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Effect of After Sales Service on Customer Satisfaction and Loyalty: A Survey on Automotive Industry of Ethiopia

Kindye Essa Mustofa, Mohammed Kassie Abebe

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Customer satisfaction is important because many researchers have shown that customer satisfaction has a positive effect on organization's profitability, success and survival. Customers are satisfied not only by the product they purchase, but also with the service they got from the organization. Recently, satisfying customers, through providing after sale services, become a competitive area of marketing. This research paper pave the way for sales people, organizations, students, instructors and researchers who have an interest to measure satisfaction of customers and to study about various after sale services using Kano model which is very easy and more interesting model as compared with the commonly used SERVQUAL model. In addition, this research paper explains the relationship between customer satisfaction and loyalty and also it elaborates challenges of after sale services. Finally, I recommend people, who have a strong demand to satisfy customers, to have a copy of this research paper.

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