks in order to perform maintenance work and to improve the manufacturing process;
- vehicle reliability is rather bad, not great;
- safety and soundness of the body are very low.

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