



# CUSTOMER SERVICE PRACTICES OF TOYOTA GHANA LIMITED

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## Abstract

Customer service has been a tool that increases profitability and growth of businesses because of its ability to keep the repurchasing by customers. The performance of customer service depend on how effectively it is used by providers and how innovative they are in engaging customers. The study focuses on how effective customer service is on customer satisfaction and the challenges that comes with it. The study was required to know how these practices set up by management increases the growth of organizations. The study was done at the Kpone branch of Toyota Ghana Company Limited. 91 people responded representing 91%. A convenience and purposive were adopted in selecting the firm and questionnaire were used to collect data. The Structural Package for the Social Sciences was used to analyze data collected. Some service practices such as staff interaction and service quality affected customer satisfaction positively while office location and turn out affected customer satisfaction negatively. The study recommended that there should be an increase in the staff strength in the workshop, improve on the internet connectivity and provision of meals to peculiar customer situations.

**Keywords:** customer service; Toyota; customer satisfaction; ghana; kpone

## INTRODUCTION

Some empirical studies have demonstrated that service quality and customer satisfaction are important factors in determining a company's profitability (Anderson et al. 1994; Eklof et al. 1999; Ittner and Larcker 1996; Fornell 1992; Anderson and Sullivan 1993; Zenithal 2000). According to Anderson, (1994), a company's future profitability is dependent on its ability to satisfy its customers. Anderson, (1994) discovered a statistically significant correlation between customer satisfaction and return on assets. Increased customer retention, increased loyalty, and positive word-of-mouth are all influenced by high quality, and all of these factors are strongly correlated with profitability (Reichheld & Sasser, 1990). Having happy customers is the most important thing

that determines a company's success in the automobile industry. Frontline employees have a big impact on how happy customers are. Customers, according to Kutner & Cripps, (1997) should be treated as valuable assets. They have different needs, preferences, purchasing habits, and price sensitivity, among other things. They should be treated as such.

The ability to understand what customers value most assists businesses in allocating resources to continuously improve their products and services based on their needs and desires. It has been shown that the findings of Customer Satisfaction Index (CSI) studies can be used to predict a company's profitability and market value (L. Anderson et al., 2013). As a result of using a uniform method of customer satisfaction, such findings provide valuable information about customer behavior and provide a unique opportunity to test hypotheses about customers (E. W. Anderson, 1994).

The level of appreciation received as a result of the services provided and the expectations of customers is referred to as service quality. Furthermore, it can be defined as the essential characteristics of a service that are used to determine its level of excellence. Zikmund & Babin, (2015) developed a formalized. There are four major characteristics of services that are measurable in terms of service quality. These characteristics include intangibility, inseparability, variability, and perishability, among others (Achrol & Kotler, 1999).

People experience dissatisfaction when they do not receive what they have hoped for or expected. This could be as a result of poor performance or unrealistically high standards. When the customer's expectations are low, it is simple to satisfy them (Newman et al., 1997). Occasionally, dissatisfaction can be caused by the failure to provide timely information about critical information during the course of the service provision.

Any organization that has satisfied customers will almost certainly see an increase in its customer base and, consequently, in its profitability. Customers who are pleased with your products or services may recommend you to others, either consciously or unconsciously. To ensure that customers are completely satisfied, loyal, and ultimately satisfied, it is critical that service industries provide high-quality service to them from beginning to end.

In order for Toyota Ghana to be successful, one of the pillars on which the organisation operates is customer service. The purpose of this research is to determine whether the service being provided meets customer expectations and whether customers are satisfied with those services, as well as what other ways the service can be improved in order to satisfy the customers.

Modern businesses recognize that customer satisfaction is one of the vital issues facing their organizations of all sizes and types, which is supported by their customer orientation philosophy as well as the fundamental principles of continuous improvement they follow. Customers are individuals or businesses who purchase the goods or services that are manufactured or provided by a business (also known as clients). Because it is the customer who pays for supply and creates demand, the customer is the ultimate goal of all organizations. Being aware of what a customer

thinks will assist an organization in its efforts to continuously improve their operations and, as a result, maintain a broad customer base in today's competitive business environment

In today's business world, "customer satisfaction is becoming an increasingly important component of an effective organization, as well as a critical component of a successful and prosperous organization. Employee satisfaction, customer loyalty, customer retention, and repeat purchases have all been linked to higher profit margins as well as increased employee satisfaction. When customer satisfaction is measured in monetary terms, it is easy to see why it should be the foundation for all other measures of business performance. Customers who are pleased with their purchases will return to purchase more and recommend you to others. They will also cost less to sell to and less to service. For the most part, organizations that actively manage customer satisfaction are also actively managing their long-term financial success. A key reason why customer satisfaction is important is that it provides marketers and business owners with an objective metric that they can use to manage and improve their operations."

Customer loyalty, which demonstrates a customer's satisfaction with a company's service and products, can be converted into future revenue for the organization by increasing customer dependability (Jin et al., 2016) (Kim et al., 2016). "It is widely acknowledged that customer satisfaction has a significant impact on the customer's recurrent purchase intention, positive word of mouth, and suggestions (Ladeira et al., 2016; Qiu & Fan, 2015)

Competitive advantage comes from proactively gauging customer perceptions and aggressively acting on the information gleaned from those perceptions. To accomplish this, techniques do not need to be difficult; they simply need to be timely and effective.

Because customer service is an operational pillar for Toyota Ghana, the researcher is a member of the Kpone branch's staff who is interested in knowing the effectiveness of the company's customer service practices on customer satisfaction and how that affects the company's performance, as well as whether there are any barriers to implementing these services.

## **METHODS**

In research, a paradigm refers to a method of assessing social phenomena from which a specific outcome can be achieved and meanings and explanations can be provided (Mark et al., 2009). The research design outlines the overall structure of the investigation. The quantitative method was employed in this investigation. A quantitative research methodology is concerned with "identifying the characteristics of an observed phenomenon or exploring possible correlations between two or more phenomena." It is also known as "quantitative analysis" (Leedy & Ormond, 2005) and Data collected through polls, questionnaires, and surveys, as well as the manipulation of pre-existing statistical data through computational techniques are the hallmarks of quantitative research methods. Quantitative research aims to generalize or explain a specific phenomenon using numerical data collected.

The hypotheses listed above were investigated in this study using a descriptive quantitative research methodology approach to see if there were any unintentional connections between them. Thus, the theoretical hypotheses detailed above were either confirmed or refuted in the literature review that followed.

A descriptive technique was adopted in this study to determine the genuine intent of the parties involved because we cannot know what other people are thinking about them. The goal of explanatory research is to improve the general public's comprehension of a particular issue. It also explains why (Creswell, 2014) some events take place in order to construct, elaborate, extend, or test hypothesis

Comparatively to causal research, explanatory research focuses on discovering and understanding the links between variables rather than detecting and identifying the causes of the interactions between variables. Explanatory studies go beyond descriptive studies in that they attempt to explain the reasons for the phenomenon that was only observed in the descriptive study (Yin, 2013). It sheds more light on a subject matter in order to provide a clearer understanding of the situation and possible solutions. It is recommended by Zikmund et al., (2013) that researchers use an explanatory research design because it is associated with higher levels of internal validity because subjects are selected in a systematic manner.

The participants in the study are customers and employees of the Toyota Ghana branch in Kpone, who were randomly selected. The majority of the customers were those who came in for general maintenance and repair work, and the majority of the employees were front-line employees.

For the final analysis, a sample of the population is chosen from among the others. (<https://www.investopedia.com/>). Sample of an area can be defined as a subset or a portion of a larger population overall (Frey et al., 2000). A sample is a smaller, more manageable version of a larger group that is being studied. It is a subset of a larger population that contains the characteristics of the larger population. (<https://www.investopedia.com/>). This survey had a maximum of 100 participants, 90 of whom were customers and 10 of whom were employees

## **RESULTS AND DISCUSSION**

Chapter four presented results collected from customers of Toyota Ghana Company Limited specifically Kpone branch. The research was conducted on a total of 100 respondents 90 of which are customers and 10 staff which 81 of the customers returned their response and all 10 staff returned their responses. The questionnaires were coded and inputted in to SPSS for analysis.

### **Questionnaire return rate**

Table 1 presents the percentage of questionnaires filled and returned for analysis and those that were not returned. From the table, 81 questionnaires were returned representing 91% and 9 questionnaires were not returned representing 9%.

**Table 1 Questionnaire Return Rate**

<b>Questionnaire</b>	<b>Number</b>	<b>Percentage (%)</b>
Returned	81	90
Not Returned	9	10
Total	90	100

Source: Field survey, Fareeda (2021)

### **Distribution of respondents by gender**

Table 2 presents the gender distribution of the respondents. It shows that most of the respondents, 68 (83.9%), were male and to females were 13 (16.0%). There are more male customers than female that regularly come in for servicing.

### **Distribution of respondents by Age**

Table 3 show the distribution of the respondents by age. The majority of the respondents, 56 (69.1%), were in the age range of (25-40) years, which was followed by age range of 20 (24.6%) were in the range of (41-50) and the least age range was below 25 years which was represented by 5 (6.1%).

### **Responses From Customers**

There are two parts to respondents' feedback: the first shows customers' perceptions of the Kpone Toyota Ghana branch's services, and the second shows Toyota Ghana's strategies for meeting and satisfying customers and retaining them.

### **Customer Perception Results**

The first objective is establish whether polices implemented has met customers' expectations and perception, and this would be explained in following responses:

### **Customer relationship management**

With no designated relationship manager, Toyota Ghana's customer service reps are responsible for reaching out to customers to remind them of their appointment date, known as the Maintenance Reminder Schedule, and to get feedback on the service received. The postal service is commonly referred to as Keep an eye on things and help them out if they need it.

**Table 2 Relationship with staff**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	56	69.1
No	15	18.5
Not aware	10	1.2
Total	81	100

Source: Field survey, Fareeda (2021)

The table shows that 56 respondents which represents 69.1% are receiving that relationship with the branch thus showing the branch’s commitment to satisfying customers. Despite the fact that this number is lower than the percentage of customers who said they had a relationship manager, it is still critical for the branch that wants to keep its customers. It's cheaper to keep an existing customer than to find a new one, as stated by the company (Nguyen, 2007) "the success of the organizations in achieving their goals depends largely on the efficiency of management of its relations with customers."

**Interactions with relationship managers to customers**

Customers want to feel good, special, and appreciated at vendors they receive service from. Customers today expect to be able to speak to a real person rather than a computer or a robot in a competitive marketplace (www.phonepro.com/skill training).

**Table 3 Rate of calls**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Very regular	28	38.8
Regular	20	27.7
Seldom	14	19.4
Not at all	10	13.8
Total	72	100

Source: Field survey, Fareeda (2021)

Table 3 shows that 62 respondents, or 85.9% of the total, said they were called. Only 13.8 percent of those surveyed said they were never contacted by the company. There is a gap that must be filled because, according to literature, every customer wants to be treated as an individual and wants to be called by name. This is due to the fact that if their dissatisfaction is exacerbated by the branch's failure to call them, it could have a negative impact on the branch's image and reputation. Bonding and customer retention go hand in hand, as demonstrated in a study by (Teshita Uke Chikako and Gemedi Tefaye Hamu, 2021). A strong bond is assumed to build long-term relationships, and this demonstrates the fact that customer retention rises in tandem with bond strength.

**Customers ranking of staff**

Customer service providers must always have their A- game on when interacting with customers. Knowing how staff treat customers is very vital feedback an organization can get. Therefore, the response from these customers is recorded Table 4.7:

**Table 4 Staff performance**

<b>Staff performance</b>	<b>Frequency</b>	<b>Percentage</b>
Excellent	36	40.4
Very good	25	28.0
Good	15	16.8
Satisfactory	12	13.4
Poor	1	1.1
Total	89	100

Source: Field survey, Fareeda (2021)

The results shows that staff to a large extent try and meet customer expectations this is represented by 85.5% which indicates that the on-site customer service personnel are upholding their responsibilities and ensuring that clients are happy with their service. Only 13.4% of employers are dissatisfied with their employees' work output. Their contentment could be attributed to a variety of factors, including their opinion of the product's quality. In order to achieve excellence, the extra effort staff need to do is very vital in trying to achieve success.

### **What customers like about Toyota Ghana**

Customers were asked to describe what they like in general about the company and their response was as follow:

**Table 5 Staff Attitude**

<b>Likes</b>	<b>Frequency</b>	<b>Percentage</b>
Staff Attitude	37	41.1
Short turnaround time	10	11.1
Professionalism	29	32.2
(Others) Positive staff -client relationship	14	15.5

Source: Field survey, Fareeda (2021).

From the table respondents generally have a positive view of staff attitude comprising of the general attitude, professionalism, and positive staff-client relationship, this represents 88.8% of the total percentage. The way employees treat customers is a good indicator of how well they provide customer service. It's been said that service and, by extension, customer service are inextricably linked. Customers will remain loyal to a organisation if they are happy with the service they receive and believe it to be of high quality. Management would have tackle turn around issue of service rendered because it is scoring very low values. Customers were of the view that location isn't favorable hence would want services finished within a short period.

From the above response, it shows that customer have a good perception of Toyota Ghana and when customers have a good perception about an outfit this determines how much they will buy from you as confirmed by the findings of (Xu et al., 2007). Perceptions related to service quality have been found to be a more important predictor for customer satisfaction than relational benefits as evaluated by customers.

### Customer intention to continue repurchasing

To know that customers would continue repurchasing services with the company would really tell how they are satisfied with what they have received or been receiving and this was their response:

**Table 6 Repurchase intentions**

Intentions	Frequency	Percentage
Yes	62	72.0
No	3	3.4
Not sure	21	24.4
Total	86	100

Source: Field survey, Fareeda (2021).

Most of the customers were sure to continue to repurchase the services rendered, maybe those who were not sure are new people who couldn't give a perfect assessment thereby the response. A past research shows that satisfaction is a reliable predictor of re-purchase intentions (Wang et al., 2001). Maximization of customer loyalty is a priority for most industries. 72% were satisfied, however there is always room for improvement.

### Customer recommendation of Toyota to others

**Table 7 Customer recommendation to others**

Recommendation	Frequency	Percentage
Yes	54	63.5
No	31	36.4
Total	85	100

Source: Field survey, Fareeda (2021)

Table 7 shows that 54 of the respondents indicated that they would recommend this indicates positivity to a large extent and that Toyota is doing something right. In fact, word-of-mouth advertising is the most common and easiest method of promoting a business, according to research. As a result, the company's prospects look brighter if its customers are recommending it to others.

### Retention strategies

The second part of the questionnaires for customers, focuses on strategies put in place to meet customer expectations which in effect will retain them. Tools and equipment used to provide service and communication materials are examples of tangibles, according to Looy et al (2003). All of the materials that are used to make a service tangible.

There are generally some expectations that are required to be in place for the service industry and these are listed and discussed below.



The researcher intends to see the effectiveness of these variables in the satisfaction of customer at the kpone branch.

**Table 8 Tangibles**

<b>STATEMENT</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
Location of organisation is convenient	3(3.7)	10(12.3)	15(18.5)	10(12.3)	41(50.6)
Has state of the art organisation hall	55(67.9)	10(12.3)	14(17.2)	11(13.5)	6(7.4)
Service provided by staff is professional	40(49.3)	12(14.8)	18(22.2)	6(7.4)	3(3.7)

This consists of the tools needed to provide the service, i.e., office building and location, staff personnel and equipment.

Tables 8 and 9 describes the tangibles in Toyota, this enlists the location and resources used in providing the service. Out of 82, 51 respondents which represents 62.9% disagree about the convenience of the location and the accessibility to it. 28 however think it is normal and 3 agree. It was noticed that those who find it normal and agree were people living or working around the office location. A lot of them were quite impressed with the state of the art facilities. This is evident in the 65 of the 81 respondents, 80.2% that could mean that it is just to the expectation of the customers, 25 found it to be normal 6 of the respondents, however, disagree with the state of the facility. The level of professionalism was also encouraging, but there is always room for improvement. This is represented by 52 of the 81 respondents.

**Table 9 Reliability**

<b>Statement</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
Promotions to reward customers are regular	12 (15)	12(15)	45(56.2)	6(7.5)	5(6.2)
Awareness of new products and services	16(20)	13(16.2)	18(22.5)	17(21.2)	16(20)

The quality of being trustworthy or of performing consistently well. This shows the ability of the company to be consistent in the provision of quality service. More than half of the respondents in Table 9 believe that promotions to reward customers are "normal"; however, 24 of the respondents believe that promotions are "regular"; and 12 of the respondents are "not very satisfied" with the frequency with which promotions and rewards are offered to customers. It could imply that increasing customer satisfaction and loyalty can be achieved by offering more frequent promotions and rewards to existing consumers. Awareness or increase of promotions should be increased to reach everybody. Staff should also make it a point of selling new products to customers and not limit it to the marketing team only. Every staff is considered as a salesperson of a firm. This so because from the table customers are usually not aware of new products or service introduced.

**Table 10 Assurance**

<b>Statement</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
Friendliness of staff	55(68.7)	10(12.5)	10(12.5)	3(3.7)	2(2.5)
Treatment of customers	50(62.5)	18(22.5)	10(12.5)	1(1.2)	1(1.2)

Every customer that comes in a firm for a business must be rest assured of his/her best interest being have at heart by the service provider. Assurance can be defined as a positive

declaration intended to give confidence, a promise. Customers were asked to describe the attitude of staff, are the staff friendly which, noting that this doesn't go beyond what is expected, and how are the treated by i.e., do they get the "Kingly" or "Queenly" treatment. Customers were satisfied by how friendly staff were and the general treatment they received. This is shown in the table as 81.2% represents that the staff are very friendly. Staff should however be careful so that it doesn't go beyond the bounds and table 4. 85% shows that customers are being treated well.

**Table 11 Empathy**

Statement	SA	A	N	D	SD
Staff having interest of customers at heart	39(46.9)	17(20.4)	12(14.4)	5(6)	10(12)
Customers are given individual attention	39(46.9)	22(26.5)	16(19.3)	2(2.4)	4(4.8)

Empathy is having a sense of appreciation of what another person is feeling. Employees are more likely to want to remain with this business and feel appreciated and cared for as a result (Wilson & Dorman, 2008). From Table 11, shows that 56 which represented by 67.3% felt like their interest is have at heart 12 people felt is ok whiles 15 people did not agree this may be with how they were treated as per their expectation and from table 4.23 customers agreed that they were given individual attention. Every customer must always made to be to feel special and appreciated during any interaction by a service provider because there are competitions all around. Once a competitor capitalizes on a shortfall it might mean problem. Taking good care of your clients and making each one feel valued is consequently essential. The outcome of research conducted by Chikako and Hamu (2021) shows that customer retention and customer bonding were positively correlated. A tighter bond is considered to develop long-term relationships, and this demonstrates the fact that client retention rises in tandem with bond strength. The higher empathy is shown to a customer higher the chances pf retaining them.

**Table 12 Responses to requests**

	Frequency	Percentage
Strongly Agree	9	10.2
Agree	8	9.0
Normal	11	16.3
Disagree	25	28.4
Strongly disagree	35	39.7
Total	88	100

Source: Field survey, Fareeda (2021)

From Table 12 Customers appear to have a problem with the response rate from further probing it is especially with the delivery of vehicle that come in for servicing. This is evident of the 60 respondents that don't agree. Management must find out what the root cause is to be able to curb the issue. 68.1% for poor response rate isn't very encouraging as this could affect the other good part the firm that is positive.

**Table 13 Customer suggestion**

Suggestions	Frequency	Percentage
Change of location	44	49.4
Providing food for customers	35	39.3
Calling and visiting regularly	10	11.2
Total	89	100

Source: Field survey, Fareeda (2021)

Customers were asked to suggestions on activities that if the company undergoes will meet their needs as these will help meet their full expectations. Customers' perceptions of service quality are based on their actual interactions with service providers (Abbasi et al., 2011). And what satisfies one customer may not satisfy the other. The Table shows customers have a problem with the location of the office and customers coming from long distances as well those having to stay for long would want to food available since there no other alternatives for them. If these practices would meet their expectations, then why not implement them. Also feedback an essential pillar for an organization so frequent calling and visitations should also be improved upon. Other suggestions were collated as well.

**Table 14 Customers' suggestion**

Suggestions	Frequency	Percentage
Provision of feedback when delivery times aren't met	21	23.5
Reduction of cost of service	44	49.4
Internet improvement	12	13.4
Spacious parking lot	10	11.2
No response	2	2.2
None	0	0
Total	89	100

Source: Field survey, Fareeda (2021)

Feedback is the output of the interaction between staff and customer. Most of what respondents want are feasible, things they want to have. These is what they need to satisfy them, therefore management must try in their best capabilities to provide them with.

**Effect of SERVQUAL variables on customer satisfaction**

The results collated shows that 82.1% of the respondents were satisfied with the equipment and 64.1% staff that are used providing the services needed although the actual problem they had was the location of the building itself which represented by 62.9%. This implies to achieve greater satisfaction T.G.C.L must make their tangibles very effective. Effect of reliability on customer satisfaction the results collated shows that 30% of the respondents agree with rewards given to customers and 36.2% were aware of new products and services, this indicates that the marketing department of T.G.C.L must revamp their marketing and promotion strategies to reach to most of their customers. Effect of assurance on customer satisfaction

Customers said staff are friendly to this represented by 81.2% and 85% also say they are treated well by staff and this good sign of a good service is an indication to receiving a good service by a provider and this also increases their level of satisfaction, Effect of empathy on customer satisfaction 67.3% of the respondent said that staff had their interest at heart and 85% said they given individual attention when being attended to and that they are satisfied with it. Effect of responsiveness on customer satisfaction, Customers were not satisfied with response rate this indicated by 68.1% and this indicated their dissatisfaction at the response rate. Elma (2015) had conducted her study at Melaka while Mohamad et al., (2020) who conducted their study in Selangor and Kuala Lumpur, found all the five main dimensions of service quality i.e., "tangibility, reliability, responsiveness, assurance, and empathy" has significant effects on customer satisfaction. This means that customer service when executed at its best will keep customers happy and satisfied

### **Effect of customer service on customer satisfaction**

Based on the result from the finding, we can say that the customers have a good perception of T.G.C.L and it also shows that the good customer service practices at the Kpone branch has a positive effect on customer satisfaction which is most evident by the percentage of people who want to continue their repurchasing of services and recommendation they intend to give others about the company. The negative response also indicate the effect on satisfaction of the negative practices as well. Comparing findings from a study by Gloria K.Q Agyapong (2010), "the individual service quality variables affect customer satisfaction. The result indicates that all the service quality items; competence, service tangibility, staff courtesy, security, communication, and reliability are good predictors of customer satisfaction."

When a consumer obtains exceptional service from a service provider, the likelihood of a repurchase is relatively high for that customer. Its possibility is nevertheless questioned, as Looy et al (2003) point out that one of the elements that contribute to consumer happiness is the quality of the services provided.

According to the data obtained, it appears that the Kpone branch is delivering good service to its consumers in accordance with their expectations. Among these are the provision of services from its core tasks and extra obligations such as pleasant staff, staff client management, the environment of the place, and other similar services.

The feedback received from customers indicates that the company has, to a significant part, fulfilled these commitments. A substantial client base may not be possible due to increased competition, and achieving consumer expectations may not be sufficient to retain customers.

### **Barriers to quality customer service provision in Kpone branch**

According to the literature and replies from the staff, the barriers of providing exceptional customer service can come from a variety of sources, including the systems and processes in place,

the working environment, the employees themselves, and the level of communication between them.

According to the responses obtained from the customer service staff at the Kpone branch, it was discovered that each of the staff members serves an average of 10 customers per day, and because of the limited number of staff available in the workshop, they are under pressure to provide individual attention to each customer. Additionally, several of the employees agreed to the notion that certain managerial actions had an impact on their ability to provide quality service. Additionally, it was concluded from the comments that management needed to hire employees that had excellent customer service skills for the customer service department.

The responses once again demonstrate that there is a barrier to providing quality customer service in the branch in terms of system implementation. Even though there are safeguards in place to prevent network interruptions, the network's reliability must be increased so that the link is rarely down. In this situation, customer care professionals will not be unable to provide their services.

On the part of the service providers themselves, the data gathered suggested that they were required to respond to clients on time, with an average response time of 15 minutes. As well as maintaining a high degree of good customer service under all situations, they needed to be motivated, either by management or from within the organization.

### **How does customer service impact customer loyalty at the Kpone branch?**

A past research shows that satisfaction is a reliable predictor of re-purchase intentions (Wang, 2001). Most companies aim to make their customer loyal to them. The response from the period of being with the branch indicates to the fact that most of the customers are loyal to the company since they receive a satisfactory service from them. Majority of consumers have also expressed interest in recommending the organisation to others, and they want to continue making purchases from the organisation. According to the retention methods implemented by Toyota Ghana Company Limited, majority of customers are pleased with tangibles such as the state-of-the-art organisation hall and the professional service offered by the organisation's employees.

Customer issues have been voiced about the branch's placement in Kpone, which is due to the fact that it is not in a convenient location for consumers arriving from Kpone and that the state of Ghanaian roads is not conducive to customer satisfaction. Other customer retention methods, such as dependability, responsiveness, empathy, and assurance, are often well received by consumers, increasing their satisfaction and, as a result, their loyalty to the branch.

### **Suggestions from other customers that will improve on the customer service.**

Feedback is a very essential part of interaction between parties. An organization might feel the system they have put in place is perfect, but the end receivers might feel otherwise. Therefore,

customer suggestion is very vital for progress. The involvement of the client in decision-making has significant implications for both the customer and the provider of services (Farquahar, 2004).

The response shows that customers would want the location to be changed, if possible, customers coming from far and those staying for long period of time would want food provided even if at a cost due to the scarcity of food around the premises.

### CONCLUSION

The study sought to determine whether the exceptional customer service promised by Toyota Ghana is being practiced in the Kpone branch, and if so, whether the consumers are satisfied with the results. According to the findings, the customer service provided promised by Toyota Ghana Limited is being fulfilled to the satisfaction of the clients in the Kpone branch. Customers are also loyal to the kpone branch and will continue to do their business with them as a result of the exceptional customer care they receive from the branch staff. Despite the fact that there are minimal obstacles to providing customer service from a branch location. It has had no detrimental impact on the provision of promised services, and as a result, customer satisfaction has not been adversely affected. In conclusion, the researcher can confidently state that good customer service offering would positively improve customer happiness, and this is the case in the kpone branch in particular.

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