



Service Quality at Macho Engineering Industries, Bangalore

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Abstract

This study explores the service quality dimensions at Macho Engineering Industries, Bangalore, which has been a leading manufacturer of precision springs and wire forms for over two decades. As an ISO 9001:2008 & IATF 16949:2016 certified company, it emphasizes high-quality output, early customer involvement, and continuous process improvement. The research examines how service quality influences customer satisfaction and the organization's ability to remain competitive. It also identifies internal strengths such as skilled labor and brand loyalty, as well as challenges including lack of promotional activities and limited plant space. Using a SWOT analysis, the study highlights the opportunities for global expansion and risks posed by government policies and market competition. The paper further reviews theoretical concepts of service quality, emphasizing its role in customer retention and satisfaction. The findings offer strategies for enhancing service quality in industrial settings and suggest actionable recommendations to align managerial practices with client expectations.

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Keywords: Service Quality, Customer Satisfaction, Macho Engineering Industries, Manufacturing Industry

1. Introduction

The quality of administration is widely seen as a result of the help-providing framework, especially with the real help framework. In addition, control quality is related to buyer satisfaction. Management quality is a customer's impression. In any case, the client uses a single reference and a large set of contributing variables to build emotions about the quality of help.

The study of services quality and its dimension make me to understand the application of theoretical concept of practicality. This study also try to identify the major attributes to service quality in MACHO engineering industry that leads the customer service quality satisfaction and this study would like suggest few strategy that help the company in enhancing good service quality to their clients.

MACHO Engineering Industries has been delivering the finest quality of precision springs, stampings and wire forms since last 26 years to a wide range of customers across India and the world. MACHO Engineering Industries is an ISO 9001:2008 & IATF 16949:2016 certified company which has been at the forefront of springs manufacturing since its inception. From the beginning, MACHO Engineering Industries has been focused on providing with innovative solutions to customer requirements. MACHO Engineering Industries is equipped with the latest high-technology machinery and highly skilled workforce has been constantly creating complex springs and wire forms for different companies with other value-added services.

Founded in 1989, Macho Engineering Industry has been at catering to different section of the industries which including OEMs, Multi-national companies and other companies. With decades of experience behind them, skilled engineers and trained staff have been enabling them to deliver products of various variety and sizes of precision springs and wire forms on budget and on-time. As a manufacturing of customer precision springs and wire forms they are focused on delivering quality and customer centric solution, from designing stageto planning and manufacturing the product with precision and quality, Macho Engineering Industry has always been work in partnership with their customer to meet their business demands.

MACHO Engineering Industry take pride in emphasizing on early customer involvement, which allows them to assist the

customers in the early stages of design and engineering of each product to provide resources and expertise to exceed every customer's expectations. We have created a long lasting partnerships with many reputed companies around the world in a variety of industries which include automotive.

Vision, Mission & Quality policy of MACHO Engineering Industry

Vision of MACHO Engineering Industry

To be the most preferred global and domestic supplier of spring, wire forms, steel metal parts and structural solutions to the automotive and general industry through a single minded focus on excellence.

Mission of MACHO Engineering Industry

We are dedicated and loyal employees, committed to excellence through state-of-the-art technology, training their staff and leveraging the brand to produce high quality products by adopting best practices and market ethics.

Quality policy of MACHO Engineering Industry

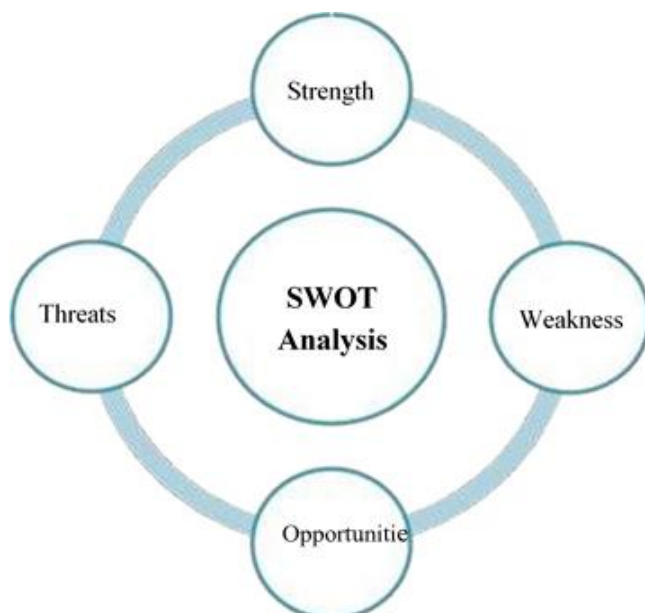
We at Macho Engineering as Manufacturers of springs and wire products are committed to enhance its customer's satisfaction on Quality, Delivery and price by continual improvement of its processes through;

- Communicating this importance to all its interested parties
- Compliance to its Quality Management System
- Promoting a risk based thinking in its process
- Fulfilling all applicable customer specific requirements and compliance obligation.

Area of Operation of MACHO Engineering Industry

The company mainly concentrates on the domestic market all over India. Hence it is a national player.

SWOT Analysis of MACHO Engineering Industry



Strengths of MACHO Engineering Industry

- Availability of skilled labor & brand image.
- Brand faithfulness to customer.
- Very good dealership network.

Weakness of MACHO Engineering Industry

- Absence of successful promotional activities
- Need plant & machinery up gradation
- Less space to expand the plant capacity.

Opportunities of MACHO Engineering Industry

- Have good raw materials sources improves production.
- Capacity to take care higher demand and to achieve optimum utilization of existing resource.
- Opportunity to enter into global market

Threats of MACHO Engineering Industry

- Government policies and economic policies may influence development potential.
- More competition in market

Conceptual background and literature review

Theoretical background of study

Introduction of Service Quality

Conveying quality in services has been appeared to be an essential strategy for advertisers who are endeavoring to separate their service contributions, by setting up customer value and fulfilling buyer needs (Ozment and morash, 1994) [1]

Service quality is tied in with guaranteeing clients, both interior and outside, gets what they require. Consumer loyalty is the inclination or attitudes of a client towards a manufactured goods/service later than it has been utilized. Service quality and satisfaction are often viewed together as elements of client's perceptions and desires (wants). Customer satisfaction is determined by characterizing client perceptions of quality, desires, and preferences.

Meaning of Service Quality

Service quality, in its contemporary conceptualization, is an examination of perceived desires for an service with perceived execution. Every financial activities whose output isn't a physical product or development, is generally consumed at the time it is produced, & it gives included an incentive in forms, that are basically intangible concerns of its first buyer. A company with high service quality will meet/exceed client's expectations even as economically competitive.

Literature Review

- Harvir S. Bansal, Shirley Taylor (2014), Opined that service quality & service fulfillment has been recognized as potentially essential determinants of service exchanging . subsequently, there have been calls for resolve issues. The results of this study showed that service quality and fulfillment are without a doubt particular builds and that quality is an antecedent to fulfillment. Moreover, quality was observed to be the key driver of switching aims. We additionally found a proof for interaction between quality and fulfillment in their influence on switching aims.
- According to Victorino (2013), the understanding of customer's decisions enables managers to improved design their service contribution as well as define corresponding operational method around client's need.

- According to Bates Ken, Bates Hilary and Jonston Robert (2013), international journal service industry administration volume: 14 issue:2 connecting service to profit, the business case for service brilliance.
- According to Davidson (2012), Examined the administrative environment & administrative culture in hotel industry and examination of an on casual association between good managerial air & level of service quality in a hotel and study finds the effects of administrative climates combination into quality activities.
- Aldlaigan and Buttele, (2012), In terms of service quality banking performance necessities than those of manufacture process due to their features & discovered that reliability quality of service forms is thought about in a verbal sense and respected that 'reliability is fulfilled by passing on service to clients on time'.
- Paul C.S Wu, Gary Y eong-Y uh Y eh, Cheih-Ru Hsiao(2011). The point of this study is to concentrate on whether the store picture and the nature of administration by implication affect the brand picture and the brand name (PLB) and in a roundabout way by the impact of chance and cost on Branding. This review (1) expresses that the picture of the store emphatically affects the buy aim of the PLB. (2) The nature of administration decidedly affects the picture of the BLP. (3) The apparent gamble of PLB items influences the connection between the brand picture and the reason for the PLB buy.
- Kosar and Raseta (2010), have recommended that the understanding the quality must be manage by requests of customers and an assortment of neighborhood outside references concur with this state of mind.
- Choudhary & prakash (2009), Stated that in-depth learning on service quality measurements of getting the correct combine of further service quality measurements of free vital service quality treat 16 services over the 4 service types and rank correlation.

Research Design

As service quality reveals the way the MACHO Engineering Industry is executing, this study endeavors to investigate the view of clients in regard to the services delivered by the MACHO Engineering Industry.

Need of the study

- A good service attracts loyalty and generates further sales.
- To understand the clients expectations and service along with the five dimensions.
- To identification of the problems very quickly and to better assess of customers satisfaction.

Objectives of study

1. To study the conceptual framework of service quality dimensions.
2. To understand the service quality leads to customers satisfaction.
3. To analyse and examine the perception of customers of MACHO Engineering Industry by applying hypotheses and dimension to service quality.
4. To suggest strategies that helps in enhancing good service quality leads to customer excellence.

Scope of study

- To study relating to a specific organization of MACHO Engineering Industry Bangalore
- The study includes factor affecting the service quality towards MACHO Engineering Industry

Research Methodology

A case study method has been adopted to study the MACHO Engineering Industry. The data was collected from the marketing departments that are related to service quality. The officers of this department are interviewed and the information was collected going through manuals and journals of the company.

Research Design: Descriptive research design

This design should be used for the study where the problem is identification and alternative course of action are taken through a sampling in the form of questionnaire.

Sampling Design

- Sampling technique- simple random sampling (probabilistic sampling)
- Sampling unit- MACHO Engineering Industry customers

Source of Data

The source of data can be divided into two types

1. Primary data : collected through questionnaire
2. Secondary data: collected across the following-
 - Company's yearly reports.
 - Company website- www.machoengindustries@yahoo.com

Hypothesis Testing

Chi-square test Customer survey

Hypothesis: 1

Data is taken from the table 4.1 Computation:

Ho (Null hypothesis)- MACHO frequently conducts customer service quality satisfaction survey
 H1(Alternative hypothesis)- MACHO do not frequently conducts customer service quality satisfaction survey
 Therefore, the test results show that the chi-square value at 5% significance level is 9.4 to 4 degrees of freedom. Since the calculated value is 5.5 and less than the value of the table, it accepts the null hypothesis at the 5% significance level.

Therefore, it is clear that MACHO frequently conducts customer service quality satisfaction survey

Conclusion

MACHO frequently conducts customer service quality satisfaction survey

Hypothesis Test:2

Data is taken from the Table 4.14 Computation;

Ho (Null hypothesis)-MACHO accept customer complaints effortlessly and solves it swiftly.

H1 (Alternative hypothesis)- MACHO are not accept customer complaints effortlessly and solve it speedy.

As a result, the test results show that the square value of the value of the table at 5% significance level at 4 degrees of freedom is 9.4. Indeed, the calculated value is greater than the value of the table. Therefore, the null hypothesis is rejected at the 5% level of significance.

According to the Hypothesis testing , MACHO do not accept customer complaints effortlessly and solve it swiftly.

Conclusion

MACHO does not accept customer complaints effortlessly and solve it swiftly.

Chapter 4

Analysis and Interpretation

4.1 MACHO frequently conducts customer service quality satisfaction survey

Number of customers: 50

Table 4.1: Showing response towards MACHO frequently conducts customer satisfaction surveys.

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	15	30
2	Agree	10	20
3	Neither Agree /Nor Disagree	9	18
4	Disagree	12	24
5	Strongly Disagree	5	10
Total		50	100

Source: Primary data

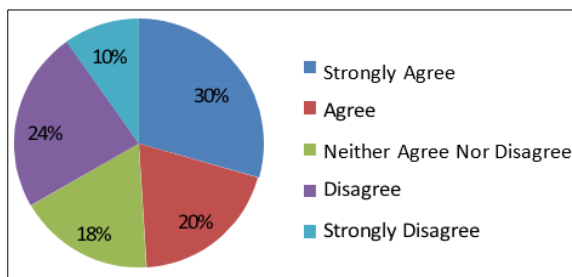


Chart 4.1: showing response towards MACHO frequently conducts the customer satisfaction surveys.

Analysis: The above table 4.1 it is clear that out of 50 respondents, 15(30%) respondents are strongly agree with the statement that MACHO conducts satisfaction survey, 10(20%) respondents are agree, 9(18%) respondents are neither agree nor disagree, 12(24%) respondents are disagree and the 5(10%) respondents are strongly disagree to the above statement.

Interpretation: From the above analysis it can be inferred that majority of the respondents strongly agrees that MACHO frequently conducts customer satisfaction survey.

4.2 Service Quality is the major factor to purchase MACHO products

Number of customers: 50

Table 4.2: Show response towards quality is the major factor to purchase MACHO products.

Serial N0	Particulars	No of respondents	Percentage
1	Strongly Agree	27	54
2	Agree	12	24
3	Neither Agree/ Nor Disagree	3	6
4	Disagree	6	12
5	Strongly Disagree	2	4
Total		50	100

Source: Primary Data

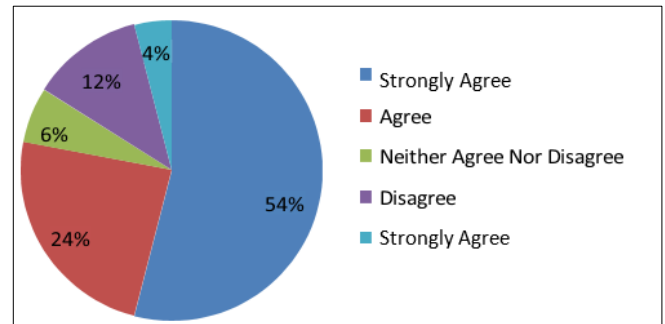


Chart 4.2: Show response towards service quality is major factor to purchase MACHO products.

Analysis: The above table 4.2 it is clear that out of 50 respondents, 27(54%) respondents are strongly agree with in the statement that quality is the major factor to purchase MACHO products, 12(24%) respondents are agree, 3(6%) respondents are neither agree nor disagree, 6(12%) respondents are disagree and the 2(4%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that majority of Customer strongly agree that service quality is major factor to purchase MACHO products.

4.3 MACHO is having emotional connect relationship with customers

Number of customers: 50

Table 4.3: Showing responses towards MACHO is having emotional connect relationship with customers.

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	3	6
2	Agree	4	8
3	Neither Agree/ Nor Disagree	8	16
4	Disagree	20	40
5	Strongly Disagree	15	30
TOTAL		50	100

Source: Primary data

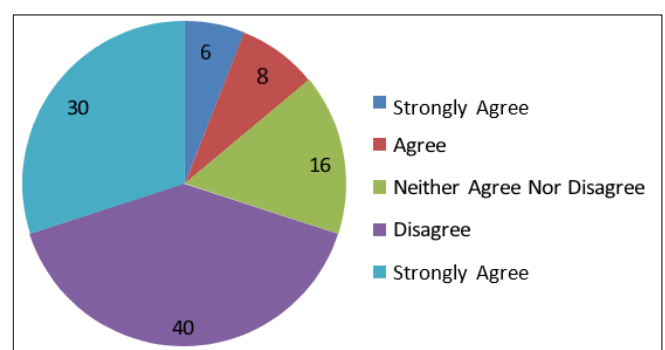


Chart 4.3: Showing responses towards MACHO is having emotional connect relationship with customers.

Analysis: The above table 4.3 it is clearly that out of 50 respondents, 3(6%) respondents are strongly agree with the statement that MACHO is having emotional connect relationship with customers, 4(8%) respondents are agree, 8(16%) respondents are neither agree nor disagree, 20(40%) respondents are disagree and the 15(30%) respondents are strongly disagree for the above statement.

Interpretation: From the above analysis it can be inferred that

Majority of customers Disagree that MACHO is having emotional connect relationship with customer.

4.4 MACHO employee's response and action that instill confidence and satisfaction in customers.

Number of customers: 50

Table 4.4: Showing MACHO employee's response and action instill confidence and satisfaction in customers.

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	13	26
2	Agree	18	36
3	Neither Agree/ Nor Disagree	8	16
4	Disagree	8	16
5	Strongly Disagree	3	6
Total		50	100

Source: primary data

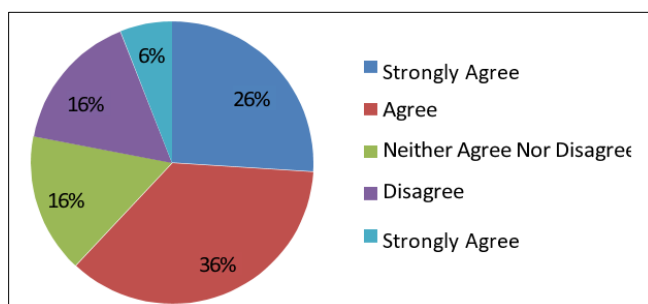


Chart 4.4: Showing responses towards MACHO employee's response and action instill confidence and satisfaction in customers.

Analysis: From the above table 4.4 it is clear that out of 50 respondents, 13(26%) respondents are strongly agree with the statement that MACHO employee response & action that instill confidence satisfaction in customer, 18(36%) respondents are agree, 8(16%) respondents are neither agree nor disagree, 8(16%) respondents are disagree and the 3(6%) respondents are strongly disagree from the above statement. Interpretation: From the above analysis it can be inferred that majority of customer agree that MACHO employee's response and action instill confidence and satisfaction in customers.

4.5 MACHO gives different offers to their regular customers

Number of customers: 50

Table 4.5: MACHO gives different offers to their regular customers

Serial no	Particulars	No of respondents	Percentage
1	Strongly Agree	30	60
2	Agree	10	20
3	Neither Agree/ Nor Disagree	5	10
4	Disagree	5	10
5	Strongly Disagree	0	0
Total		50	100

Source: primary data

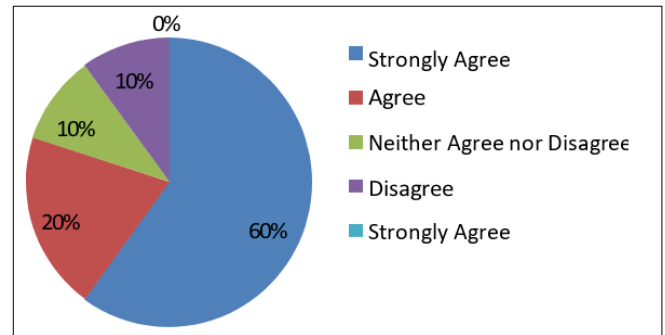


Chart 4.5: Showing responses towards MACHO gives different offers to their regular customers.

Analysis: From the above table 4.5 it is clear that out of 50 respondents, 30(60%) respondents are strongly agree with the statement that MACHO gives different offers to their regular customers, 10(20%) respondents are agree, 5(10%) respondents are neither agree nor disagree, 10(20%) respondents are disagree and the 0(0%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that Majority of customer agree that MACHO gives different offers to their regular customer.

4.6 MACHO provides credit facilities to their customers

Number of customers: 50

Table 4.6: MACHO providing credit facilities to their customers

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	9	18
2	Agree	10	20
3	Neither Agree/ Nor Disagree	5	10
4	Disagree	16	32
5	Strongly Disagree	10	20
Total		50	100

Source: primary data

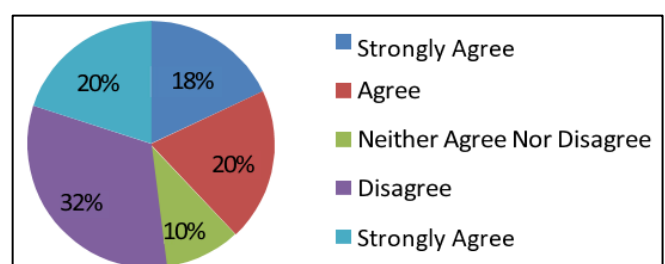


Chart 4.6: Showing responses towards MACHO provides credit facilities to their customer.

Analysis: The above table 4.6 it is clear that out of 50 respondents, 9(18%) respondents are strongly agree with the statement that MACHO providing credit facilities to their customers, 10(20%) respondents are agree, 5(10%) respondents are neither agree nor disagree, 16(32%) respondents are disagree and 10(20%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred the Customer are not satisfied with MACHO's credit facilities.

4.7 MACHO is having effective communication channel with customers

Number of customers: 50

Table 4.7: MACHO is having effective communication channel with customers

Serial No	Particulars	NO Of respondents	Percentage
1	Strongly Agree	20	40
2	Agree	5	10
3	Neither Agree/ Nor Disagree	10	20
4	Disagree	10	20
5	Strongly Disagree	5	10
Total		50	100

Source: primary data

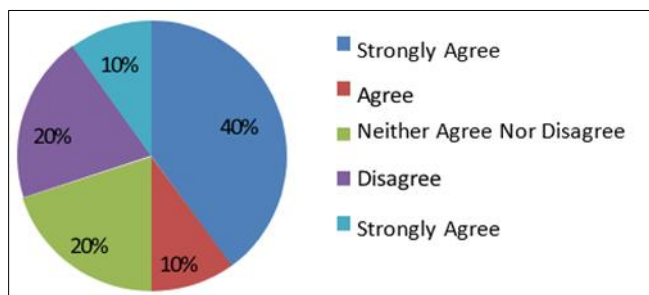


Chart 4.7: Show response towards MACHO follows effective communication channel with customers.

Analysis: From the above table 4.7 it is clear that out of 50 respondents, 20(40%) respondents are strongly agree with the statement that MACHO is having effective communication channel with customers, 5(10%) respondents are agree, 10(20%) respondents are neither agree nor disagree, 10(20%) respondents are disagree and the 5(10%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that customer strongly agrees that macho is having effective communication channel with customers.

4.8 MACHO is following on time delivery system

Number of customers: 50

Table 4.8: Showing MACHO is following on time delivery system

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	8	16
2	Agree	4	8
3	Neither Agree /Nor Disagree	6	12
4	Disagree	15	30
5	Strongly Disagree	17	34
Total		50	100

Source: primary data

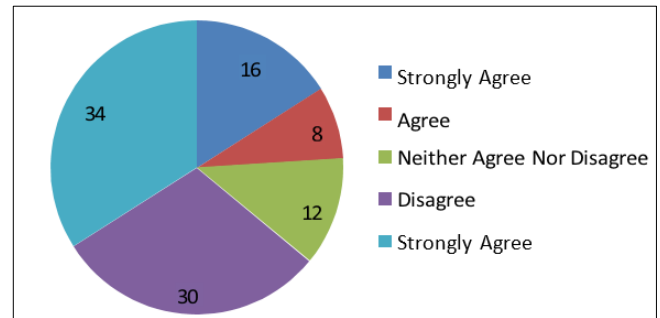


Chart 4.8: Showing responses towards MACHO is following on time delivery system.

Analysis: From the above table 4.8 it is clearly that out of 50 respondents, 8(16%) respondents are strongly agree with the statement that MACHO is following on time delivery system, 4(8%) respondents are agree, 6(12%) respondents are neither agree nor disagree, 15(30%) respondents are disagree and the 17(34%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that Majority of the customers Strongly disagree that MACHO is following on time delivery system.

4.9 MACHO is providing customized product

Number of customers: 50

Table 4.9: showing MACHO is providing customized product

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	6	12
2	Agree	2	4
3	Neither Agree/ Nor Disagree	6	12
4	Disagree	10	20
5	Strongly Disagree	26	52
Total		50	100

Source: primary data

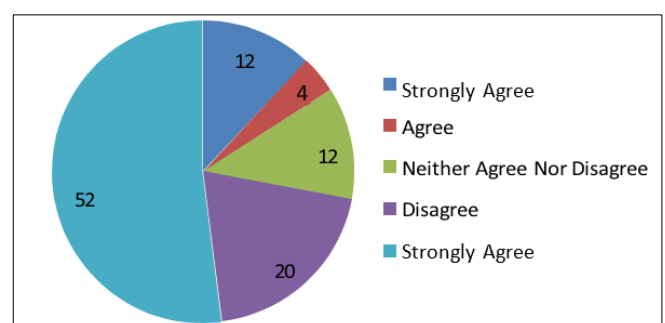


Chart 4.9: Showing response towards MACHO is providing customized product.

Analysis: The above table 4.9 it is clear that out of 50 respondents, 6(12%) respondents are strongly agree with the

statement that MACHO is providing customized products, 2(4%) respondents are agree, 6(12%) respondents are neither agree nor disagree, 10(20%) respondents are disagree and the 26(52%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that customer Strongly disagrees that company is providing the customized products.

4.10 MACHO provides speedy clarification of customer complaints and requests

Number of customers: 50

Table 4.10: Showing MACHO take provides speedy clarification of customer complaints and requests

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	15	30
2	Agree	12	24
3	Neither Agree /Nor Disagree	6	12
4	Disagree	7	14
5	Strongly Disagree	10	20
Total		50	100

Source: primary data

Chart 4.10: Show response towards MACHO provides speedy clarification and customer complaints and requests

Analysis: From the above table 4.10 it is clear that out of 50 respondents, 15(30%) respondents are strongly agree with the statement that towards MACHO provides speedy clarification and customer complaints and requests, 12(24%) respondents are agree, 6(12%) respondents are neither agree nor disagree, 7(14%) respondents are disagree and the 10(20%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that MACHO Customers are satisfied with the speedy clarification of customer complaints and requests.

4.11 MACHO provides safety transaction

Number of customers: 50

Table 4.11: Showing MACHO provides safety transaction

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	14	28
2	Agree	16	32
3	Neither Agree/ Nor Disagree	5	10
4	Disagree	10	20
5	Strongly Disagree	5	10
Total		50	100

(Source: primary data)

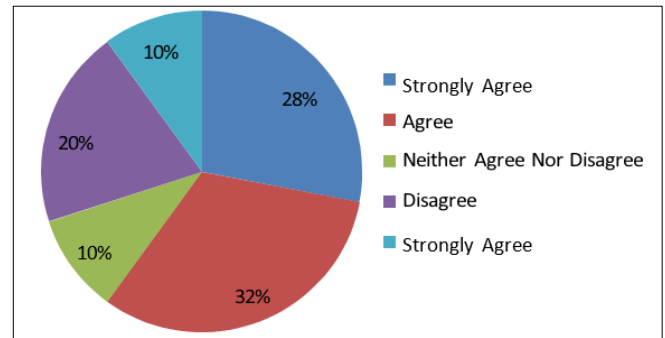


Chart 4.11: Showing responses towards MACHO provides safety transactions

Analysis: From the above table 4.11 it is clear that out of 50 respondents, 14(28%) respondents are strongly agree with the statement that MACHO provides safety transactions, 16(32%) respondents are agree, 5(10%) respondents neither agree nor

disagree, 10(20%) respondents are disagree and the 5(10%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that Majority of customer agree that MACHO provides safety transaction to protect the interest of Customers and their Confidentiality.

4.12 MACHO provides good transport facility

Number of customers: 50

Table 4.12: Showing MACHO provides good transport facility

Serial NO	Particulars	No of respondents	Percentage
1	Strongly Agree	23	46
2	Agree	15	30
3	Neither Agree /Nor Disagree	5	10
4	Disagree	7	14
5	Strongly Disagree	0	0
TOTAL		50	100

(Source: primary data)

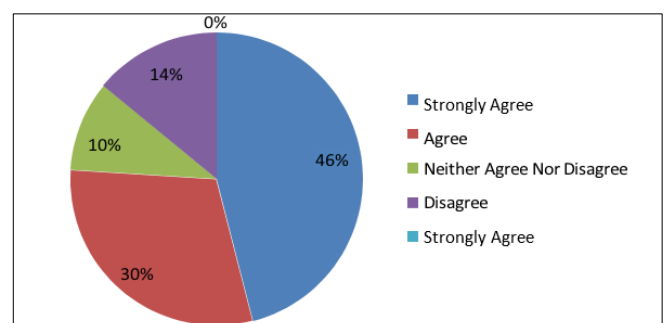


Chart 4.12: Show response towards MACHO provide good transport facilities.

Analysis: From the above table 4.12 it is clear that out of 50 respondents, 23(46%) respondents are strongly agree with the statement that MACHO provide good transport facilities, 15(30%) respondents are agree, 5(10%) respondents are neither agree nor disagree, 7(14%) respondents are disagree and the 0(0%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that Majority of the MACHO customer strongly agree that MACHO provide good transport facilities.

4.13 MACHO employees training programs are designed to develop the skill required for customer relationship and satisfaction

Number of customers: 50

Table 4.13: Showing MACHO employees training program are designed to develop the skill required for customer relationship and satisfaction

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	5	10
2	Agree	5	10
3	Neither Agree/ Nor Disagree	10	20
4	Disagree	20	40
5	Strongly Disagree	10	20
Total		50	100

Source: Primary Data

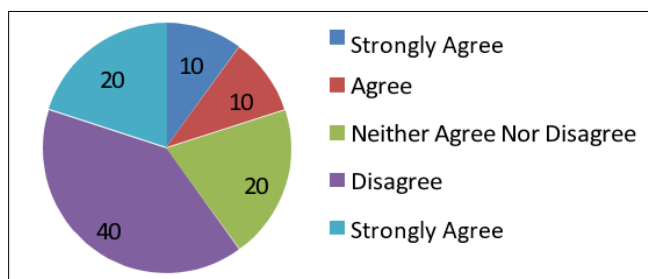


Chart 4.13: Showing response towards MACHO employees training programs are designed to develop the skill required for customer relationship and satisfaction.

Analysis: From the above table 4.13 clear that out of 50 respondents, 5(10%) respondents are strongly agree with the statement that MACHO employees training programs are designed to develop the skill required for customer relationship and satisfaction, 5(10%) respondents are agree, 10(20%) respondents are neither agree nor disagree, 20(40%) respondents are disagree and the 10(20%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that Employees Disagree that statement that has MACHO employees training programs are designed to develop the skill required for customer relationship and satisfaction.

4.14 MACHO accepts the customer complaints effortlessly and solves it swiftly.

Number of customers: 50

Table 4.14: Showing responses towards MACHO accepts the customer complaints easily and solves it speedily

Serial No	Particulars	No of respondents	Percentage
1	Strongly Agree	4	8
2	Agree	7	14
3	Neither Agree/ Nor Disagree	8	16
4	Disagree	20	40
5	Strongly Disagree	11	22
Total		50	100

(Source: primary data)

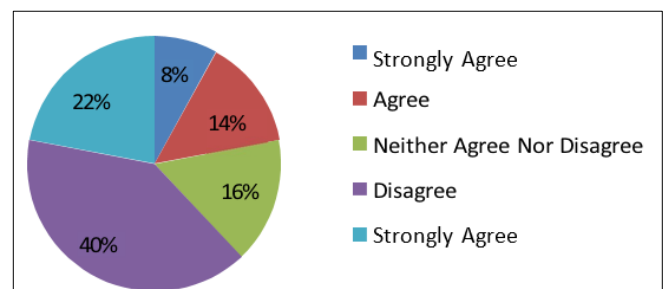


Chart 4.14: Showing responses towards MACHO accepts the customer complaints easily and solves it speedily

Analysis: The above table 4.14 it is clear that out of 50 respondents, 8(16%) respondents are strongly agree with the statement that MACHO accepts the customer complaints easily and solves it speedily, 7(14%) respondents are agree, 8(16%) respondents are neither agree nor disagree, 20(40%) respondents are disagree and the 11(22%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that Customers are not satisfied with the MACHO accepts the customer complaints to solve in time to maintain Long term Relationship.

4.15 MACHO involving in high social media activity

Number of respondents: 50

Table 4.15: Showing responses towards MACHO involving in high social media activity

Serial No	particulars	No of Respondents	Percentage
1	Strongly Agree	4	8
2	Agree	5	10
3	Neither Agree Nor Disagree	7	14
4	Disagree	18	36
5	Strongly Disagree	16	32
Total		50	100

Source: primary data)

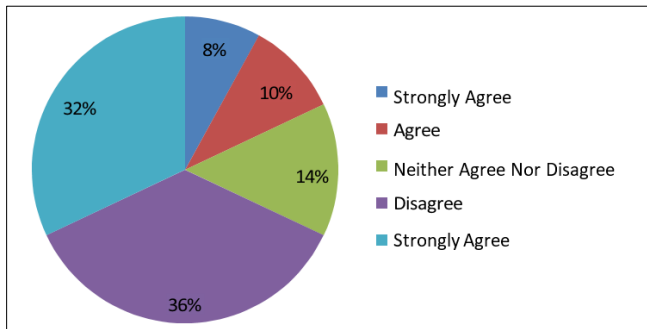


Chart 4.15: Showing responses towards MACHO involving in high social media activity

Analysis: From the above table 4.15 it is clear that out of 50 respondents, 4(8%) respondents are strongly agree with the statement that MACHO involving in high social media activity, 5(10%) respondents are agree, 7(14%) respondents are neither agree nor disagree, 18(36%) respondents are disagree and the 16(32%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that customers are not satisfied with the MACHO involving in high social media activity, they are already having brand equity and they are in B2B with institutional buyers.

4.16 MACHO employees have a good personal touch with customer

Number of Customers: 50

Table 4.16: Showing responses towards MACHO employees have a good personal touch with customer.

Serial No	Particulars	No of Respondents	Percentage
1	Strongly Agree	15	30
2	Agree	21	42
3	Neither Agree Nor Disagree	5	10
4	Disagree	6	12
5	Strongly Disagree	3	6
Total		50	100

(Source: primary data)

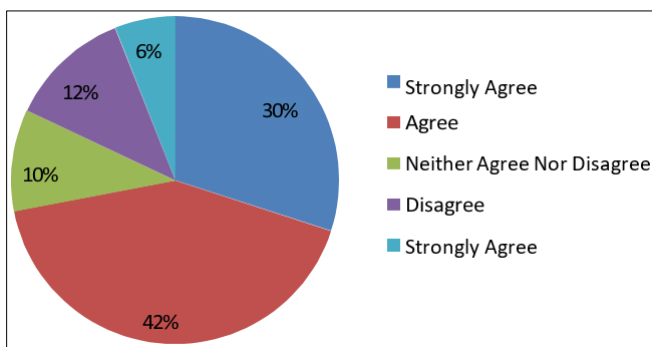


Chart 4.16: Show response towards MACHO employees have a good personal touch with customer.

Analysis: From the above table 4.16 it is clear that out of 50 respondents, 15(30%) respondents are strongly agree with the statement that MACHO employees have a good personal touch with customer, 21(42%) respondents are agree, 5(10%) respondents are neither agree nor disagree, 6(12%) respondents are disagree and the 3(6%) respondents are strongly disagree from the above statement.

Interpretation: From the above analysis it can be inferred that Majority of the customer said that MACHO employees have a personal touch with customers

4.17 MACHO provide guarantee assurance

Number of Customers: 50

Table 4.17: Showing responses towards MACHO provide guarantee assurance

Serial No	Particular	No of Respondents	Percentage
1	Strongly Agree	19	38
2	Agree	20	40
3	Neither Agree Nor Disagree	2	4
4	Disagree	6	12
5	Strongly Agree	3	6
Total		50	100

Source: primary data

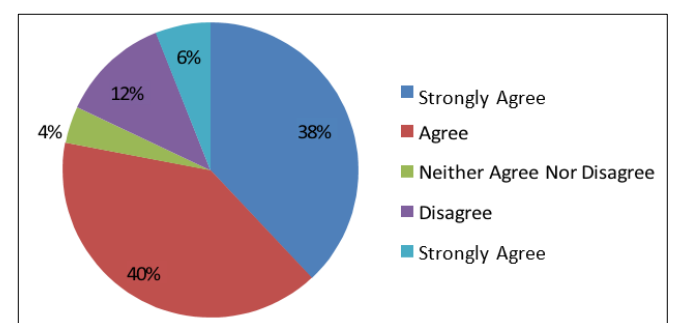


Chart 4.17: Showing responses towards MACHO provide guarantee assurance

Analysis: From the above table 4.17 it is clear that out of 50 respondents, 19(38%) respondents are strongly agree with the statement that MACHO provide guarantee assurance, 20(40%) respondents are agree, 2(4%) respondents are neither agree nor disagree, 6(12%) respondents are disagree and the 3(6%) respondents are strongly disagree from the statement.

Interpretation: From the above analysis it can be inferred that Majority of customers agree that MACHO providing guarantee assurance.

Chapter 5

Findings, suggestions and conclusion

Findings

1. Customers are agree that the MACHO frequently conducts the customer service quality satisfaction surveys.
2. Customer strongly agree that service quality is the major factor to purchase MACHO products.
3. Majority of customers Disagree that MACHO is having emotional connect relationship with customer.
4. MACHO employee's response and action instill confidence and satisfaction in customer.
5. Majority of customer agree that MACHO gives different offers to their regular customer's.
6. Customer are not satisfied with MACHO's credit facilities.
7. Company is having effective communication channel with customers.
8. Majority of the customers Disagree that MACHO is

following on time delivery system.

9. Customer are Disagree that company is providing customized products.
10. MACHO Customers are satisfied with the speedy clarification of customer complaints and requests.
11. MACHO provides safety transaction to its customers.
12. Customers will agree that company providing good transport facilities to deliver their products
13. Employees are Disagree that statement that has MACHO employees training programs are designed to develop the skill required for customer relationship and satisfaction.
14. Customers are not satisfied with the MACHO accepts the customer complaints easily and solves it speedily.
15. Customer are not satisfied with the MACHO involving in high social media activity.
16. Majority of customer said that MACHO employees have a personal touch with customers
17. Majority of customers agree that MACHO providing guarantee assurance

Suggestions

1. As per the response the quality is a major factor consider by the MACHO product hence company need to much focus on maintaining the quality to have better relationship with the customers.
2. MACHO has to provide training and development program to their employees to provide better quality of service to their clients.
3. It should focus to provide different offers to their new customer's also
4. Company has to provide a credit facilities to their clients.
5. The Company should have to provide updated Grievance System for speedy clarification of customer complaints.
6. Company should focus on high social media activity to reach to all type of classes of people by TV, Newspaper, POP Ups, Telegram and other media.

Conclusion

This study is undertaken to find out the quality of service provided at MACHO Engineering Industry.

This study help me to understand the clients requirement to have better relationship with them MACHO provide high quality of customer service and they are following a better strategy to provide customized product's and service's The company is actively include in frequently conducting customer service quality survey to better understand their requirement and company is maintaining emotional connect relationship with the customers and MACHO employees are regularly involved in providing response and actions to instill the service quality confidence in clients.

But still MACHO as to concentrate on providing credit facilities better offers to the new customers and speedy clarification of customer compliance.

MACHO as to provide training and development program to their employees to provide better quality of service to their clients.

Implementation of above mentioned points can improve the quality of service to their clients & better increase their relationship.

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