

Analysis Effectiveness of Flow Warranty Claim Management in Automotive Company

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Abstract: Handling of warranty claim on the automotive company is one way to attract customers. This management involved a lot of labor, work-time and the company's investment. The customer complaints are a lack of employee attention, checks, and artistry, and claims after the service process. The aim of this study is to assess the effectiveness of the handling of Warranty Claim flow with quantitative methods. Management effectiveness reviewed at the level of success of the program and customer service. The focus of research is the workshop of an automotive company in Makassar. All employees of automotive businesses in Makassar, South Sulawesi, are the population of the investigation. The number of the sample is 60 people or ten people in each division. Data collection instrument was a questionnaire and observation. The results showed that the success rate is considered active program indicated at all stage. The flow handling from the acceptance stage to delivery service meant efficiently. The result recognized that the system is feasible for similar companies.

Keywords: Warranty Claim, Effectiveness, Customer Service

1. Introduction

Competition in several business sectors demands companies to give satisfying service for clients [1]. In the industry of automobile or automotive, a company makes warranty service program or *Warranty claim* [2][3]. The warranty claim as the after sales services is a program to attract customers and decide not to switch to another company. The effort is a part of improving service quality. Quality is a dynamic condition related to the products, services, people, processes and environments that satisfy and even exceed what is expected [4]. Characteristics of goods or services related to the company's ability to provide the services according to the needs or customer satisfaction. Thus the level trust of the customers and society will increase, and the companies will be much appreciated. It will give rise to the fanaticism of certain consumers for company's services.

PT. Hadji Kalla is an authorized automotive service in the Makassar City of South Sulawesi. It provides many showrooms that function as sales facilities and after-sales service. The customer receives a vehicle maintenance guarantee for three years. Customers may make claims for damages to vehicle components covered by the agreement. The car is a durable product has a risk of injury or decreased performance due to its utilization. The maintenance service becomes a determinant in achieving customer loyalty.

In the provision of services, the company compiled as a service flow information for consumers. [5]. The service flow increase convenience for customers. Maintenance and repair workshop at the company's Toyota City Makassar arrange flow steps starting from the initial reception to the handover. The following process leaching and re-delivery vehicle by a super advisor to the customer. Stages of service are:

- Reception: Acceptance the customer by the official
- Complaint: official notes complaints about car issues.
- Checking: the officer checks the condition of the vehicle and determines the damage
- Processing: Officer repair vehicle damage.
- Washing: clerk cleaning vehicles

- Delivery: actors deliver the vehicle to the customer.
- The research objective was to measure the effectiveness of the flow of services in Toyota Warranty Claim. This study as an evaluation of customer service management.

Table 1: The attribute and indicators of service effectiveness

Attribute	Indicators
Physical facilities, process, and procedures	Location
	Lay out
	size
	decor
	Facilities
	Process flow the range of services
People behavior and conviviality	Speed
	Communication
	friendliness
	attitude
	the tone of voice handling complaints
Professional judgement	diagnosis
	Advice
	Guidance
	Confidentiality
	Discretion knowledge skill

Measurement of service effectivity based on services quality model which includes three attributes of Physical facilities, processes and procedures, People behavior and conviviality and Professional judgment. Table 1 represents the Indicator of attribute based on Haywood-Farmer Service Quality Model [6].

2. Method

This study examines the efficient flow of the handling of Toyota Warranty Claim. This study was descriptive quantitative research on six stages. Data collection techniques used in this study is a questionnaire with the help of Likert scale. The population of this study is a customer of

warranty claim services. The number of the client as research sample as much as 60 people. The sampling technique was incidental sampling. Effectiveness measured by comparison of the value achieved with the maximum value. Flow service considered adequate if the value exceeds 80%.

3. Result And Discussion

The evaluation of effectivity service utilized three attributes. The description below illustrates the results of the analysis.

3.1. Review of Effectiveness of Physical Facilities, Process, and Procedures

Physical facilities supporting the service determines the convenience of workers in receiving customers and check the condition of the vehicle. The Physical analysis Facilities, Process, and Procedures on all stages showed that the fig 1.

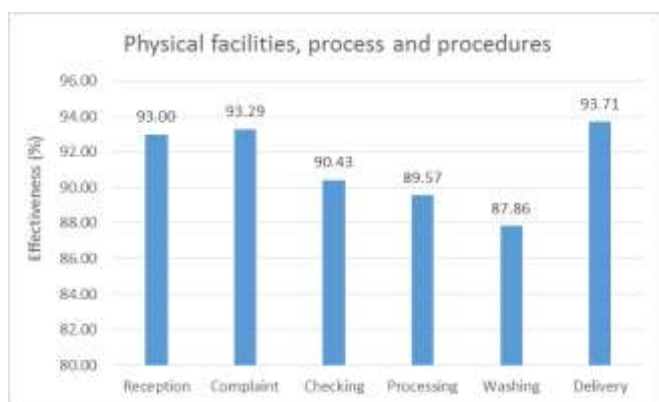


Figure 1: Effectiveness of service based on physical facilities, process, and procedures.

The figure 1 represented that the delivery stage had the highest active duty. While washing stage has the lowest effectivity. The customer valued that all steps show adequate service.

3.2. Analysis of Effectiveness of People behavior and conviviality

The conduct of the employee during service shows good efficiency.



Figure 2: Effectiveness of service based on people behavior and conviviality

The best service based on the people behavior attribute at reception stages. Furthermore, all steps indicate the value more than 80% or adequate services

3.3. Analysis of Effectiveness of Professional judgment

The attributes related to the ability of the employee to make services about customer claim is a work experience. The effectiveness value about the work experience can see in fig.3



Figure 3: Effectiveness of service based on professional judgment

The figure 3 shows that the employees in reception stages did the best service. Their ability to receive the customer and make advice are well and resulted in the efficient service. All steps indicate excellent services with the professional employees.

3.4. Analysis of Effectiveness Services

The results showed that the flow handling of warranty claim is already efficient. (Fig 4)

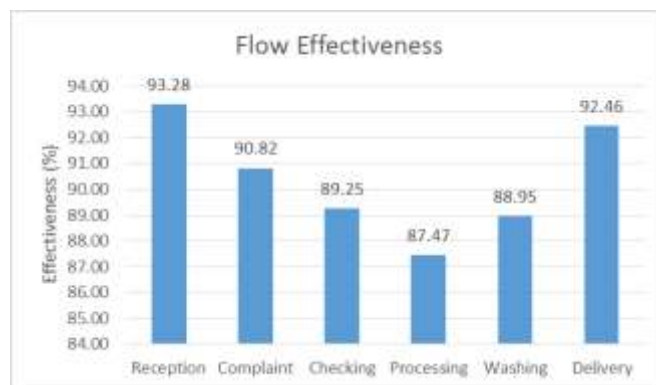


Figure 4: Efficiency of service for six stages

The results showed that the flow handling of warranty claim is sufficient. The first stage of warranty claim is acceptance by the official. Friendliness and ability to explain the steps of service to be decisive in the effectiveness of the service. In the aspect of the complaint obtained by percentage of 90.82 percent categorized as effective. The official on the claim receives customer and helps find complaints on the vehicle. Official skill in understanding the problem becomes the determinant of service effectiveness, Timeliness of duty in deciding problem-solving becomes the primary purpose of the mission. The next stage of commitment is a vehicle inspection related to customer complaints.

In the aspect of checking acquired 89.25 percent percentage rate considered sufficient. Checking of vehicles through

service advisors to claim the vehicle is done before construction, to determine if the vehicle charges by the service warranty or not.

By passing through the stages that have identified. In the aspect of craftsmanship acquired 87.47 percent percentage rate considered sufficient. Work on the vehicle in the garage Maintenance and Repair Toyota PT. Hadji Kalla Makassar Urip Sumoharjo through employees in every handling Toyota Warranty Claim after checking and found the complaint directly carried out, with checks made service advisors; it can simplify and streamline the processing performed by the employees concerned.

At laundering, aspect obtained 88.95 percent percentage rate considered sufficient. Washing vehicles made in Repair Maintenance and Repair Toyota PT. Hadji Kalla Makassar Urip Sumoharjo to add a distinct impression on the customer and to maintain the idea for the client to keep maintain and repair their vehicles in this workshop. In the aspect of delivery gained 92.46 percent percentage categorized as effective. Delivery of the vehicle carried out by the service advisor is the last step in the process or handling Toyota Warranty Claim in Repair Maintenance and Repair Toyota PT. Urip Sumoharjo Hadji Kalla Makassar, before submissions, is then explained the first customer of the artistry done on their vehicle, and after the explanation of the service, advisors will directly submit the completed vehicle in TWC customer.

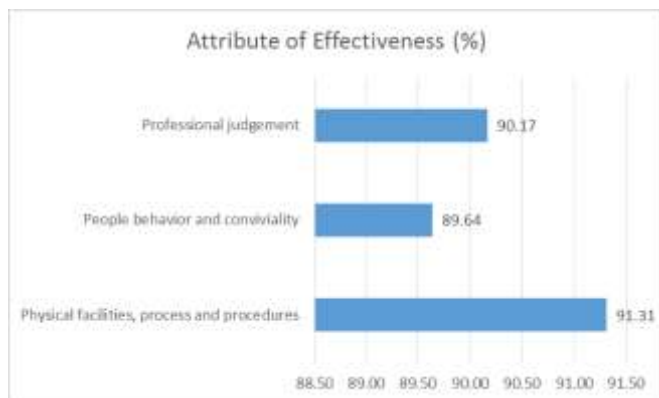


Figure 5: Value of attribute

The fig.5 shows that the best quality in all stages is physical facilities, process, and procedures. It indicates that the company carries out good service standards with the right support and services.

Excellent service or prime service is the ability of an official to provide services to client needs so that customers become satisfied. With the experience of the customer in the service will impact on the effectiveness of work and increase customer. The development of standardized service arrangement is the best step in producing efficient service. Service quality is a major attraction in sustaining customers. The results of research on the automotive industry in India show the result that there is a positive relationship between customer satisfaction and loyalty to the success of the auto industry [7]. The excellent developing service focuses on

managing customer relationships and enhancing customers' positive impression of duty [8].

4. Conclusion

Based on the analysis of research, it can conclude that the flow handling of warranty claim in repair and maintenance of proper services that seen from the acceptance stage to delivery service indicate conclusively. The result recognized that the system is feasible for similar companies.

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