

An Exploration on the Business Strategies of an Electric Motorcycle Chain

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Abstract: This study took the consumers of Electric Motorcycle Company C as the subjects of the questionnaire and found the demand for quality improvement according to the Importance-Performance Analysis (IPA). According to the results of the questionnaire, there were two items that customers believe to be of high importance, namely, "The employees can provide detailed service descriptions" and "Clear facility, moving line, and guidance notices". However, the quality was not up to customer satisfaction. The electric motorcycle company needs to improve these two items to improve its competitiveness.

Keywords: electric motorcycle; importance-performance analysis; quality

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I. Introduction

The electric motorcycle market is becoming increasingly competitive. To attract customers, businesses must understand their needs and provide them with satisfying service quality. In this study, the consumers filled out the questionnaire according to their actual purchase experiences with Chain Motorcycle Company C. Through the results of the analysis, the problems of the company were identified and business strategies were developed for improvements. This study used the IPA analysis method to understand the levels of importance and satisfaction of customers regarding quality items. According to the results of the analysis, items that required improvement were analyzed to provide suggestions for improving service quality strategies.

II. Literature Review

Service Quality

Bateson & Hoffman (2002) mentioned that service quality is the attitude formed by customers' long-term and overall evaluation of the performance of service providers. The service quality model constructed by Parasuraman et al. (1988) suggested that measurement dimensions of service quality include (1) tangible, (2) reliability, (3) responsiveness, (4) guarantee, and (5) empathy. The measurement dimensions of this study referred to the questionnaires designed by Chung and Tsai (2020), Parasuraman et al. (1988), Chung (2020), and Zeithaml et al. (2002) and were modified according to the operation characteristics of the motorcycle chain.

Importance-Performance Analysis (IPA)

Importance-Performance Analysis (IPA) is a framework proposed by Martilla and James (1977). As shown in Figure 1, IPA divided the matrix into four quadrants (Martilla & James, 1977; Zhang & Chow, 2004), including:

Quadrant A: Zone of Concentrate Here; Quadrant B- Zone of Keep up the Good Work; Quadrant C- Zone of Low Priority; Quadrant D- Zone of Possible Overkill.

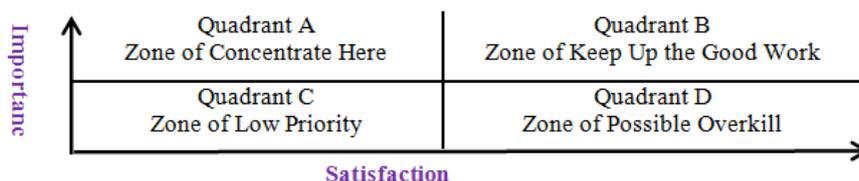


Figure 1 IPA matrix

III. Research Method

The research service quality measurement items were in reference to the questionnaire of Chung & Tsai (2020) 、Parasuraman et al. (1988)、Chung(2020). The Likert five-point scale was adopted to measure the questionnaire in this research. The questionnaires were distributed from January 1, 2023, to January 31, 2023, and 42 valid questionnaires were returned. IPA analysis method was used. Variable items measured include (1) Responsiveness: The content includes: staff can respond quickly to customer needs (Item1); staff can provide detailed service instructions (Item2); employees will actively assist and serve customers. (2) Tangibility: The content includes: employees maintain neat clothing and appearance (Item4); internal facilities, moving lines and guide signs are clearly marked (Item5); the interior has a neat appearance (Item6); service facilities meet customer needs (Item7). (3) Reliability: The content includes: employees can provide reliable service (Item 8); employees can truly fulfill the commitment to the customer (Item 9); employees can do things right at once (Item 10). (4) Care: The content includes: employees take the initiative to care for individual customers (Item11); employees give priority to the customer's interests (Item12); the employees understand the individual customer needs (Item13); understand customer needs and provide required services (Item14): The content includes: they have enough professional knowledge to respond to customer questions (Item15); the services that give customers peace of mind is provided at the workplace (Item16); employees can provide responsible services (Item17); commodity prices are clearly marked (Item18).

IV. Results Analysis

Nunnally (1978) suggested that Cronbach's α value higher than 0.7 indicates high reliability, so the reliability value of this study was acceptable (Table 1). The items falling in the Zone of Low Priority are Items 4, 5, 9, 14, 15, 16, and 17; the item falling in the Zone of Possible Overkill is Item 18. In addition, the items falling in the Zone of Low Priority are Items 1, 3, 7, 8, 10, 11, 12, and 13; items falling in the Zone of Concentrate Here are Items 2 and 6. (Table 2)

V. Conclusion and Suggestions

This study took the customers of Electric Motorcycle Company C as the research subjects and conducted a questionnaire survey. According to the analysis of the IPA, the items falling in the Zone of Keep up the Good Work (4, 5, 9, 14, 15, 16, and 17) can be regarded as competitive advantage areas and should continue to maintain their service level. The item that falls into the Zone of Possible Overkill is Item 18.

For the items falling in the Zone of Low Priority (Item 1, 3, 7, 8, 10, 11, 12, and 13), if the company can improve them, it will have the potential to develop these items into their advantages. The items in the Zone of Concentrate Here include "The employees can provide detailed service descriptions" and "Clear internal facility, moving line, and guidance notices", for which the company needs to strengthen improvements to enhance competitiveness.

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Table 1 Cronbach's α of this study

Dimensions of questionnaire	Item	Cronbach's α	
		Importance	Satisfaction
Responsiveness	1,2,3	0.850	0.832
Tangibility	4,5,6,7	0.883	0.822
Reliability	8,9,10	0.801	0.808
Empathy	11,12,13,14	0.887	0.854
Assurance	15,16,17,18	0.875	0.848

Table 2 Importance and satisfaction analysis of service quality

Item	Satisfaction	Importance
	Average	Average
1	4.024	4.167
2	3.929	4.238
3	4.024	4.167
4	4.071	4.238
5	4.143	4.286
6	3.976	4.262
7	4.024	4.167
8	4.024	4.167
9	4.167	4.286
10	3.976	4.167
11	3.857	4.071
12	4.024	4.190
13	3.905	4.143
14	4.119	4.262
15	4.048	4.238
16	4.119	4.214
17	4.095	4.238
18	4.119	4.190
Average	4.036	4.205

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