41. Effectiveness of Artificial Intelligence in Auto Mobile Service Centres in Chennai

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ABSTRACT

Artificial intelligent is the position of service quality can lead to Customers perceived value of service, satisfaction towards the product and loyalty of automobile service. Artificial intelligent service quality can help as an analytical tool to increase present service performance. Artificial intelligent service quality measurement is helps the service managers to improve the systematic way of doing the artificial intelligent service quality.

The present study denotes the Effective of Artificial intelligent service quality of automobile service centre in Chennai. Convenient sampling technique is used to collect the questionnaire. The study used descriptive research method Questionnaire is used. A sample of 245 customers was completed. Further, find out the customer's perception Effective of Artificial intelligent service quality of automobile service centre in Chennai. Next, mean and standard deviation is work out from the data.

The analysis results that Efficiency of service, Security of service, Availability of service, Enjoyment of service, contact of service and Anthropomorphism of service are the factors are strong relationship with Connection with service quality, satisfaction, Perceived Value and loyalty. It is established that the Efficiency of service, Security of service, Availability of service, Enjoyment of service, contact of service and Anthropomorphism of service are influence customers satisfaction and loyalty of the customers.

KEYWORDS

Artificial intelligence, Efficiency, customer satisfaction, customer loyalty

Introduction:

Zeithaml (1988); Adamashvili& Fiore (2017) service quality refers toperceived the excellenceservice from the industry. Arkkelin (2014); Neuhofer, et. al., (2020); Adeboyeet. al., (2014); Ajzen & Fishbein (1969) (1973) artificial intelligent service qualities the important changes in the service environment of the business world. Artificial intelligent affect service quality of customers mind set, Bell & Bryman (2007); Rust and Oliver (1993). Morita, et. al., (2020) service sector provides clear informationisincrease in service to customers that also enhance the quality of the services. Martínez and Martínez (2010) acceptance of technologies of artificial intelligent will be building trust among the customers, artificial intelligent is ultimate of transport automation of service industry in automobile, Priya and John Jacob (2020).

Frame Work of the Study:

Research Significant:

Automobile industry is the one of the importance sectors among the public. An automobile industry technological transformation has does better work fundamental and change to live efficient manner of the users. Booms & Bitner (1982) The technological and change in life is tremendous growth of automobile industry and country economic growth. Fleming (2020) The technological transformation is wide scope of industry to improve and effective way of provide the service among the customers. Carroll (2017) It was designate that an Artificial Intelligent adoption is work force and improves the service among the countries, and companies.

An automobile industry contributes to global economy activities and improves the sophisticated life of people life. Daoud (2017) It is noted that from the previous research mentioned technology-based service has more effective such as self-service technology; independent service used by customers, without the involvement of service employees, Grover Kar&Dwivedi (2020).

Objectives of the Research:

1. To examine the perception of customers towards Artificial intelligent service quality of the automobile sector
2. To analyse the relationship between Artificial intelligent service quality and customers satisfaction, trust, and customers loyalty
3. To finds out the effect of artificial intelligent service quality and customers satisfactions, trust, and customers loyalties.

Hypothesis of the study:

1. Ho1: service quality does not relate with satisfaction, Perceived Value and loyalty
2. Ho2: there is no Factors influence the service quality on satisfaction
3. Ho3: there is no Factors influence the service quality on Perceived Value
4. Ho4: there is no Factors influence the service quality on loyalty.

Research Methodology:

The present study represents the Effective of Artificial intelligent service quality of automobile service centre in Chennai. Convenient sampling technique is used to collect the questionnaire. The study used descriptive research method Questionnaire is used. A sample of 245 customers was completed. Further, find out the customers perception Effective of Artificial intelligent service quality of automobile service centre in Chennai. Next, mean and standard deviation is computed from the data. Noor, Rao Hill and Troshani (2022) AISAQUAL having 26 statements with six dimensions such as efficiency of service, security of service, availability of service, enjoyment of service, contact of service and anthropomorphism of service are used in this research.

Analysis and Discussion:

Table 1: Efficiency of Artificial intelligent service quality

Efficiency	Mean	Standard deviation
The AISAQUAL works correctly at first attempt.	3.46	1.26
AISAQUAL had done the task in a short time.	3.37	1.08
The AISAQUAL interface design provides information clearly.	3.31	1.18
The AISAQUAL effectively do my requirements.	3.43	1.16

Source: Primary data

Table 1 explained the Efficiency of Artificial intelligent service quality. Base on the data Mean & standard deviation were computed. The AISAQUAL did works at first time (3.46), short time done by AISAQUAL (3.37),The AISAQUAL provides information was clearly (3.31), and effectively do their requirements (3.43),It is found that works correctly at first attempt, Artificial intelligent service is short time, information clearly and meets their requirements are moderate opinion towards the Efficiency of Artificial intelligent service quality

Table 2: Security of Artificial intelligent service quality

Security	Mean	Standard deviation
AISAQUAL is no risk related with revealing individual information	3.35	1.24
AISAQUAL secure sensitive information about the customers	3.49	1.13
I believe that AISAQUAL has protected about the customers details.	3.42	1.08
I trust that AISAQUAL will not be misused the customers data.	3.58	1.10

Source: Primary data

Table 2 discuss the Security of Artificial intelligent service quality. Base on the data Mean & standard deviation were computed. The mean values are no risk of loss related with revealing personal information (3.35), AISQ secure sensitive information (3.49), and AISAQUAL has protected about the customers details (3.42) and AISAQUAL will not be misused the customers data (3.58).

It is found that no risk related with revealing private information, they feel AISAQUAL secure and provide sensitive facts, information that the Artificial intelligent service quality has about them is protected and they trust ALSQ will not be misused personal information are moderate perception towards the Security of Artificial intelligent service quality.

Table 3: Availability of Artificial intelligent service quality

Availability	Mean	standard deviation
The AISAQUAL is always available.	3.55	1.14
The AISAQUAL is not busy to respond to customer requests	3.35	1.18
The AISAQUAL is always accessible.	3.52	1.11

Source: Primary data

Table 3 elaborates the Availability of Artificial intelligent service quality. The mean values are the AISAQUAL is available of all time (3.55), The AISAQUAL is respond to customer requests (3.35), and AISAQUAL is accessible when customer's needs (3.52),

It is inferred that Artificial intelligent service quality always available, never too busy to respond and always accessible are strong perception towards the Availability of Artificial intelligent service quality.

Table 4: Enjoyment of Artificial intelligent service quality

Enjoyment	Mean	standard deviation
Using the AISAQUAL is fun.	3.60	1.05
Using the AISAQUAL is enjoyable.	3.38	1.19
Using the AISAQUAL is interesting.	3.39	1.17
Using the AISAQUAL is entertaining.	3.44	1.20

Source: Primary data

Table 4 given details the Enjoyment of Artificial intelligent service quality. The mean values are AISAQUAL is fun (3.60) AISAQUAL is enjoyable (3.38), AISAQUAL is interesting (3.39), and AISAQUAL is entertaining (3.44).

It is Artificial intelligent service quality is the fun, enjoyable, interesting and entertaining is to be found.

Table 5: Contact of Artificial intelligent service quality

Contact	Mean	Standard deviation
AISAQUALneed human assistants for contact the service	3.46	1.16
when necessary human assistants is available for Follow-up services	3.32	1.21
I will speak to a human assistant through AISAQUAL	3.45	0.95
Human assistance can easy to contact AISAQUAL.	3.39	1.06
I need human assistance When AISAQUAL provides contact information.	3.45	1.24

Source: Primary data

Table 5 given details the Contact of Artificial intelligent service quality. The calculated mean values of available Human assistants to contact (3.46), human assistants can associated with Follow-up services (3.32), they can speak to AISAQUAL with the help of human assistant (3.45), easy to access the AISAQUAL (3.39) and The AISAQUAL provides detailed contact information (3.45)

It is found that Contact of Artificial intelligent service quality can helps of the getting service from the customer service centre.

Table 6: Anthropomorphism of Artificial intelligent service quality

Anthropomorphism	Mean	standard deviation
The AISAQUAL has humanlike features.	3.58	1.10
The AISAQUAL has personality.	3.44	1.20
The AISAQUAL gradually gets to know about the work	3.55	1.14
The AISAQUAL can do work like a human.	3.35	1.18
The AISAQUAL can work personalized.	3.52	1.11
The AISAQUAL can communicate like a human	3.34	1.20

Source: Primary data

Table 6 describes Anthropomorphism. The calculated mean values of The AISAQUAL have humanlike features (3.58), The AISAQUAL has personality (3.44), The AISAQUAL known about the work (3.55), The AISAQUAL behave like person (3.35), and The AISAQUAL responds personalized (3.52) and AISAQUAL can communicate (3.34). It is inferred that human assistant is more significant factors for working AISAQUAL.

Table 7: Satisfaction

Satisfaction	Mean	standard deviation
To use the AISAQUAL	3.45	1.24
To use the AISAQUAL is the right thing	3.47	1.05
To use the AISAQUAL is wise choice	3.61	1.07

Source: Primary data

Table 7 explain the Satisfaction of the artificial intelligent service quality. . The calculated mean values of use the AISAQUAL (3.45), use the AISAQUAL is the right thing (3.47) and to use the AISAQUAL is wise choice (3.61). It is found that right thing to use the AISAQUAL and select to use AISAQUAL are importance perception towards satisfaction of using artificial intelligent service quality

Table 8: Perceived Value

Perceived Value	Mean	standard deviation
AISAQUAL gives me good value	3.66	1.15
The spent time with AISAQUAL is worth fully	3.44	1.15

Source: Primary data

Table 8 explain the Perceived Value. The calculated mean values of AISAQUAL give them good value (3.66) and the spent time with AISAQUAL is worth fully (3.44).

The results that the AISAQUAL gives me good value and spent on the AISAQUAL was worth are importance perception towards Perceived Value of using artificial intelligent service quality

Table 9: Loyalty

Loyalty Intentions	Mean	standard deviation
I have positive things about the AISAQUAL	3.60	1.19
I recommend the AISAQUAL to others who ask me	3.66	1.02
I encourage my friends to access the AISAQUAL.	3.46	1.14
I considered the AISAQUAL is my first choice for my future decision.	3.49	1.14
I will use AISAQUAL for coming months	3.40	1.14

Source: Primary data

Table 9 describe the Loyalty. The calculated mean values of they have positive things about the AISAQUAL (3.60), they are recommending the AISAQUAL to others (3.66), they encourage their friends (3.46), AISAQUAL is my first choice for my future decision (3.49), they will use the AISAQUAL for upcoming months (3.40). It is found that the loyalty of the customers opined about that positive thing about the AISAQUAL, recommend the AISAQUAL, encourage their friends to use, AISAQUAL to be my first choice for future and AISAQUAL more in the coming months are strong opinion of customers loyalty.

Table 10: Relationship among service quality, service satisfactions, Perceived Values and loyalty of customers

	Satisfaction		Perceived Value		Loyalty	
	(r) value	(p) value	(r) value	(p) value	(r) value	(p) value
Efficiency	0.266	0.001*	0.315	0.001*	0.338	0.001*
Security	0.351	0.001*	0.368	0.001*	0.393	0.001*
Availability	0.395	0.001*	0.390	0.001*	0. 502	0.001*
Enjoyment	0.314	0.001*	0.357	0.001*	0.366	0.001*
Contact	0.407	0.001*	0.408	0.001*	0.278	0.001*
Anthropomorphism	0.247	0.001*	0.357	0.001*	0.424	0.001*

Source: primary data; * 1 per cent significant level;

Ho1: AI service quality does not correlate to satisfactions, Perceived Value and loyalty of customers

Table 10 explain the Relationship among AI service quality, satisfactions, Perceived Values and loyalty of customers. Here, correlation is applied to observe the Relationship among service quality, satisfaction, customers Perceived Values and loyalty.

Efficiency (0.266), Security (0.351), Availability (0.395),   Enjoyment   (0.314), Contact (0.407) Anthropomorphism (0.247) are related with satisfaction

Then, Efficiency (0. 315), Security (0. 368), Availability (0. 390), Enjoyment (0. 357), Contact (0.408) Anthropomorphism (0. 357) are related with Perceived Value

Further, Efficiency (0. 338), Security (0. 393), Availability (0. 502), Enjoyment (0. 366), Contact (0. 278) Anthropomorphism (0. 424) are related with loyalty

The results that Availability, Efficiency, Contact, Security, Enjoyment, and Anthropomorphism are the factors are strong relationship with satisfactions, Perceived Values and loyalty of customers

Table 11: Factors influence the AI service quality on customer's satisfaction

R value	R Square value	Adjusted R Square value	F value	P value
0.781	0.564	0.546	116.8	0.001*

Variables	B value	Std. Error	Beta	T	P
Constant	12.5	1.01	-	12.3	0.001*
Efficiency	-.170	0.40	-0.02	-0.41	0.679(NS)
Security	1.19	0.32	0.20	3.66	0.001*
Availability	1.33	0.40	0.17	3.30	0.001*
Enjoyment	2.07	0.28	0.38	7.31	0.001*
Contact	1.62	0.28	0.025	5.38	0.001*
Anthropomorphism	1.94	0.24	0.35	8.05	0.001*

Source: primary data; * 1 % significant; ** 5 % significant level; (NS) No-significance

Table 11 explain the factors influence the AI service quality of automobile industry on satisfactions of customers. Customers Service quality variables are measured as independent variable and satisfaction of service is framed as dependent variable. Furthers, regression test is computed for examine the hypothesis.

Ho2: There are no factors influence the AI service quality on satisfaction.

The adjusted R square value is 0.546. Hence it is inferred that 54.6 per cent service quality variables influence the satisfaction. The respective P-value was (0.001); so the framed hypothesis is rejected of this study.

It is found that the Security, Availability, enjoyment, Contact and Anthropomorphism influence the satisfaction.

Table 12: Factors influence the service quality on Perceived Value

R value	R Square value	Adjusted R Square value	F value	P value
0.501	0.251	0.246	45.59	0.001*

Variables	B value	Std. Error	Beta	T	P
Constant	4.95	0.18	-	26.50	0.001*
Efficiency	-0.13	0.06	-0.12	-2.25	0.025**
Security	0.22	0.05	0.22	3.99	0.001*
Availability	0.31	0.06	0.35	5.22	0.001*

Variables	B value	Std. Error	Beta	T	P
Enjoyment	0.07	0.04	0.08	1.47	0.142(NS)
Contact	0.17	0.05	0.17	3.43	0.001*
Anthropomorphism	-0.02	0.05	-0.02	-0.38	0.704(NS)

Source: primary data;* 1 % significant; ** 5 % significant level; (NS) No-significance

Table 11 clarified the factors influence the AI service quality of automobile industry on Perceived Value. Here, service quality variables are measured as independent variable and Perceived Value of service is framed as dependent variable. Furthers, regression test is computed for examine the hypothesis.

Ho3: There is no Factors influence the AI service quality on Perceived Value

The adjusted R square value is 0.246. Hence it is inferred that 24.6 per cent service quality variables influence the Perceived Value. The respective p value of the analysis is 0.001 so the framed Ho3 is rejected.

It is found that the Efficiency, Security, Availability and Contact are influence the Perceived Value

Table 13: Factors influence the service quality on loyalty

R value	R Square value	Adjusted R Square value	F value	P value
0.429	0.184	0.178	30.439	0.001*

Variables	B value	Std. Error	Beta	T	P
Constant	5.32	0.20	-	26.36	0.001*
Efficiency	-0.12	0.08	-0.10	-1.57	0.116(NS)
Security	0.18	0.06	0.20	2.92	0.004*
Availability	0.37	0.08	0.31	4.69	0.001*
Enjoyment	0.03	0.05	0.03	0.53	0.590(NS)
Contact	0.22	0.05	0.22	3.99	0.001*
Anthropomorphism	0.31	0.06	0.35	5.22	0.001*

Source: primary data;* 1 % significant; ** 5 % significant level; (NS) No-significance

Table 13 explain the Factors influence the service quality of AI on loyalty. Here, AI service quality variables are measured as independent variable. Further, loyalty is framed as dependent variable. Furthers, regression test is computed.

Ho4: there is no factors influence the service quality of AI on customer loyalty.

The adjusted R square value is 0.178. Hence it is inferred that 17.8 per cent service quality variables influence the Perceived Value. The respective p-value of analysis is 0.001 so the framed Ho4is rejected.

It is found that the Availability, Anthropomorphism Security, and Contact are influence the loyalty.

Finding of the study:

1. It is found that works correctly at first attempt, Artificial intelligent service is short time, information clearly and meets their requirements are moderate opinion towards the Efficiency of Artificial intelligent service quality
2. It is found that no risk related with revealing individual information, providing sensitive data, information that the Artificial intelligent service quality has about them is protected and they trust ALSQ will not be misused personal information are moderate perception towards the Security of Artificial intelligent service quality.
3. It is inferred that Artificial intelligent service quality always available, never too busy to respond and always accessible are strong perception towards the Availability of Artificial intelligent service quality.
4. It is Artificial intelligent service quality is the fun, enjoyable, interesting and entertaining is to be found.
5. It is found that Contact of Artificial intelligent service qualities are importance aspect of the customer's perception towards the services.
6. It is inferred that human assistant is more significant factors for working AISAQUAL.
7. It is found that right thing to use the AISAQUAL and first choice to use the AISAQUAL are importance perception towards satisfaction of using artificial intelligent service quality
8. The results that the AISAQUAL gives me good value and spent on the AISAQUAL was worth are importance perception towards Perceived Value of using artificial intelligent service quality
9. It is found that the loyalty of the customers opined about that positive thing about the AISAQUA, recommend the AISAQUAL, encourage friends and others to use, AISAQUAL to be my first choice for future and AISAQUAL more in the coming months are strong opinion of customers loyalty.
10. The results that Contact, Security, Efficiency, Anthropomorphism and Enjoyment, Availability are the factors are strong relationship with AISAQUAL, satisfactions, customers Values and loyalty of customers
11. It is found that the Contact, Security, Anthropomorphism and Enjoyment, Availability influence the satisfaction.
12. It is found that the Efficiency, Security, Availability and Contact are influence the Perceived Value
13. It is found that the Security, Availability, Contact and Anthropomorphism are influence the loyalty.

Suggestion and conclusion of the study:

Rapid technology development has improved the better automobile service, smarter detection of error, smaller level of investment timing, and cheaper level of human assistant.

Technology will change almost all level of service in this field of automobiles and other sectors such as chemical, education, research & development etc. The company has use of Artificial Intelligent is more power of providing service to the customers. Manufacturers department has recognised all the potential of improving service with the help of artificial intelligent. Artificial intelligent service quality can bring better qualities of service and enhance the customer loyalty and satisfaction towards the services.

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Appendix

Efficiency of Artificial intelligent service quality

Efficiency	SA	A	N	DA	SDA
The AISAQUAL works correctly at first attempt.					
AISAQUAL had done the task in a short time.					
The AISAQUAL interface design provides information clearly.					
The AISAQUAL effectively do my requirements.					

Security of Artificial intelligent service quality

Security	SA	A	N	DA	SDA
AISAQUAL is no risk related with revealing individual information					
AISAQUAL secure sensitive information about the customers					
I believe that AISAQUAL has protected about the customers details.					
I trust that AISAQUAL will not be misused the customers data.					

Availability of Artificial intelligent service quality

Availability	SA	A	N	DA	SDA
The AISAQUAL is always available.					
The AISAQUAL is not busy to respond to customer requests					
The AISAQUAL is always accessible.					

Enjoyment of Artificial intelligent service quality

Enjoyment	SA	A	N	DA	SDA
AISAQUAL is Using fun.					
AISAQUAL is using enjoyable.					
AISAQUAL isusing interesting.					
AISAQUAL is using entertaining.					

Contact of Artificial intelligent service quality

Contact	SA	A	N	DA	SDA
AISAQUALneed human assistants for contact the service					
when necessary human assistants is available for Follow-up services					
Iwill speak to a human assistant through AISAQUAL					

Contact	SA	A	N	DA	SDA
Human assistance can easy to contact AISAQUAL.					
I need human assistance When AISAQUAL provides contact information.					

Anthropomorphism of Artificial intelligent service quality

Anthropomorphism	SA	A	N	DA	SDA
The AISAQUAL has humanlike features.					
The AISAQUAL has personality.					
The AISAQUAL gradually gets to know about the work					
The AISAQUAL candowork like a human.					
The AISAQUAL can work personalized.					
The AISAQUAL can communicate like a human					

Perceived Value

Perceived Value		
AISAQUAL gives me good value		
The spent time with AISAQUAL is worth fully		

Satisfaction

Satisfaction	SA	A	N	DA	SDA
To use the AISAQUAL					
To use the AISAQUAL is the right thing					
To use the AISAQUAL is wise choice					

Loyalty Intentions

Loyalty Intentions	SA	A	N	DA	SDA
I have positive things about the AISAQUAL					
I recommend the AISAQUAL to others who ask me					
I encourage my friends to access the AISAQUAL.					
I considered the AISAQUAL is my first choice for my future decision.					
I will use AISAQUAL for coming months					