

Strategies and customer satisfaction: A correlational study in a multi-brand automotive organization in Chiclayo

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Abstract: In the research study, development skills and their correlation with user satisfaction were examined in a private multi-brand automotive organization in Chiclayo, with the objective of detecting the correlation of process course skills and compliance. Therefore, it was decided to resort to a basic correlational, non-experimental, cross-sectional, quantitative approach. The investigation focused on a private company, specifically its sales and after-sales divisions. The study was conducted in the warehouse area, involving 60 clients who purchased spare parts using sales receipts. We utilized a questionnaire as the tool and employed survey techniques. According to the conclusions obtained, it was determined that there is a considerable positive significant relationship ($Rho=0.782$) according to Spearman; therefore, the null hypothesis (H_0) is rejected, and it is accepted that there is a relationship between the process strategies variables and the satisfaction of the clients of the private automotive company Interamericana Norte S.A.C - Chiclayo. Another important conclusion was regarding the information collected through the survey carried out with 20 questions asked; of the 53 clients surveyed, 37 are satisfied.

Keywords: *Customer satisfaction, Customer service, Information, Organizational communication, Organizational strategies.*

1. Introduction

Customer satisfaction nowadays has been gaining increasing prominence and importance within companies or businesses that provide both manufacturing and services, establishing diverse parameters to measure and contribute to customers having a pleasant experience within the companies. Currently, this factor is gaining strength in institutions working for consumer protection, such as the National Institute for the Defense of Competition and Intellectual Property Protection in Peru, imposing fines of up to 10 UIT (Tax Unit) for poor service, failure to respond to complaints, or not addressing emails or messages. This prompts companies to review their established processes, which can be optimized to reach customers through clear and effective communication, aiming to avoid inconvenience, issues, or any penalties that could impact the company's reputation or economy.

The human factor stands as the primary driving force behind the successful achievement of an organization's objectives. In this regard, the significance of having a team of satisfied and committed collaborators becomes crucial for attaining established goals, with a direct impact on the perception customers hold of the company and the quality of services offered [1]. A motivated and focused workforce not only enhances internal efficiency but also conveys that readiness and a positive work environment to customers, creating a more satisfying and favorable experience for all parties involved.

In an international context, the work of Botetano, et al. [2] stands out, who devised a visionary strategy for a company dedicated to manufacturing auto parts in the United States. The focus of their research was to put this strategic idea into practice under the guidance of [3] aiming to achieve consistent growth in a highly competitive industry. The outcome of this initiative translated into a favorable market penetration perspective and increased sales of the manufactured products. The success of this approach demonstrates how the proper formulation and implementation of strategies can drive the positioning and performance of a company in a challenging market.

At a national level, Orejon [4] proposes strategies aimed at improving customer service quality. Their approach involved utilizing survey tools to gather relevant information through a questionnaire. The research results led to the formulation of alternatives aimed at strengthening the organization's presence in the market and making improvements in customer service. In this regard, the proposal suggested that each sales advisor be equipped with technological tools and an installed sales application, which would contribute to more efficient and personalized customer service. This approach underscores the significance of technological innovation in optimizing customer services and enhancing the company's competitiveness in the market.

At the local level, research conducted in Chiclayo [1] focused on the analysis of organizational climate and job satisfaction within the company Garaje Clínica Automotriz during the year 2021. The primary objective of this research was to identify the correlation between the organizational climate and job satisfaction in that particular context. According to the obtained results, a significant relationship was observed between workers' perception of the organizational environment and their level of job satisfaction. As a result, it is concluded that the implementation of strategies aimed at employee well-being is essential to ensure employee satisfaction and well-being within the organizational setting.

In addition to its direct contribution to the automotive company, the results of this research also hold broader implications in the field of corporate sustainability. By addressing the relationship between process strategies and customer satisfaction, the research not only generated specific insights for the improvement of the company in question, but also emphasized the importance of integrating sustainable and scientific approaches into corporate decision-making. The identification of a strong and significant connection between the studied variables validates the relevance of considering customer satisfaction as an integral part of process strategies for sustainability. These findings provided a solid foundation for the implementation of concrete measures in the business realm, aligned with policies and regulations related to sustainability. Through the optimization of internal processes and the reinforcement of competitiveness, organizations can ensure their long-term viability and success in a dynamic and competitive business environment. In summary, this research not only influenced the enhancement of the analyzed company, but also exemplified how the integration of sustainable and scientific approaches can drive corporate decision-making, aligning with the global vision of sustainable development.

In the specific context, it is essential to highlight the diverse complaints of dissatisfaction raised by customers, ranging from delays in product delivery to the lack of information, communication issues, and instances of inappropriate treatment, among other aspects. These elements have contributed to generating an unfavorable image of the company.

From the analysis of the problem of the proposed topic, the following general question was formulated: What is the existing correlation between process strategies and user satisfaction, in a private automotive company Chiclayo? And the specific questions: E1. What is the correlation between process strategies and customer satisfaction in a private automotive company Chiclayo? E2. What are the process strategies related to user satisfaction in a private automotive company Chiclayo? E3. What is the correlation between process strategies and customer satisfaction levels in a private automotive company Chiclayo?

Building upon the previously mentioned information, the theoretical foundation was established by the contribution of knowledge concerning the current correlation between the variability of the study and its impact on the company. In this regard, Jiménez [5] highlights that the objective of achieving

customer satisfaction lies in analyzing the role of customers in an Automotive Financial Company. Similarly, it underscores the assessment of user perceptions regarding service quality.

Likewise, in line with the Attractive Quality Theory or Kano theory according to Shewhart [6] it focused on the nature from two interconnected perspectives: the purpose and the subjective perception of quality. Firstly, this theory addressed quality as an objective and individual entity in the human experience. The internal dimension of quality reflects what we think, experience, and feel as a result of this objective entity. The Attractive Quality Theory argued that the relationship between objective performance and customer satisfaction has certain specific characteristics.

Additionally, the practical perspective of this study was addressed, highlighting the necessity to argue and refine process strategies in order to achieve higher customer satisfaction. In this regard, the importance of selecting and utilizing appropriate tools to accomplish the stated objectives is underscored.

The methodological justification was based on specific criteria for each of the study variables, taking into account situations that could be subject to investigation and that, once their value and reliability have been demonstrated, could be utilized in future research endeavors.

Within the methodological justification, we find the works of López, et al. [7] and Mejía, et al. [8] which examined the nature of user benefits and satisfaction within a private company in Peru. They identified various strategies that could be implemented to enhance service quality, such as offering personalized support and complementary services. Similarly, in the study conducted by Llacsahuanga [1] a range of internal and external analytical tools were employed to grasp the reality of a company engaged in autoparts manufacturing and to define the optimal strategy. The adoption of these analytical tools is pivotal to attaining a comprehensive understanding of the company and formulating an effective implementation strategy. These methodological approaches underscore the significance of approaching research from multiple perspectives and utilizing appropriate analytical tools to achieve robust and relevant outcomes.

To further contextualize this methodological approach, we consider the study by Machorro, et al. [9] which focused on a dealership of an automotive company in Orizaba, Mexico. This dealership based its competitive strategy on customer satisfaction and brand loyalty. In this study, key factors that exerted a significant influence on the perception of quality and customer loyalty were identified. The results, obtained through questionnaires administered to a sample of one hundred customers, highlighted the importance of elements such as delivery time, the training of service personnel, customer service, and the availability of spare parts in shaping perceptions of quality and brand loyalty. These findings underscored the need to focus on these critical aspects to maintain and strengthen solid and enduring relationships with customers in a highly competitive automotive market.

In the pursuit of enhancing customer satisfaction through process strategies, Fuentes and Rojas [10] executed a significant initiative, focusing on the standardization of operations within after-sales service workshops for a leading brand in the Colombian automotive industry. Their comprehensive approach encompassed evaluating workshop conditions and facilities, streamlining operation durations and associated components, and conducting a thorough comparative brand analysis. Results demonstrated that these workshops possessed the requisite infrastructure for delivering exemplary customer service, intimately tied to overall satisfaction. An updated time capture system yielded a notable 30% reduction in operational time and a significant 100% improvement in timing accuracy. Furthermore, the comparative analysis facilitated the assessment of the brand's competitiveness, underscoring the profound impact of effective process strategies on customer loyalty and satisfaction. By Auccahuasi, et al. [11] this standardization process ensures data transparency and fosters heightened confidence among customers and company collaborators. In a distinct vein, Prada-Ospina [12] extensive study explored the dynamic role of corporate entrepreneurship within auto parts companies, integral players in the automotive sector. Recognizing its potential as a catalyst for innovation and customer-centric strategies, Prada-Ospina's research underscores the pivotal role that corporate entrepreneurship should assume in the advancement of auto parts organizations, offering a compelling

argument for its relevance within the broader context of the automotive industry's quest for elevated customer satisfaction. To deepen our understanding of the intricate interplay between corporate entrepreneurship and auto parts companies, the study is supplemented with insights from the Global Entrepreneurship Monitor (GEM) report for Colombia, further enriching our comprehension of this dynamic relationship and its profound implications for customer satisfaction within the automotive sector.

The general purpose of the research was to find the relationship between process strategies and customer satisfaction, in a private automotive organization Chiclayo. The specific objectives were: (1) Establish the correlation between process strategies and user customer satisfaction in a private automotive company Chiclayo. (2) Identify the correlation between the dimensions of process strategies with customer satisfaction in a private automotive company Chiclayo. (3) Examine the relationship between the process strategies and customer satisfaction levels in a private automotive company Chiclayo.

Given the aforementioned, the following hypotheses have been formulated: H1. Process strategies are related to customer satisfaction in a private automotive company Chiclayo. H0. Process strategies are not related to customer satisfaction in a private automotive company Chiclayo. The specific hypotheses were: He1. If it maintains a relationship between process strategies and customer satisfaction, reflecting on the quality of service provided in a private automotive company Chiclayo. He2. If it maintains a significant relationship between the dimensions of process strategies with user satisfaction in a private automotive company Chiclayo. He3. If it maintains a relationship between process strategies and consumer satisfaction to increase competitiveness in a private automotive company Chiclayo.

2. Literature Review

For the development of the research, several background studies related to customer satisfaction in the automotive sector were reviewed. At the international level, Rivera [13] conducted a study in Querétaro, Mexico, with the aim of demonstrating that the pinnacle of a company lies in its ability to provide added value to customers through service. His research focused on 100 customers in the automotive sector and used surveys and interviews. He found that companies only considered customer satisfaction during audits, highlighting the importance of marketing as a tool to always maintain customer satisfaction.

Santamari [14] conducted research in dealerships in Colombia to study the perception of quality of automotive companies. His study included 139 individuals and used the SERVPERF (Service Performance) instrument along with surveys and interviews. His results revealed the causes of user satisfaction and the importance of meeting consumer expectations. This study emphasized the suitability of the SERVPERF model for measuring quality competently.

Subsequently, in the study by Vickery, et al. [15] and Paola, et al. [16] the impact of an integrated supply chain strategy on business performance is analyzed. This work highlights two key components of this strategy: the integration of information technologies and the integration of the supply chain. The research results, based on data from 57 top-tier suppliers in the North American automotive industry, reveal positive relationships between information technology, supply chain integration, and customer service. Furthermore, it is demonstrated that customer service acts as a mediator in the relationship between supply chain integration and the financial performance of top-tier suppliers in the automotive industry. This study underscores the critical importance of an integrated supply chain for business success in this sector.

Similarly, Mahut, et al. [17] and Soto, et al. [18] addressed how companies are facing a constantly changing environment due to technological and social advances, emphasizing competitiveness as a fundamental driver for improvement through innovation. The blurring of boundaries between products and services was highlighted, especially in the automotive industry, where the adoption of the Product-Service System (PSS) is being explored to transform traditional offerings. The article reviews

definitions and methodologies of PSS identified implementation requirements from case studies, and considers sterilization as an approach to overcome barriers, emphasizing the strategic importance of this transition in the automotive industry.

At the national level, Salas [19] examined the correlation between the sales advisors' skills and customer satisfaction in an automotive company in Tacna. His study used a sample of consumers and surveys to demonstrate that the sales advisors' commercial skills correlate significantly with customer satisfaction.

Gómez [20] explored conjectures related to service quality and customer perspective, highlighting the importance of customer perceptions and perspectives in their behavior towards products or services.

Bejarano [21] investigated the relationship between customer satisfaction and brand loyalty among Hyundai vehicle consumers in Tacna. His study focused on 80 customers who purchased Hyundai cars from Automotriz [22]. He used virtual questionnaires and telephone interviews to gather data and found a significant correlation between customer satisfaction and brand loyalty.

Finally, Dioses and Vega [23] and Macha-Huamán, et al. [24] focused on the relationship between inventory management and customer satisfaction in the sale of automotive parts in the province of Trujillo. Their study included users of automotive parts sales organizations and emphasized the importance of maintaining accurate inventory records to offer products in real-time and improve customer satisfaction.

It is essential to highlight that, despite having explored theoretical models in our research, the case study we present is authentic and faithfully reflects the dynamics of the automotive industry in the Chiclayo region. Interamericana Norte SAC - Chiclayo operates in a specific context that presents unique challenges and opportunities regarding customer satisfaction and process strategies. This company is dedicated to the sale of automotive parts and services in a region where mobility is essential for daily life; this implies a constant demand for high-quality services and parts. The uniqueness of our case lies in how this company has addressed its customers' needs and has implemented process strategies highly effectively.

One of the most notable aspects of the company is its comprehensive service process, which spans from the initial quotation to the delivery of products and services to the customer. This process has been meticulously designed to ensure that customers receive personalized attention and efficient solutions for their automotive needs. The company's commitment to customer satisfaction is clearly reflected in every stage of this process. By highlighting these specific and unique details of our case study, we aim to help readers better understand why we consider this case valuable and relevant to academic research on process strategies and customer satisfaction in the automotive industry in Chiclayo.

3. Research Methods

In the following expert assessment, a methodology based on the examination and analysis of users was employed with the aim of identifying key elements that would enable the establishment of a connection between process strategies and customer satisfaction in the company Interamericana Norte SAC - Chiclayo. To achieve this objective, deductive approaches were utilized, starting from generally accepted information and utilizing it to derive specific conclusions. The primary technique used was the survey, which allowed for the collection of information from selected participants in relation to the object of study. For this purpose, a questionnaire based on the Servqual model was administered, providing a solid framework for the investigation and analysis of the users of the company Interamericana Norte SAC - Chiclayo.

The Servqual model is in charge of the nature of the service, through the possibilities, judgments and appreciations of the users, based on five dimensions: reliability, responsiveness, security, empathy and tangible elements. Through the inquiry, the purpose is to examine the main unknown, which is the lack of satisfaction level of users and the nature of services to meet the given objectives [25, 26].

In the investigation, the questionnaire was used, where the Servqual model was used, made up of 20 items and 6 dimensions, in this way the variables Strategies of processes and customer satisfaction were

measured, with a Likert-type scale, which is explained to us through elements, in which people are asked to show their level of satisfaction or dissatisfaction as shown below:

Never (6)

Almost never (7)

Sometimes (8)

Almost always (9)

Always (10)

To carry out the evaluation of the crucial variables in this study, encompassing fundamental aspects such as "planning," "organization," "management," "control," "emotional," "affective," "behavior," "process strategy," and "customer satisfaction," a meticulously designed questionnaire has been developed as the central research tool. Each of these variables has been broken down into a set of specific questions crafted to unravel essential aspects related to the operation and management of an organization. The variable "planning" was subjected to assessment through inquiries that delve into how operational objectives are established, short and long-term goals, as well as how these key elements are communicated and monitored. On the other hand, "organization" was analyzed through questions addressing the structure of internal processes, task and role assignments, and how collaboration is coordinated across different departments within the organization. "Management" underwent scrutiny through questions focused on leadership, decision-making, and problem-solving capabilities within the organization. "Control" was evaluated through queries centered on how internal processes are monitored and assessed, how potential deviations are identified and corrected, and how quality and efficiency of operations are ensured. Variables of an "emotional" and "affective" nature are explored through questions that inquire about the management of satisfaction and emotions of employees, as well as how emotional concerns are addressed in the workplace.

The sample selection process was carried out using a non-probabilistic approach, specifically through a deliberate and critical judgment-based method. In this approach, population elements were chosen based on knowledge and the study's objectives, resulting in an intentional sample composed of individuals who met the criteria of interest for the research. To determine the appropriate sample size, a "sample size calculator" was used with a 95% confidence level and a 5% margin of error. The target population consisted of 60 individuals who were regular users of the company in question. Calculations revealed that the sample of customers receiving their receipts through invoices consisted of 53 clients.

4. Results

In the following chapter, the results obtained through the information collected in the company INTER S.A.C were shown, where the study variables such as process strategies and customer satisfaction will be highlighted.

Table 1.
Reliability Scale: Variable 1: Process Strategies.

		N	%
Cases	Valid	53	100.0
	Excluded	0	0.0
	Total	53	100.0

This table presents information about the reliability of Scale Variable 1, which in this case corresponds to "Process Strategies". It can be observed that a total of 53 valid cases were analyzed, representing 100% of the sample. There were no cases excluded in the analysis.

Table 2.
Reliability statistics.

Cronbach's Alfa	N of elements
0.891	10

The presented information summarized the reliability statistics using the Cronbach's alpha coefficient. The obtained value of 0.891 indicated satisfactory internal consistency for the scale of 10 evaluated elements. This suggested that the elements within the scale measure the same characteristic or construct coherently, resulting in a fairly high level of internal reliability.

Table 3.
Cross table Process Strategies and customer satisfaction.

		V2_Customer satisfaction			total	
		Well	Bad	R		
V1_ Process strategies	Well	Count	23	0	8	31
		% of the total	43.4%	0.0%	15.1%	58.5%
	Bad	Count	0	2	1	3
		% of the total	0.0%	3.8%	1,9%	5,7%
	Regular	Count	5	0	14	19
		% of the total	9.4%	0,0%	26.4%	35.8%
Total	Count	28	2	23	53	
	% of the total	52.80%	3,8%	43.4%	100.0%	

Interpretation: Analyzing Table 7, it was observed that, of the total 53 subjects surveyed, 23, representing 43.4%, consider that the process strategies are good and customer satisfaction is high; 2 respondents, representing 3.8%, consider that the process strategies are bad and customer satisfaction is low; while 14 respondents, representing 26.4%, consider that the process strategies are regular and customer satisfaction is average.

Table 4.
Cross table Process Strategies and customer satisfaction.

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistical	gl	Sig.	Statistical	gl	Sig.
Planning	0.109	53	0.173	0.951	53	0.028
Organization	0.170	53	0.001	0.862	53	0.000
Address	0.166	53	0.001	0.890	53	0.000
Control	0.182	53	0.000	0.888	53	0.000
Emotional	0.161	53	0.001	0.877	53	0.000
Affective	0.173	53	0.000	0.920	53	0.002
Behavioral	0.125	53	0.039	0.871	53	0.000
Process strategy	0.145	53	0.007	0.927	53	0.003
Customer satisfaction	0.143	53	0.008	0.889	53	0.000

The analysis presents the results of the normality tests using Kolmogorov-Smirnov and Shapiro-Wilk tests for different variables. These tests are used to assess whether a sample follows a normal distribution. The "Statistical" values correspond to the test statistics, and the "Sig." values represent the significance levels associated with the tests. For the variables "Planning," "Organization," "Address," "Control," "Emotional," "Affective," "Behavioral," "Process Strategy," And "Customer Satisfaction," both the test statistic and the corresponding significance value are presented for both the Kolmogorov-Smirnov and Shapiro-Wilk tests. In general, the significance values (Sig.) are small in most cases, suggesting that the samples do not follow a normal distribution. This could impact the interpretation of certain statistical analyses that assume data normality. Therefore, it might be necessary to consider alternative or non-parametric statistical methods to analyze these variables.

Table 5.
Correlations of the variables process strategies and customer satisfaction.

			Process strategy	Customer satisfaction
Spearman's Rho	Process strategy	Correlation coefficient	1	0.782**
		Sig. (bilateral)	0	0
		N	53	53
	Customer satisfaction	Correlation coefficient	0.782**	1
		Sig. (bilateral)	0	0
		N	53	53

We observe in the value table that the level of significance according to Kolmogorov-Smirnova is less than 0.05, therefore, there is a positive correlation ($r= 0.782$) between the variables Process strategies and customer satisfaction.

Table 6.
Correlation motivational effect*communication

			Planning	Customer satisfaction
Spearman's Rho	Planning	Correlation coefficient	1.000	0.682**
		Next (bilateral)	0.000	0.000
		No.	53	53
	Customer satisfaction	Correlation coefficient	0.682**	1.000
		Next (bilateral)	0.000	0.000
		No.	53	53

The relationship between the motivational effect and teamwork in the workers of a company shows that 75% of those surveyed with a medium motivational effect belonged to medium-level work teams, while only 21.3% were part of teams. high level and 3.8% belonged to low level teams. In addition, workers with a high motivational effect tend to belong to highly competitive teams in 16.3% and 8.8% are part of mid-level teams. These results suggest a direct relationship between the level of motivation and the type of team in which employees work.

Table 7.
Correlations of the Organization dimension with the variable Customer satisfaction.

			Organization	Customer satisfaction
Spearman's Rho	Organization	Correlation coefficient	1.000	0.767**
		Next (bilateral)	0.000	0.000
		No.	53	53
	Customer satisfaction	Correlation coefficient	0.767**	1.000
		Next (bilateral)	0.000	0.000
		No.	53	53

We observe in the value table 6 that the significance level according to Kolmogorov-Smirnova is less than 0.05, therefore, there is a positive correlation ($r= 0.767$) between the Organization dimension and customer satisfaction.

We observe in the value table 7 that the significance level according to Kolmogorov-Smirnova is less than 0.05, therefore, there is a positive correlation ($r= 0.491$) between the Organization dimension and customer satisfaction.

Table 8.

Correlations of the Direction dimension with the variable Customer satisfaction.

			Control	Customer satisfaction
Spearman's Rho	Control	Correlation coefficient	1.000	0.637**
		Next (bilateral)	0.000	0.000
		No.	53	53
	Customer satisfaction	Correlation coefficient	0.637**	1.000
		Next (bilateral)	0.000	0.000
		No.	53	53

We observe in the value table 8 that the significance level according to Kolmogorov-Smirnova is less than 0.05, therefore, there is a positive correlation ($r = 0.637$) between the Organization dimension and customer satisfaction.

5. Discussion

In the present investigation, as a result, the analysis of the results obtained in relation to the object of study described previously in the report was carried out:

With the general objective: Find the existing correlation of process strategies and customer satisfaction, in a private automotive organization Chiclayo; It was determined that in the value table 4 that the significance level according to Kolmogorov-Smirnova is less than 0.05, therefore, it was demonstrated that there was a positive correlation ($r = 0.782$) between the variables Process strategies and customer satisfaction; the same results that are similar to the data from the study by (2022) who, in his investigation, used the instruments such as the survey technique, where it allows collecting testimony from the representation of questions and thereby knowing what the participants think. customers regarding the service of the company at the time of purchase of their spare parts.

On the other hand, a particular difference was found in terms of the methodology used by, according to Bejarano [21] who in his research used an interrogation through inquiry, this was applied virtually, for which telephone contact was made with the client, through the database, where they were asked to participate, to later send the questionnaire via email, using the Google Forms platform.

In both investigations indicated above, in relation to our study work, the effect was reached, that there is an important correlation between the 2 variants, based on customer satisfaction, in addition both were from the Rho-Spearman relationship test, the result is less than 0.05, denoting the rejection of the null hypothesis H_0 .

Next, it was obtained that from the investigations of Dioses and Vega [23] who in their research developed user complacency in the sale of automotive auto parts in the province of Trujillo, seeking to resolve the correlation in inventory diligence with complacency. of consumers in companies in auto parts transactions, the difference with this research work is that in relation to the present work it is the Rho Spearman method but its variable refers to an inventory diligence, which leads to having an analysis logistic either in the orders, arrival of spare parts, the order in the shelves, sampling to verify that everything is consistent both physically and in the company system and our object of study talks about process strategies, which is aimed at to the way of customer service, from the quote to your final purchase with sales receipt. For this research, the questioning was used, another difference in terms of customer satisfaction, since we used the survey to collect information. It was concluded that the determination between the correlation that there is in stock procedures with customer satisfaction, will help to have a better control of the spare parts that are available and thus have less response time with customers, evidencing in the eloquent relationship in a way positive according to the Rho Spearman test.

Regarding the specific objective 1: Establish the relationship between process strategies and customer satisfaction in a private automotive company Chiclayo. Of the total of 53 subjects surveyed, 23, representing 43.4%, consider that the strategies processes are good and customer satisfaction is high; 2 respondents, representing 3.8%, consider that the process strategies are bad and customer satisfaction is

low; while 14 respondents, representing 26.4%, consider that the process strategies are regular and customer satisfaction is average. Likewise, a significant relationship was found between the variables Process strategies and customer satisfaction according to the Rho Spearman test (0.782), establishing the relationship between these variables.

The results obtained are not related to Rivera [13] who in his research carried out in Querétaro (Mexico), had the objective of demonstrating that the summit of a company is the ability to provide added value to customers through the service, for which the survey and interview were used, having as main results that companies only considered customer satisfaction when they had to pass an audit. Taking this comparison into account, we determined that the investigation carried out covers much more than passing an audit because customer service is daily, whether or not they buy a spare part, whether with a ticket, invoice, or some other proof, in addition, having a satisfied guarantee to the company a good image and recommendation to other customers to purchase spare parts.

Regarding objective 2: Identify the correlation between the dimensions of process strategies with customer satisfaction in a private automotive company Chiclayo, a significant correlation was found between the dimensions planning with 0.682 correlation, organization with 0.767 correlation, management with 0.491 correlation and control with 0.637 correlation with the customer satisfaction variable, results obtained according to the Rho Spearman test respectively. Having obtained this information, he told us that the dimensions are essential for good satisfaction, since each of them represents an important role from the perspective of the client, who has a different way of seeing the service and categorizing it according to the service received. This type of indicator found that any type of dimension that leads to a significant correlation with customer satisfaction should not be neglected, since the company is due to its sales and the customer is an important factor to enhance as a company.

Having objective 3: Examine the relationship between process strategies and customer satisfaction levels in a private automotive company Chiclayo. An important contribution was found with the investigation of Reino, et al. [27] and Dioses and Vega [23] where he highlighted the Importance of adopting Corporate Social Responsibility (CSR) practices to increase the level of dedication to the user and create a harmonious environment in the company. Said social responsibility with the client allows us to better understand and be able to give the added value that the product or service needs so that the consumer has the sensation of importance and feels that the organization cares about their well-being, in this way the so-called customer loyalty, increasing that beautiful experience so that it is the same customer who recommends the company, which would be beneficial and would allow us to continue growing in terms of indicators to use to continue with this loyalty and social responsibility.

According to this finding, it was intended to inform the company that it can improve its indicators and strengthen its dimensions to have better customer satisfaction and to be able to reach those users who still do not feel completely satisfied, obtaining better results for the company.

6. Conclusions

Regarding the main objective of establishing the link between process strategies and customer satisfaction within a private automotive organization in Chiclayo, the study revealed a significant correlation (0.782) through Spearman's Rho test, supporting the alternative hypothesis (H1) and rejecting the null hypothesis (H0). However, limitations must be acknowledged. The research's context-specific nature might limit generalizability across industries. Self-reported data and internal process reliance might introduce response bias and measurement error. Future research could enhance validity by using mixed methods and broader samples. Longitudinal studies might capture dynamic relationship trends. Exploring moderating factors like organizational culture could provide deeper insights. The quantitative focus might be enriched by qualitative approaches for comprehensive customer perspectives.

In relation to specific objective 1: establishing the correlation between process strategies and customer satisfaction in a private automotive company in Chiclayo, it was determined that the primary relationship between the variables lay in the information provided during processes and the willingness

of the advisor to meet customer needs by providing comprehensive details such as price, availability, origin, among other aspects related to spare parts. However, it's important to acknowledge certain limitations in this study. Firstly, the research was centered on a single organization and geographical location, which might limit the generalizability of results to other companies or regions. Additionally, the methodology relied on retrospectively collected data, which could introduce memory and perception biases. For future research, expanding the sample to diverse companies and locations is recommended to gain a more comprehensive understanding of the relationships between process strategies and customer satisfaction.

Regarding specific objective 2: identifying the correlation between the dimensions of process strategies and customer satisfaction in a private automotive company in Chiclayo. The relationship results were obtained through the Spearman's Rho test, revealing significant correlations between the dimensions of process strategies such as planning with a correlation of 0.682, organization with a correlation of 0.767, management with a correlation of 0.491, and control with a correlation of 0.637, all with the customer satisfaction variable. These findings led to the adoption of the alternative hypothesis H1 and the rejection of the null hypothesis H0, signifying that these dimensions should be followed or enhanced to achieve an optimal level of customer satisfaction in accordance with the brand standards represented by the company. However, it's important to acknowledge certain limitations in this study. The research was confined to a single organization and specific context, potentially limiting the generalizability of results. Additionally, the reliance on self-reported data could introduce response bias. Future research might consider expanding the scope to multiple organizations and contexts for broader insights into the correlations between process strategy dimensions and customer satisfaction.

With regard to specific objective 3: examine the correlation between process strategies and customer satisfaction levels in a private automotive company Chiclayo. It was analyzed that each variable studied plays an important role in the day-to-day life of the company. company, because the customer service processes help to determine and facilitate the uptake of the service that is intended to be provided to the customer, thus having more fluidity when serving a customer.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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