

# The Study on the Key Component of Service for Automobile Maintenance Industry - A Case of NISSAN Company

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## ABSTRACT

The products of cars, compared with houses, are high value products. The sale profits of a new car are extremely low due to the price preference of customers, which determines the sale factors. Such phenomenon has made the profit source of enterprise change from the new car sale to the after-sale service. The additional value can be produced through the variation of the service process. This can raise the satisfaction of customers, and then create special and irreplaceable competitive advantages. Thus, it becomes imperative that the company understands the needs and demands of customers. What is to be replaced and to be implemented become the key elements that are crucial to the operators of the car maintenance service center. The above is also worthy of being further discussed. Daniel, R. D. first proposed the concept of Key Success Factors (KSF), also called Critical Success Factors, CSF, in 1961. This concept illustrates that most industries must possess three to six KSF, which determine whether an industry would be successful. The more successful the KSF are maintained, the more customers a company can keep. This research tries to use the analysis of Key Success Factors to discuss the procedure of the maintenance service in the car company. The improvement of the key procedure draws the following conclusions: 1. The customer recognition of key service procedure will influence their evaluation and satisfaction toward the service providers. 2. The service procedure has to be on the premise of practicality and credibility, and in turn, satisfaction can be achieved. The service quality should also be standardized. 3. The supervisor follows the service procedure standards. However, the customer might not agree on the service. 4. Appropriate communication and interaction can reduce the obstacles in between the company's implemented policy and the customer's misconception. 5. Through the appropriate management system, the service quality can be accumulated and controlled.

Keywords : key success factors ; car maintenance industry ; service quality ; NISSAN

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