
A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA BIKES IN UMRI CITY

Sameeksha Jamdade¹, Dr. Kamlakar Munde² and Dr. Ganesh Lotke³¹MBA Student 4th Semster, MKSSS's Smt. Hiraben Nanavati institute of Management²Assistant Professor, MKSSS's Smt. Hiraben Nanavati institute of Management³Assistant Professor, MKSSS's Smt. Hiraben Nanavati institute of Management**ABSTRACT**

Customer satisfaction is a critical determinant of business success, especially in the highly competitive two-wheeler automobile sector. This study explores the factors influencing customer satisfaction towards Honda bikes, focusing on key dimensions such as product quality, fuel efficiency, pricing, brand reputation, after-sales service, and overall riding experience. Through a survey conducted among Honda bike users, the research identifies how these variables impact the level of satisfaction and customer loyalty. The findings suggest that Honda has maintained a strong position in the market by delivering reliable products and efficient service, although there is room for improvement in areas such as service center responsiveness and spare parts availability. The study concludes by offering insights for Honda to further enhance its customer relationship strategies and maintain its competitive edge in the market.

Keywords: Customer Satisfaction, Honda Bikes, After-Sales Service.

INTRODUCTION

In today's fast-moving world, two-wheelers have become an important part of our daily lives. They are not only used for personal travel but also play a big role in business and delivery services. Among the many bike brands available in the market, Honda has made a strong name for itself. Honda bikes are known for their reliability, good mileage, smooth performance, and stylish design, which make them popular among a wide range of customers. Customer satisfaction is a key factor for the success of any company. When customers are happy with the product and services provided by a company, they are more likely to remain loyal and also recommend the brand to others. In the competitive bike market, keeping customers satisfied is not easy, as every customer has different needs and expectations. Some may look for fuel efficiency, while others may focus on style, speed, or maintenance costs. Understanding what makes a customer happy can help companies improve their products and services.

Honda has been a trusted name in the Indian bike market for many years. It entered the Indian market through a joint venture with Hero but later started its own brand, Honda Motorcycle and Scooter India (HMSI). Since then, Honda has launched several popular bikes like Honda Shine, Unicorn, CB Hornet, and Livo, along with scooters like Activa. These models are widely accepted and appreciated by Indian customers for their performance and value for money. However, even a strong brand like Honda needs to constantly listen to its customers and make improvements. Customer satisfaction depends on many factors such as price, mileage, comfort, looks, availability of spare parts, service center experience, and resale value. If any of these areas are not up to the mark, it can affect the overall satisfaction of the customer. This study focuses on understanding how satisfied customers are with Honda bikes. It aims to find out what customers like the most and where they feel there is a need for improvement. By collecting feedback from Honda bike users, we can get a clear idea of what the company is doing well and what can be done better. The opinions of the customers are very important because they are the ones who use the bikes in real life and can give honest feedback based on their experience. The study also helps in identifying if there is any gap between customer expectations and the actual performance of the bike. For example, a customer may buy a bike thinking it will give 60 km/l mileage, but it gives only 50 km/l. This difference can lead to dissatisfaction. Similarly, if a customer must wait for days to get spare parts or doesn't get proper service at the service center, it can create a negative image of the brand, even if the bike itself is good.

LITERATURE REVIEW

1. Reiga Ritomiea Ariescy. (2018). Satisfaction and Loyalty of Honda Motorcycle Consumers in Jember. *Journal of Economics, Business, and Government Challenges*, 1(02), 74-82. <https://doi.org/10.33005/ebgc.v1i2.19>

This study analyzes the impact of price and product quality on customer satisfaction and loyalty among Honda motorcycle users in Jember. Using a confirmatory research design, 114 respondents were selected through purposive sampling and analyzed with Structural Equation Modeling (SEM). Findings show that product quality significantly influences customer loyalty. However, price affects loyalty but not satisfaction. Additionally, customer satisfaction strongly impacts loyalty.

2. Koapaha, H. P. (2018). Factors Affecting Consumer Behavior in Purchasing Honda Motorcycle. 11th International Scholars Conference, 6(1), 219. <https://doi.org/10.35974/isc.v6i1.1352>

This study examines factors influencing Honda motorcycle purchases at Universitas Klabat in 2017. Data from 100 respondents were analyzed using SPSS 16 with Normality, Reliability, and Validity Tests. The findings show that price, taste, quality, after-sale price, prestige, and promotion did not significantly impact buying decisions. Quality and promotion individually had a positive influence. Only 26.9% of buying decisions were explained by these factors, while 73.1% were influenced by other unexamined factors.

3. Wijanarko, M. S. (2024). The Effect of Marketing Mix on Consumer Satisfaction and Purchase Decisions on Honda Motorcycles. *Civil Officium: Journal of Empirical Studies on Social Science*, 4(2), 22–36. <https://doi.org/10.53754/civilofficium.v4i2.697>

Publish: 2024-08-06 author: M. Sigit Wijanarko

This study analyzes the influence of marketing strategies on consumer satisfaction and Honda motorcycle purchase decisions in Siak Regency (Sept 2023 – July 2024) using a quantitative survey method with Structural Equation Modeling (SEM) analysis. Findings show that product quality significantly impacts both satisfaction and purchase decisions, while price only affects purchase decisions. However, distribution and promotion channels, as well as consumer satisfaction, do not significantly impact purchase decisions. The study concludes that product quality and competitive pricing are key factors in increasing Honda motorcycle sales in Siak Regency.

4. The Role of Price, Promotion and Quality of Service in Improving Honda Motorcycle Customer Satisfaction and Loyalty.

International Journal of Economics and Management Studies 9(1):14-23 DOI:10.14445/23939125/IJEMS-V9I1P103

Publish : January 2022 Authors: Hairun Nikmah and Arik Susbiyani Price, promotion ,and service quality play crucial role in enhancing customer satisfaction.

5. Gregorius's, E and Siskos, Y (2009): - loyalty for Honda motorcycles. Competitive pricing attracts buyers, while effective promotions increase brand awareness and engagement. High-quality service ensures a positive ownership experience, reinforcing trust and repeat purchases. Together, these factors create a strong brand- customer relationship, boosting long-term loyalty

In this study the author has provided the meaning and definition of customer satisfaction. And meaning of customer who is a customer? What is he needed? What criteria's to analyses the perception and attitude of customers. It helps to conduct the survey according to the plan.

RESEARCH METHODOLOGY

It focuses on describing customer opinions, preferences, and satisfaction levels regarding various Honda bike models.

Exploratory Research design method used for survey.

Exploratory study as the characteristics of respondents were studied two wheelers market.

Objectives

- To study the level of customer satisfaction towards Honda bikes in Umri City.
- To identify the factors influencing customer satisfaction, such as price, mileage, design, performance, and after-sales service.
- To analyze customer preferences and expectations regarding Honda bikes for daily use and lifestyle needs.

SOURCE OF DATA

Primary data

Primary data is a firsthand information collected for the first time at the time of research process. Primary data have been collected by personal interview method and telephonic interview with the help of questionnaire collect real feedback from Honda bike users across different age groups and locations.

Primary data have been gathered for the determination of the study employing all the above methods. Secondary data has been gathered from various published sources, the same has been given in detail in

Tools for Data Analysis:

The collected data was analyzed using basic statistical tools like percentage analysis, graphs, and charts to interpret customer feedback and draw meaningful conclusions

This study is primarily based on primary data collected directly from customers who use Honda bikes. The purpose is to understand their level of satisfaction with various aspects of the bike and the overall ownership experience.

The study follows a descriptive research design, which helps to describe the opinions, preferences, and satisfaction levels of Honda bike users based on real-life experiences.

Data Collection Method

- The primary data was collected through a structured questionnaire.
- The questionnaire included both closed-ended questions (e.g. rating on a scale) and a few open-ended questions to gather personal opinions.
- The survey covered topics like bike performance, mileage, design, comfort, price, servicing experience, and new features like Bluetooth and digital display.

Sample Size

- The study was conducted on a sample of 100 Honda bike users from UMRI CITY.
- The sample includes users from different age groups, professions, and backgrounds to provide a more accurate picture.

SAMPLING DESIGN

Research is designed for two sampling plans. It consists of three divisions. Sampling unit, sampling size and sampling procedure.

SAMPLING PROCEDURE

It was decided to consider only 100 respondents for primary data collection through Googleform. The criteria used who use Honda bikes, for time and money consent.

- The total number of Honda bikes users is called as population
- The process of selecting sample from the population is known as sampling.
- The cluster of respondents taken for the study from the total population is sample.
- Sales ledger of Ganesh Honda Showroom is taken as a sampling frame

For the present study purpose, simple random sampling has been selected. Simple random sample is used because every elementary unit has got equal chance to be included in the sample.

SAMPLING TECHNIQUE

For the present study convenience sampling has been taken as the sampling technique. That means the sample is taken according to the study requirement and researcher convenience, the sample taken neither by probability nor by finding.

DATA ANALYSIS AND INTERPRITATION

1. Which Honda model do you buy?

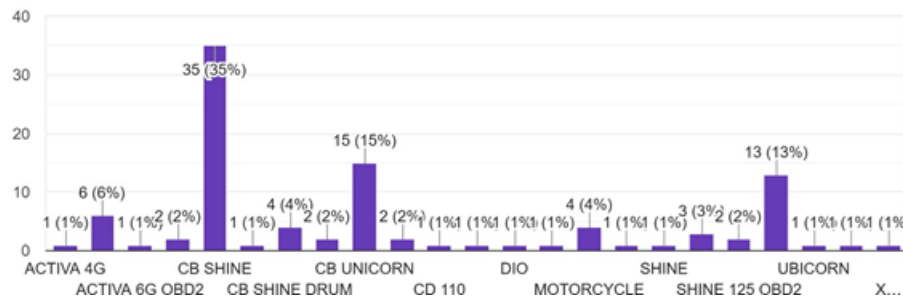
Dataset :

Honda Model	Responses	Percentage
ACTIVA 4G	1	1%
ACTIVA 6G OBD2	6	6%
CB SHINE	35	35%
CB SHINE DRUM	1	1%
CB UNICORN	4	4%
CD 110	2	2%
DIO	2	2%
MOTORCYCLE	1	1%
SHINE	4	4%

SHINE 125	1	1%
SHINE 125 OBD2	3	3%
UBICORN	13	13%
X... (cut off)	1	1%

Which Honda model do you buy? (specify model variant)

100 responses



Findings:

CB Shine is the most purchased model, with 35% of the total responses. The second most popular is CB Unicorn, chosen by 15% of respondents.

Unicorn OBD2 also has a strong share with 13%.

Models like Activa 4G, Activa 6G OBD2, and CB Shine Drum have minimal share, between 1% to 6%.

Other models such as Dio, CD 110, Shine 125, and Motorcycle have very low representation.

Interpretation:

In Umri City CB Shine is most popular model. Top choice among customers, showing it's a trusted and liked model. Unicorn models also have a strong customer base, which suggests people value performance and durability. Models with lower percentages might be either older versions or less in demand.

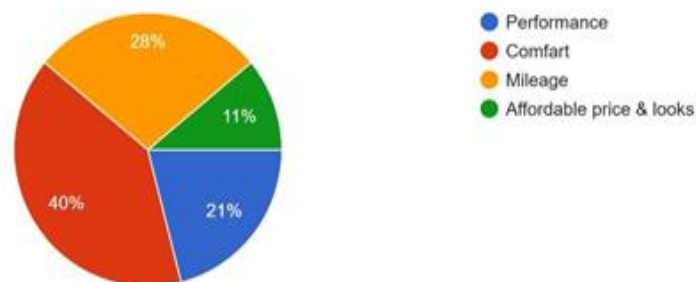
2. Why did you buy this Honda bike model?

Dataset

Reason for Purchase	Number of Responses	Percentage
Comfort	40	40%
Mileage	28	28%
Performance	21	21%
Affordable price & looks	11	11%

why did you buy this model?

100 responses



Findings

40% of customers bought the bike for comfort, making it the top reason. 28% chose the bike for its good mileage.

21% liked the performance of the bike.

Only 11% mentioned affordable price and looks as their main reason.

Interpretation:

Customer Priorities: Comfort is the top priority, showing that customers may be using this vehicle for long drives or daily commutes where ride quality matters.

Efficiency Matters: Mileage being the second most popular reason implies that buyers are budget-conscious in terms of running costs.

Niche Performance Appeal: While performance is valued, it's not the top concern, suggesting this model may not be positioned as a high-performance vehicle.

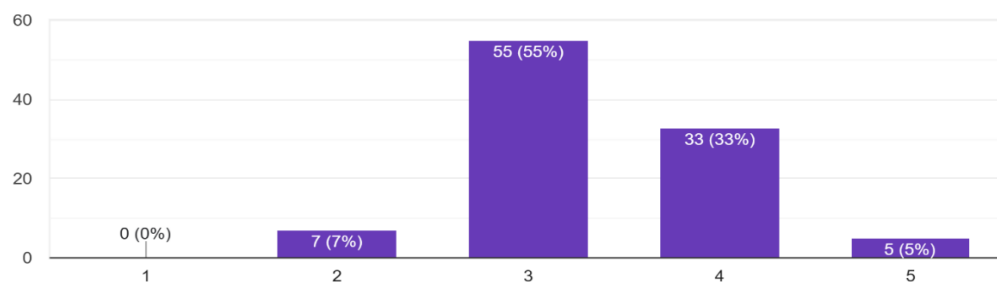
Aesthetic & Budget Appeal: Although only 11% chose the model for its price and appearance, this still reflects a segment that is drawn to value and style.

3. How satisfied are you with the performance of your bike?**Dataset:**

Rating	Responses	Percentage
1	0	0%
2	7	7%
3	55	55%
4	33	33%
5	5	5%

How satisfied with performance of your bike?

100 responses



Findings: Majority (55%) gave a neutral rating of 3. 33% were somewhat satisfied with a rating of 4.

Only 5% were highly satisfied (rating 5). 7% expressed dissatisfaction (rating 2). No one rated it as very poor (rating 1).

Interpretation:

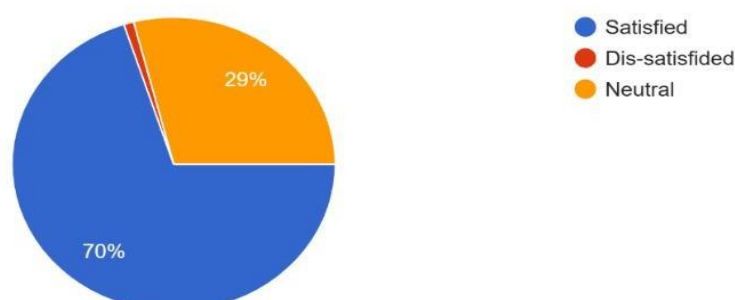
Most users are moderately satisfied, showing room for improvement. The bike's performance is generally acceptable but not exceptional.

The low count of top ratings (5%) suggests that performance is not a strong delight factor. No severe dissatisfaction, which is a positive sign.

4 How satisfied are you with the fuel efficiency of your bike?**Dataset:**

How fuel efficiency?

100 responses



Findings:
70% of users are satisfied with fuel efficiency. 29% are neutral, showing no strong opinion.
Only 1% are dissatisfied, indicating very few complaints

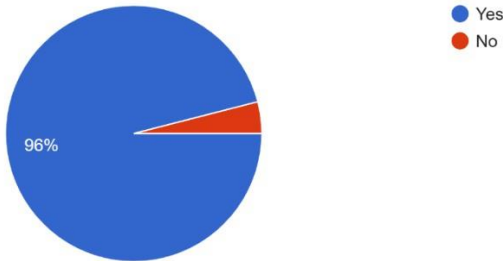
Interpretation:
Fuel efficiency is a strong positive aspect of the bike.
Very low dissatisfaction suggests that the model meets or exceeds most users’ expectations in mileage.
The high satisfaction rate may be a key selling point and should be highlighted in marketing.

5.Are you satisfied with the after-sales service?

Dataset :

Response	Number of Responses	Percentage
Yes	96	96%
No	4	4%
Total	100	100%

You satisfied with after sales service ?
100 responses



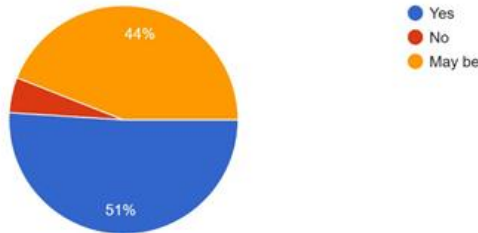
Findings:
A large majority (96 out of 100) are satisfied with the after-sales service. Only 4 respondents expressed dissatisfaction.

Interpretation:
Customer satisfaction with after-sales service is extremely high at 96%, indicating excellent service quality and effective customer care. Minimal dissatisfaction (4%) suggests only minor areas for improvement.

6 Would you recommend a Honda bike to your friend/family? Dataset:

Response	Number of Responses	Percentage
Yes	51	51%
No	5	5%
Maybe	44	44%
Total	100	100%

You recommend a honda bike to your friend/family
100 responses



Findings:
51% of respondents said Yes, indicating they are likely to recommend Honda bikes. 44% were unsure (Maybe), suggesting they are on the fence.
Only 5% responded No, showing very low rejection.

Interpretation

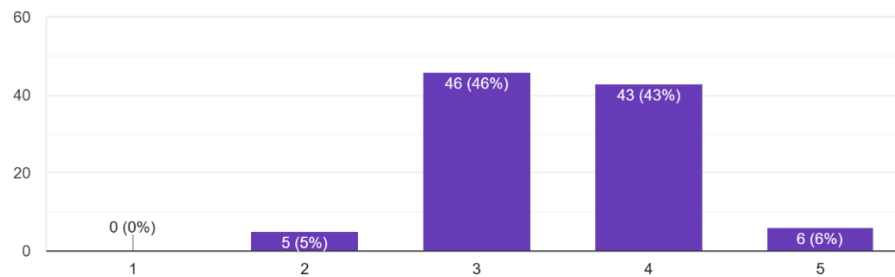
More than half of the respondents are confident in recommending Honda bikes, and a significant portion is neutral but not negative. The low number of "No" responses (5%) reflect overall positive sentiment and trust in the brand.

7 How many rating give Honda service team?**Dataset**

Rating	Number of Responses	Percentage
1	0	0%
2	5	5%
3	46	46%
4	43	43%
5	6	6%

How many rating give honda service team?

100 responses

**Findings:**

Most customers gave a moderate rating of 3 (46%). 43% rated the service team positively with a 4.

Only 6% gave the highest rating of 5.

A small group (5%) rated it poorly with a 2. No one gave the lowest rating (1).

Interpretation

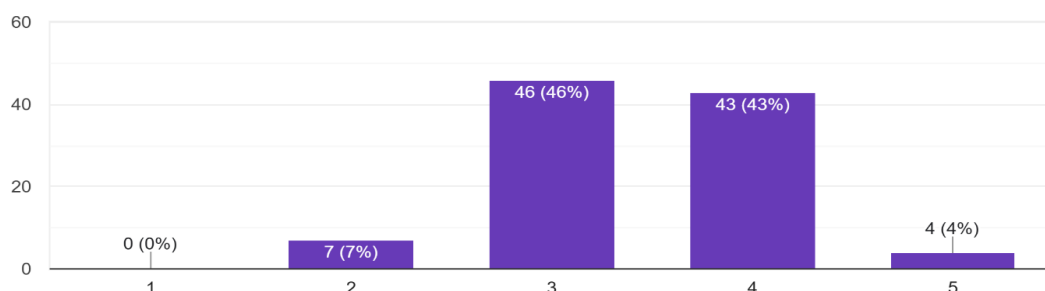
The majority of responses are in the mid to high range, indicating that most customers find the Honda service team adequate to good. However, there is still room for improvement, especially to convert the average (3) ratings into higher satisfaction levels (4 or 5).

8 How would you rate the engine performance of your bike?**Dataset:**

Rating	Number of Responses	Percentage
1	0	0%
2	7	7%
3	46	46%
4	43	43%
5	4	4%
Total	100	100%

How would you rate the engine performance of your bike?

100 responses



Findings:

Most people (46%) gave a rating of 3 – meaning they think the engine performance is okay or average.

43% gave a rating of 4, which means they think it's good. Only 4% gave a rating of 5 – so not many think it's excellent. 7% gave a rating of 2, meaning they think it's below average. No one gave a rating of 1 (very poor).

Interpretation

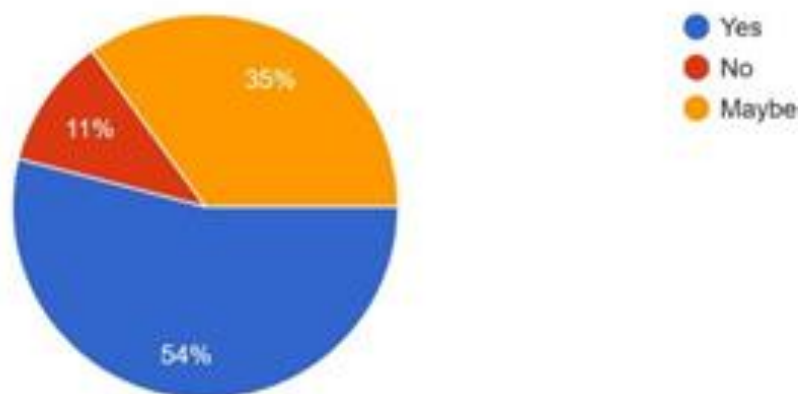
Most customers find the engine performance acceptable to good, with a significant number leaning toward satisfaction (rating 3 or 4). However, the low count of top ratings (5) suggests that while performance meets expectations, there's room for improvement to achieve excellence.

9 If the price increased slightly, would you still choose a Honda bike?**Dataset:**

Response	Number of Responses	Percentage
Yes	54	100%
No	11	11%
Maybe	35	35%
Total	100	

If the price increased slightly ,would you still choose Honda bike?

100 responses

**Findings:**

A majority (54%) said they would still choose Honda despite a slight price increase. 35% were uncertain and selected "Maybe".

Only 11% said they would not choose Honda if the price went up slightly.

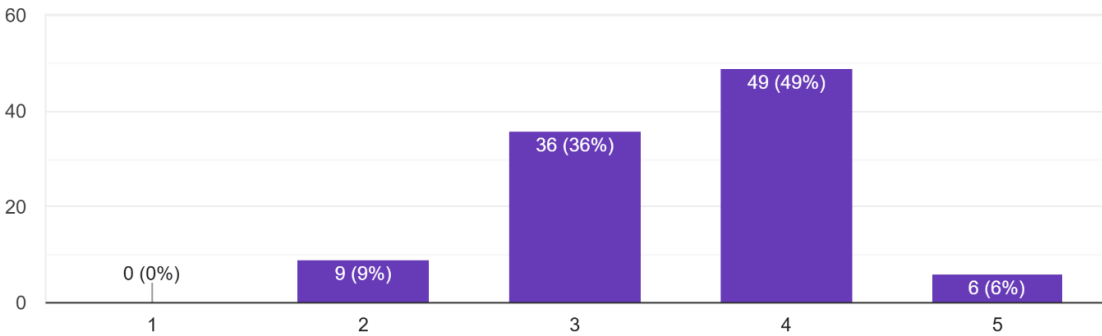
Interpretation:

This data reflects strong brand loyalty—more than half of respondents are committed to Honda even if prices rise a bit. The "Maybe" group indicates that value-for-money perception is important and could shift with competitive offerings. A small minority would abandon Honda if costs increased, suggesting price sensitivity exists but isn't dominant.

10 How satisfied are you with Honda's after-sales service?**Dataset :**

Rating (1 = Very Unsatisfied, 5 = Very Satisfied)	Number of Responses	Percentage
1	0	0%
2	9	9%
3	36	36%
4	49	49%
5	6	6%
Total	100	100%

How satisfied are you with Honda’s after-sales service?
100 responses



Findings:
The majority (49%) of respondents rated after-sales service as 4, indicating a high level of satisfaction. 36% gave a neutral to moderately satisfied rating (3).Only 9% were dissatisfied (rated 2). No one gave the lowest rating (1), and 6% rated it very highly (5).

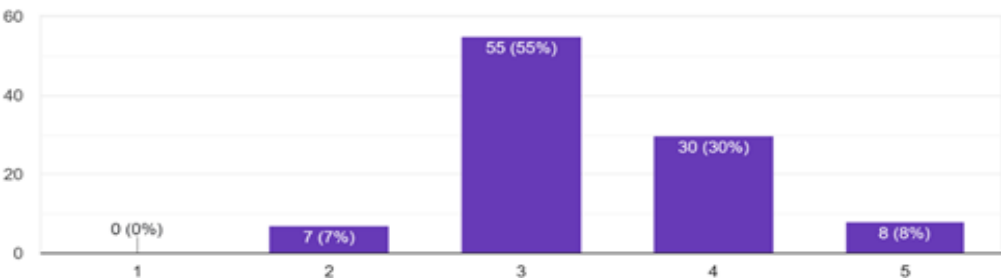
Interpretation:
Customer satisfaction with Honda's after-sales service is generally positive, with a strong lean towards higher ratings. While most users are pleased, the low number of top ratings (5) and presence of a few lower ones suggest opportunities for improvement, possibly in consistency or personalized support.

11 What is the customer satisfaction rating for Honda’s service?

Dataset:

Rating	Number of Responses	Percentage
1	0	0%
2	7	7%
3	55	55%
4	30	30%
5	8	8%

Rating customer Service of Honda
100 responses



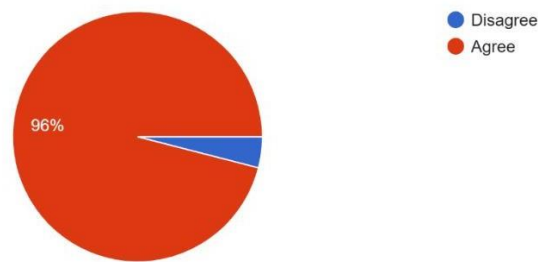
Findings:
A majority (55%) gave a neutral rating of 3. 30% rated the service positively (rating 4). Only 8% gave an excellent rating of 5. Very few (7%) gave a below-average rating of 2. No one rated the service as the worst (1).

Interpretation:
The overall sentiment toward Honda’s service is moderately positive. Most customers find the service to be average, with a significant portion appreciating it more highly. However, there is room for improvement to convert the neutral and moderately positive ratings into higher satisfaction (ratings of 4 or 5).

12 Do customers consider Honda a value-for-money brand? Dataset :

Response	Number of Responses	Percentage
Agree	96	96%
Disagree	4	4%

Honda value of the money brand or not
100 responses



Findings:
A vast majority (96 out of 100) of respondents agree that Honda offers value for money. Only a small fraction (4 respondents) disagreed with this sentiment.

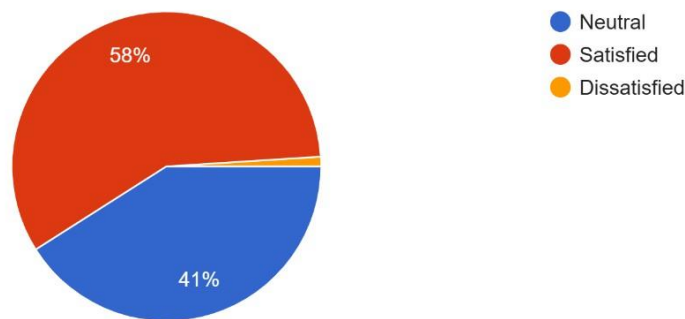
Interpretation:
Honda is overwhelmingly perceived as a value-for-money brand by its customers. This strong positive sentiment can be a significant competitive advantage in the market, showing customer confidence in Honda’s pricing relative to the quality and features it offers.

12 How satisfied are you with the technology and features in your Honda bike?

Dataset:

Satisfaction Level	Number of Responses	Percentage
Satisfied	58	58%
Neutral	41	41%
Dissatisfied	1	1%

How satisfied are you with the technology and features in your Honda bike?
100 responses



Findings:
A majority (58%) are satisfied with the technology and features. Only 1% expressed dissatisfaction. 41% feel neutral—neither satisfied nor dissatisfied.

Interpretation:
Customer response toward Honda bike features and technology is largely favorable, with over half of users reporting satisfaction. However, the substantial neutral segment (41%) suggests there may be room to enhance or highlight existing features more effectively. The negligible dissatisfaction rate (1%) indicates minimal negative perception, which is a positive sign for product quality and innovation.

FINDINGS AND CONCLUSION

- After-Sales Service Gap: Need improvement in spare parts availability, faster servicing, cost transparency and digital service booking.
- Sustainability Concern: Customers may increasingly value eco-friendly production, low emissions, and sustainable materials.
- Social Media Influence: Online reviews, influencer marketing, and digital promotions strongly shape brand perception and satisfaction.

4. Technology & Innovation: Smart features like ABS, Bluetooth, navigation, digital displays, and keyless ignition significantly impact satisfaction.
5. Willingness to Pay: Customers show growing interest in paying extra for advanced smart features.

CONCLUSION

Honda bikes enjoy strong demand in Umri city due to their stylish design, affordable pricing, and user-friendly performance. They are especially popular among youth and middle-aged customers who prefer bikes that suit their lifestyle and daily traffic conditions. Despite increasing competition in the two-wheeler market, Honda has maintained a strong brand image through reliable models like the Honda Unicorn. The survey findings show that most customers are satisfied, considering Honda bikes refined, attractive, and highly suitable for everyday commuting.

REFERENCES

1. Honda Motorcycle and Scooter India Pvt. Ltd. (n.d.). *Official website*. <https://www.hondabikeindia.com>
2. Nikmah, H., Susbiyani, A., & Martini, N. P. (2022). The role of price, promotion and quality of service in improving Honda motorcycle customer satisfaction and loyalty. *International Journal of Economics and Management Studies*, 9(1), 14–23. <https://doi.org/10.14445/23939125/IJEMS-V9I1P103>
3. *A study on customer satisfaction of Honda bikes with reference to Chinnamanur Town, Theni District*. (2017). *International Journal of Advanced Research*, 5(1), 1226–1232. <https://doi.org/10.21474/IJAR01/2875>
4. CNN Indonesia. (2023, January 5). *Jumlah kendaraan Januari 2023: Lebih setengah populasi warga Indonesia*. <https://www.cnnindonesia.com/otomotif/20230105090933-579-896395/jumlah-kendaraan-januari-2023-lebih-setengah-populasi-warga-indonesia>
5. Badan Pusat Statistik. (n.d.). *Perkembangan jumlah kendaraan bermotor menurut jenis*. <https://archive.bps.go.id/indicator/17/57/1/perkembangan-jumlah-kendaraan-bermotor-menurut-jenis.html>
6. Eunike, P. (2024). Implementation importance-performance analysis method to increase customer satisfaction of Honda motorcycle dealer using text mining. *Volume*, 7(2), 1094–1100.