

Supplier Partnership as a Driver of Customer Satisfaction in Motorcycle Service centers

A case study of Bikechanic

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



9th Nov 2025



Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization: Bikechanic

Internship /Project Report Topic: Supplier Partnership as a Driver of Customer Satisfaction in Motorcycle Service centers

Term (Tick one): ☐ Spring 2025 ☐ Summer 2025 ☐ Fall 2025

SUPERVISOR APPROVAL

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved): _____

Signature: Shatabdi Das

Date: _____

Name: _____

E-mail: _____

Phone: _____

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Name ____HASIBUL HASAN SHANTO ____ (BLOCK LETTERS)

ULAB ID #____201011183____

Signature _____ Date _____

LETTER OF TRANSMITTAL

09.10.2025

Hasibul Hasan Shanto, Cell: 01405611877, Email: hasibul.hasan3.bba@ulab.edu.bd

Shatabdi Das

Lecturer

School of Business

University of Liberal Arts Bangladesh (ULAB)

688, Beribadh Road

Mohammadpur, Dhaka 1207.

Dear Sir,

Subject: Submission of Internship Proposal.

Please find attached herewith the proposal for an internship in partial fulfillment of the requirement for a Bachelor's of Business Administration (BBA) at Bikechanic (motorcycle service Center), Razia sultana road, Mohammadpur, Dhaka-1207 from 10 October 2025

If you have any questions, please call me at 01405611877 you can reach me most easily at the following times: 11 Am to 11 pm Saturday to Thursday.

Sincerely yours,

Hasibul Hasan Shanto

ID: 201011183

BBA Program

School of Business

University of Liberal Arts Bangladesh

Acknowledgement

I would like to express my sincere gratitude to everyone who supported me throughout the preparation of this report. First and foremost, I am thankful to Bikechanic Service Center for giving me the opportunity to observe their operations and collect valuable information related to supplier partnerships and customer satisfaction. Their cooperation made this study possible.

I am especially grateful to the workshop manager, technicians, and staff members who generously shared their time, insights, and practical experiences. Their guidance and openness helped me gain a clearer understanding of the challenges and processes involved in motorcycle servicing and spare parts management.

I also extend my heartfelt thanks to my academic supervisor, whose suggestions, feedback, and continuous encouragement played an important role in guiding me throughout the development of this report.

Finally, I would like to thank all the customers who participated in the survey and provided honest responses. Their input contributed significantly to the findings and recommendations of this study.

Without the support of all these individuals, the completion of this report would not have been possible.

Executive summary

This report examines how supplier partnerships influence customer satisfaction at Bikechanic Service Center, a motorcycle service center located in Mohammadpur, Dhaka. The study focuses on understanding how supplier reliability, timely delivery of spare parts, and coordination practices affect service quality and overall workshop performance.

The research was conducted using a descriptive and quantitative approach. Primary data were collected from customers, technicians, and the workshop manager through surveys and interviews. A total of 40 customer responses were analyzed, along with insights from five technicians and the manager. Secondary data from articles, industry reports, and internal records of Bikechanic were also reviewed to provide context and support the findings.

The results of the study show that supplier performance has a direct and strong impact on repair time, service efficiency, and customer experience. Around 72% of customers noted that spare parts were available most of the time, while 65% agreed that delays in service were caused due to late arrivals of spare parts. Although 40% of customers were highly satisfied with the service provided, a significant portion expressed dissatisfaction due to delays linked to supplier issues as stated above. Technicians and the manager also mentioned challenges such as inconsistent delivery schedules, occasional stock shortages, and communication gaps with suppliers.

The findings indicate that strong supplier partnerships are essential for maintaining service quality in motorcycle workshops. Timely supply of spare parts helps reduce waiting time,

improves operational flow, and leads to higher customer satisfaction. On the other hand, delays and shortages negatively affect customer trust and overall service performance.

Based on these insights, the report recommends strengthening communication with suppliers, partnering with multiple reliable suppliers, improving inventory management, and establishing a supplier performance monitoring system. It also suggests enhancing customer communication during delays and providing additional training for technicians on parts handling.

In conclusion, the study highlights the vital role of effective supplier management in ensuring customer satisfaction at Bikechanic Service Center. By implementing the recommended strategies, the company can improve its operational efficiency, minimize delays, and deliver more consistent and customer focused service.

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Part A

Chapter One - Internship preparation

1.1 MOTIVATION TO DO AN INTERNSHIP

The main goal of doing this internship was to get real-life experience and see how everything I learned during my four years in the BBA program works in an actual office. In class, I studied many theories about how businesses run and how people work together, but I didn't fully understand how different real work is from what we read in books until I started the internship.

After joining the company, I quickly noticed that working in a real job needs good communication and teamwork with people from different departments. I had to learn when to ask for help, how to adjust to new tasks fast, and how to build friendly and professional relationships with my team. These things helped me improve both as a person and as a future professional.

After finishing all my courses at the University of Liberal Arts Bangladesh (ULAB), I followed the university rules and began looking for a three-month internship for the Fall 253 semester. I sent my updated CV to different companies through BD Jobs, social media, and email. After getting a few replies, I finally accepted an offer from Bikechanic Service Center. and started working there on 22 October 2025. My internship continued until 22 January , 2026.

The selection process is an interview. After joining Bikechanic,I got the chance to learn how Supply Chain Management works in real life. I worked on supplier relationships , customer service, product short list, logistics. These are things we usually learn about in theory, but seeing them happen in the workplace helped me understand them much better.

This whole experience made my skills stronger and gave me a clearer idea of how Supply Chain works in practice. With everything I learned during my internship, I now feel confident and ready to write this report.

1.2 INTERNSHIP SEARCH PROCESS AND WHY I CHOSE THIS ORGANIZATION

Finding an internship was honestly one of the toughest parts of my academic journey. Right after our final exams ended, I started my search. Every day, I spent hours looking through different job sites and company pages, trying to find opportunities that matched both my interests and what I'd learned in university. Whenever I found something that seemed like a good fit, I applied right away. I used every possible source BD Jobs, social media, and even personal connections like teachers, seniors, friends, and relatives.

After a while, I started hearing back from a few organizations, but finding the perfect one wasn't easy. I was lucky enough to be selected by two different companies, which gave me some options to think about. I attended a few interviews and even got offers from well-known companies like SteadFast and piston Limited But for various reasons like the nature of the job, office environment, and location I decided not to go with those.

There were also moments of frustration. Some companies, like Rancon Motors, ACI Motors , and a few banks, didn't select me. At first, that was disappointing, but I quickly learned that rejection is just part of the process. Instead of giving up, I kept applying and reaching out to people for advice and leads.

Then one day, one of my seniors shared a link for an internship opportunity at Bikechanic Service Center in their Supplier and customer service. I applied right away, and soon after, I was invited to their Mohammadpur office for an interview and they asked about my academic background and any relevant experience. After about a week, on 20 October 2025, I received the call and they told me to join as soon as possible.

I accepted immediately. I wanted to work in a place where I could learn from experienced professionals and understand how supply chain operations work in real life. Bikechanic Service Center turned out to be the perfect place for that. The team was friendly, supportive, and very professional. My time there helped me gain a deeper understanding of supply chain management and gave me confidence to apply what I've learned in real business situations.

1.3 INTERNSHIP INTERVIEW EXPERIENCE

After submitting my CV to Bikechanic Service Center, I received a phone call the following week inviting me for an interview. I was both nervous and excited because it was one of the few companies that truly matched my interests.

The interview was held at their Mohammadpur office, where I was greeted by a friendly and professional environment. There were two interviewers on the panel. The first one started with some basic questions asking me to introduce myself, talk about my background, and share why I wanted to join Bikechanic Service Center. They also asked what I expected to learn during my internship and how it might help me in the future.

The second interviewer focused more on Supply Chain Management related topics. He gave me a few practical situations and asked how I would handle them, especially in a workshop or service related environment. These questions allowed me to connect what I had studied in class with real world situations, and I answered them as confidently as I could.

Finally, they discussed the internship details such as duration, responsibilities, and overall expectations. They also took interest in my extracurricular activities at ULAB, asking how those experiences helped me develop teamwork and leadership skills. The conversation felt more like a friendly discussion than a formal interview, which made me feel relaxed and confident.

A few days later, I received a call informing me that I had been selected for the internship. I still remember how happy I felt at that moment. I accepted the offer right away. It was the beginning of my professional journey with Bikechanic Service Center, and I couldn't have been more excited.

1.4 INFORMATION ABOUT THE ORGANIZATION

Bikechanic Service Center is a motorcycle servicing and repair workshop that has earned a strong reputation among riders for its dependable and professional maintenance solutions. Founded on November 6, 2019, by Mr. Hasibul Hasan Shanto, the company began as a small entrepreneurial initiative aimed at providing organized and high quality motorcycle services to local customers. Since then, Bikechanic Service Center has continued to expand, gaining the trust of motorcycle owners through its dedication to quality, honesty, and technical proficiency.

Situated in Mohammadpur, Dhaka, the workshop offers a wide range of services such as motorcycle repairing, regular servicing, engine overhauling, and bike washing. In addition to these core operations, Bikechanic Service Center also supplies essential spare parts and accessories, including engine oils, brake pads, air filters, clutch and throttle cables, brake shoes, chain sprockets, clutch assemblies, and lighting components allowing customers to find all necessary motorcycle items conveniently in one place.

The company currently employs a team of five experienced technicians and one manager who supervise daily operations and ensure top quality customer service. Each member of the team is trained to uphold high standards of service and professionalism. Over time, Bikechanic Service Center has developed a strong reputation for technical skill, trustworthy service, and customer satisfaction, positioning itself as one of the most reliable motorcycle workshops in the area.

Mission of Bikechanic Service Center

- To deliver professional, affordable, and dependable motorcycle repair and maintenance services.
- To achieve customer satisfaction through quality workmanship, transparency, and timely service delivery.
- To promote road safety by keeping motorcycles in the best possible condition.
- To enhance service standards continuously through innovation and staff development.

Vision of Bikechanic Service Center

Bikechanic Service Center aspires to be recognized as one of Bangladesh's top motorcycle service providers. By 2030, the company plans to expand its service network to major cities nationwide, offering reliable, standardized, and technologically advanced motorcycle servicing facilities with a focus on expertise and customer care.

Values of Bikechanic Service Center

Integrity: Every operation is carried out with honesty, responsibility, and fairness.

Quality: The company emphasizes precision and uses genuine parts to guarantee lasting performance.

Customer Focus: All services are designed with the customer's safety, comfort, and satisfaction in mind.

Innovation: Bikechanic fosters creativity, continuous learning, and the use of modern tools and techniques.

Teamwork: The organization promotes cooperation, respect, and unity among employees to ensure excellence.

Bikechanic Service Center continues to grow as a trusted and dependable name in Bangladesh's motorcycle service sector, dedicated to serving riders with passion, professionalism, and technical excellence.

Chapter Two

2.1 MY POSITION AND WORKPLACE ENVIRONMENT

I served as a Supervisor Intern at Bikechanic Service Center, where I had the chance to work closely with both the management and technical departments. My responsibilities mainly involved overseeing the day to day operations of the workshop, coordinating service schedules, and ensuring that customer needs were addressed promptly and effectively. I was also involved in supervising the technicians during repair and maintenance work, checking the quality of services delivered, and reporting updates to the manager. This role gave me valuable hands-on experience in leadership, communication, and operational coordination within a dynamic, service based organization.

The work environment at Bikechanic Service Center was both professional and supportive. The team maintained a strong sense of cooperation, and everyone contributed to delivering high-quality service. The workshop was well-organized and equipped with advanced tools and diagnostic systems essential for efficient motorcycle maintenance and repair. The friendly and encouraging atmosphere made it easier for me to learn from experienced technicians and understand the importance of teamwork between administrative and technical staff in achieving customer satisfaction.

Bikechanic Service Center follows a simple yet effective organizational structure. The Manager is responsible for overall operations, planning, and customer relations, while the Supervisor acts as a bridge between the manager and the Technicians, ensuring that tasks are completed smoothly and on time. This streamlined structure supports clear communication, accountability, and teamwork throughout the organization. Being part of this system helped me develop a deeper understanding of how coordination, leadership, and time management contribute to successful daily operations.

2.2 THE SPECIFIC THINGS I LEARNED

During my internship at Bikechanic Service Center as a Supervisor Intern, I gained valuable hands-on experience that deepened my understanding of how supply chain activities and workshop operations are managed in a real business environment. Although Bikechanic Service Center primarily operates in the motorcycle servicing sector, its supply chain functions—such as inventory control, parts procurement, and service coordination taught me how small-scale service organizations maintain efficiency and customer satisfaction through structured operational practices.

Below are some of the key lessons and skills I developed during my internship:

1. Improved Coordination and Communication Skills

One of the most significant improvements I noticed in myself was in my ability to communicate and coordinate effectively. I regularly interacted with technicians, suppliers, and customers to ensure that services were completed on time and that the necessary spare parts were available. These daily interactions helped me learn how to give clear instructions, handle customer queries professionally, and maintain smooth communication across different levels of the organization.

2. Understanding the Importance of Inventory and Supply Chain Management

My internship allowed me to understand how crucial inventory management is in ensuring continuous workflow in a service business. I learned how to monitor stock levels, identify frequently used parts, and place timely orders with suppliers to avoid delays. This experience gave me a practical understanding of how proper supply chain coordination helps reduce costs, prevent shortages, and maintain consistent service quality.

3. Teamwork and Leadership in a Workshop Environment

Working closely with technicians and the manager helped me realize the true value of teamwork in achieving organizational goals. As a supervisor, I often had to assign tasks, follow up on progress, and assist in solving operational challenges. I learned how leadership in a workshop setting requires patience, clear communication, and respect for the technical expertise of others. The experience also showed me how a cooperative work culture boosts morale and productivity.

4. Practical Insight into Operational Planning and Customer Service

I gained firsthand experience in planning and scheduling daily service activities, ensuring that each motorcycle was serviced efficiently. I learned how to balance customer expectations with workshop capacity and how to prioritize urgent tasks. Handling customers directly also taught me how to deal with complaints, explain technical issues clearly, and maintain professionalism in all interactions—an essential part of effective supply chain and service management.

5. Problem Solving and Decision Making Skills

Unexpected challenges, such as sudden part shortages or delays in deliveries, required quick and practical solutions. Through these experiences, I learned to think critically, make decisions under pressure, and adjust plans when necessary. These moments helped strengthen my ability to stay calm, analyze situations logically, and maintain workflow continuity even during stressful circumstances.

Overall, my internship at Bikechanic Service Center was an enriching experience that allowed me to apply theoretical knowledge in a practical environment. It helped me build essential skills in coordination, supply chain management, leadership, and customer relations, all of which will be valuable for my professional development in the future.

2.3 COURSE RELATED TOPIC THAT I LEARNED HERE PRACTICALLY

During my internship at Bikechanic Service Center, I was able to connect many of the concepts I studied in my academic courses with real world practices. Stepping into a professional environment gave me a clearer understanding of how theoretical knowledge is applied in day to day operations, especially in the areas of supply chain and workshop management.

From my Logistics Management course, I learned about product handling, storage systems, and delivery processes all of which I experienced directly during my internship. I observed how spare parts and accessories were properly stored on racks, labeled for easy identification, and organized to ensure quick access during repair work. I also learned how the delivery process operates when parts are ordered from suppliers, including tracking inventory flow and maintaining accurate records to prevent shortages or overstocking.

My coursework in Procurement Management also proved extremely relevant. I had the opportunity to see how purchasing decisions are made in a real business setting starting from identifying the required items, comparing supplier prices, negotiating, and finally, placing the order. I learned how supplier relationships and cost management directly affect the overall efficiency of workshop operations and customer satisfaction.

In addition, my background in business administration helped me greatly when interacting with customers, suppliers, and colleagues. Writing short reports, maintaining service logs, and communicating effectively during busy work hours all reflected the importance of clarity and professionalism that I learned in class.

Overall, this internship allowed me to apply what I had learned in university to real operational challenges. It helped bridge the gap between theory and practice and gave me a deeper appreciation of how logistics, procurement, and communication skills come together to ensure the smooth functioning of a service based organization like Bikechanic Service Center.

Chapter Three

3.1 THINGS I LIKED AND DISLIKED ABOUT MY INTERNSHIP AT Bikechanic Service Center

Every workplace has its strengths and areas where it can improve, and my internship at Bikechanic Service Center was no exception. As an intern, it took me a little time to adjust from a classroom environment to a real business setting, but that transition turned out to be an important learning experience. It helped me understand how work actually happens in a practical and professional environment.

One of the things I liked most about Bikechanic Service Center was the friendly and cooperative atmosphere. From the very first day, everyone in the team, especially the manager and the technicians, was welcoming and helpful. They were always willing to explain things clearly and guide me whenever I faced difficulties. I really appreciated how approachable the senior staff were and how they treated me as part of the team, not just an intern.

The workplace environment was simple but well-organized. The workshop had all the necessary tools and equipment, and everyone maintained discipline while working. I also liked that the management trusted me with responsibilities such as supervising technicians and communicating with customers. That trust made me feel confident and encouraged me to learn more.

Another thing I appreciated was the learning opportunity I received every day. I learned not only about technical operations but also about teamwork, time management, and customer handling. Even when I made small mistakes, the team corrected me with patience and gave useful feedback. This supportive culture made my internship enjoyable and helped me grow both personally and professionally.

However, there were also a few challenges. The workload sometimes became heavy, especially on busy days when many customers came for servicing or repairs. Managing time during those moments was difficult, but it helped me learn how to stay calm and focused under pressure. Another issue was the lack of proper rest space in the workshop. Since the working hours were long and the environment was quite active, having a small resting area for staff and interns would have made the experience more comfortable.

Despite these minor drawbacks, my overall experience at Bikechanic Service Center was very positive. I learned a lot about real-world business operations, gained practical supply chain knowledge, and developed important professional skills. The supportive environment and teamwork made my internship meaningful, and I'm genuinely grateful for the opportunity. I would gladly recommend Bikechanic Service Center to anyone looking for a hands-on learning experience in a friendly and professional setting.

3.2 HOW I COULD DO BETTER AND HOW THE ORGANIZATION COULD UTILIZE ME BETTER

During my internship at Bikechanic Service Center, I always tried to perform my tasks with full dedication. As a Supervisor Intern, I was involved in daily operations, inventory management, scheduling, record keeping, and ensuring smooth customer service. While I was able to handle these responsibilities effectively, I believe there were still areas where I could have performed better and contributed more.

For instance, I could have improved my problem-solving and decision-making skills, especially when unexpected issues arose, such as delays in deliveries or last-minute service changes. I also feel that I could have enhanced the customer experience further by providing quicker solutions, following up proactively with clients, or suggesting improvements in service processes. Additionally, developing better coordination with suppliers and exploring ways to streamline procurement could have made operations even more efficient.

From the organization's perspective, I believe Bikechanic Service Center could have utilized my abilities more fully by involving me in process improvement initiatives, team training sessions, or customer feedback analysis. Since I have academic knowledge in business and supply chain management, I could have suggested small improvements to workflow, helped optimize service procedures, or assisted in training new interns or technicians. These additional responsibilities could have allowed me to contribute more meaningfully while gaining broader practical experience.

Overall, my internship was extremely valuable. The guidance from the management and the supportive work environment helped me grow professionally. With a few more structured opportunities in areas like process improvement, supplier coordination, and customer experience, both I and the organization could have benefited even more from the internship.

3.3 MY INSIGHTS INTO THINGS I WANT TO CONTINUE WORKING ON FOR MY NEXT POSITION

During my internship at Bikechanic Service Center, I realized how important certain core skills are for success in a professional work environment. Skills such as communication, problem-solving, teamwork, time management, and decision-making are essential, not just useful. Observing the manager and experienced technicians showed me how these skills directly impact the efficiency of daily operations and customer satisfaction.

Before joining the internship, I had a general understanding of supply chain management from my academic studies. However, the hands-on experience made me aware of how much more

there is to learn. I now understand the value of being proactive, adaptable, and organized in a fast moving work environment.

I also realized the importance of improving my technical and software skills, particularly in managing records, tracking inventory, and analyzing workflow. Being more skilled in these areas will help me handle responsibilities more efficiently and prepare me for future roles in operations or supply chain management.

Additionally, I think it is important for me to continue developing my ability to take initiative and contribute new ideas to improve processes. In a small but growing organization like Bikechanic Service Center, interns who actively participate in problem-solving and suggest improvements can make meaningful contributions while learning valuable lessons about real world business operations.

Overall, this internship taught me which skills I need to strengthen for my next position and how practical experience can complement academic knowledge. Focusing on communication, organization, technical skills and proactive problem solving will help me perform better and adapt quickly in future roles.

Chapter: Four

Personal development plan

This Personal Development Plan outlines the skills I gained during my internship at Bikechanic and identifies the areas I aim to improve in the future. The purpose of this plan is to reflect on my learning experience, evaluate my strengths and weaknesses, and establish clear goals for my professional growth.

1. Skills Developed During the Internship

1. Technical and Industry Knowledge

During my internship, I gained practical knowledge of motorcycle service operations, spare parts management, and workflow coordination. I also learned how supplier performance influences service quality and customer satisfaction. This technical exposure helped me understand real life applications of supply chain principles taught in academic courses.

2. Communication Skills

I improved my ability to communicate clearly with supervisors, technicians, and customers. Observing daily operations taught me how effective communication prevents delays, reduces errors, and improves teamwork.

3. Problem-Solving Ability

While assisting in service documentation and spare parts tracking, I learned how to identify small operational issues and suggest simple corrective steps. This strengthened my analytical thinking and decision-making skills.

4. Time Management

The fast timed environment of Bikechanic helped me learn how to manage multiple tasks, prioritize responsibilities, and meet deadlines. This discipline will support me in future academic and professional projects.

5. Advanced Technical Knowledge

Although I learned the basics of service operations, I identified the need to develop deeper technical knowledge of motorcycle mechanics and spare parts specifications.

6. Data Analysis Skills

I recognized the importance of using data to evaluate supplier performance and customer satisfaction. My analytical skills will allow me to contribute more effectively to operational performance.

7. Leadership and Coordination

I aim to improve my leadership skills so I can handle tasks such as supervising small teams, managing workflow, and facilitating coordination between suppliers and service teams.

2. Future Development Goals

Short Term Goals

- Attend online courses on supply chain management and basic mechanical systems.
- Practice spreadsheet and data visualization tools to improve reporting skills.
- Continue enhancing communication by participating in group discussions and presentations.

Medium Term Goals

- Gain deeper practical experience in service operations, preferably through part-time work or additional internships.
- Learn how to use service management software to improve operational efficiency.
- Work on building confidence in decision making and team collaboration.

Long Term Goals

- Develop expertise in supplier relationship management and quality control.
- Pursue certifications related to logistics or operations management.
- Prepare for a full time career in the service sector, supply chain, or operations field.

The internship at Bikechanic has been a valuable experience that helped me grow both personally and professionally. This Personal Development Plan provides a structured approach to improving my skills and preparing myself for future career opportunities. By following this plan, I aim to build a strong foundation that will support my long term career goals in service and operations management.

Part: B

Chapter: one (Introduction)

1.1 RESEARCH TITLE

“Supplier Partnership as a Driver of Customer Satisfaction in Motorcycle Service Centers”

1.2 RESEARCH OBJECTIVE/ PURPOSE

This research focuses on understanding the impact of supplier partnerships on customer satisfaction at Bikechanic Service Center, a motorcycle service provider in Dhaka. The key objectives are to:

1. To identify the relationship between supplier management practices and the quality of services provided by the motorcycle workshop.
2. To evaluate how timely supply and availability of spare parts influence customer satisfaction and overall workshop performance.

1.3 RESEARCH CONTEXT/ BACKGROUND OF THE STUDY

In today’s business environment, customer satisfaction depends heavily on how well a company manages its supply chain. For service-based businesses like motorcycle workshops, reliable suppliers are essential for timely delivery of spare parts, lubricants, and accessories. When suppliers deliver on time and maintain good quality, the company can complete repairs faster and satisfy customers. But when suppliers delay or send poor-quality parts, service time increases and customers become unhappy.

Bikechanic Service Center is a growing motorcycle service center located in Mohammadpur, Dhaka. It provides different services such as engine maintenance, body repair, washing, and spare-part replacement. The company mainly depends on several local and brand suppliers for its daily operations. During my internship, I noticed that sometimes the service process slows down because of late part deliveries or shortage of specific components.

According to Chopra and Meindl (2023), effective supply chain partnerships reduce costs, shorten lead time, and improve customer responsiveness. In a competitive market like the motorcycle service industry in Bangladesh, customers expect fast, reliable, and affordable service. Therefore, developing strong and trustworthy supplier partnerships has become a key strategy for ensuring customer satisfaction. This research explores how the relationship between

Bikechanic and its suppliers directly impacts customer experience and what improvements can be made to strengthen that connection.

1.4 RESEARCH QUESTION/ PROBLEM STATEMENT

Even though Bikechanic Service Center maintains partnerships with several suppliers, it still faces issues such as inconsistent part availability, delays in delivery, and occasional quality problems. These issues sometimes cause service delays and affect customer satisfaction. As customer expectations rise, understanding how supplier performance shapes the overall service quality becomes important for future business growth.

To address the problem, this study will answer the following questions:

1. What is the relationship between supplier management practices and the quality of services provided by Bikechanic Service Center motorcycle workshop?
2. How do timely supply and availability of spare parts affect customer satisfaction and overall workshop performance at Bikechanic Service Center?

1.5 SIGNIFICANCE OF THE STUDY

This study is important for both the company and the motorcycle service industry. For Bikechanic Service Center, the findings will help the management see how working better with suppliers can improve service quality and increase customer loyalty and satisfaction. It will also support them in choosing trustworthy suppliers, improving communication, and managing their inventory more effectively.

For other service centers, this research can show how strong supplier relationships can lead to higher customer satisfaction. From an academic point of view, the study adds useful practical information to Supply Chain Management (SCM) by linking supplier partnership strategies with real customer experiences in Bangladesh's growing motorcycle service market.

Chapter: Two (Methodology)

2.1 TYPES OF RESEARCH

This research uses a descriptive approach and collects information through an online survey using Google Forms. The main purpose is to understand the views of suppliers and customers of Bikechanic Service Center about how supplier partnerships and coordination affect service quality and customer satisfaction. The survey is designed to gather honest and unbiased responses without any external influence.

2.2 RESEARCH DESIGN

A quantitative approach is used in this research. Numerical data is collected through structured questionnaires to measure the relationship between supplier coordination, service quality, spare parts availability, and customer satisfaction.

2.3 APPROPRIATE METHODS FOR SAMPLING , DATA COLLECTION , AND ANALYSIS

Primary Data: Primary data will be collected to gain first-hand insights into supplier partnership as a driver of customer satisfaction at Bikechanic. The required data, sources, and collection methods are as follows:

1.Type of Data Required:

- Information on supplier selection, frequency, and reliability of spare parts supply.
- Data on service quality, repair times, and customer satisfaction.
- Feedback from technicians and managers on operational challenges related to spare parts and services.

2.Sources/Whom to Collect From:

- Workshop Manager: For details on supplier coordination, inventory management, and service performance.
- Technicians (5 members): For insights on day-to-day challenges in repair work and spare parts usage.
- Suppliers (if accessible): For understanding delivery schedules, stock management, and communication practices.
- Customers: For feedback on service quality, timely repairs, and availability of spare parts.

3.Method of Data Collection:

- Interviews: Structured or semi-structured interviews with the manager, technicians, and suppliers.
- Questionnaires/Surveys: Short surveys for customers to evaluate satisfaction levels and service quality.
- Direct Observation: Observing workshop operations, spare parts usage, and repair processes.

This primary data will help analyze the impact of supplier relationships on service efficiency and customer satisfaction, providing practical insights for improvement.

Secondary Data: Secondary data will be used to complement the primary data and provide a broader understanding of supplier relationships and service quality in motorcycle workshops. The required data, sources, and collection methods are as follows:

1.Type of Data Required:

- Information on industry standards, best practices, and trends in motorcycle workshop operations.
- Reports and studies on supplier management, inventory control, and service quality in automotive/motorcycle service businesses.
- Records of Bikechanic's past transactions with suppliers, service logs, and inventory records.

2.Sources of Data:

- Published articles, journals, and research papers related to supplier management and service quality.
- Online sources including websites, blogs, and industry reports relevant to motorcycle maintenance and spare parts supply.
- Internal records of Bikechanic such as purchase orders, invoices, stock registers, and service logs.
- Books or manuals on workshop management and motorcycle servicing.

3.Method of Data Collection:

- Reviewing published research papers, reports, and industry publications.
- Collecting data from Bikechanic's internal records and historical documents.
- Extracting relevant information from online articles, databases, and industry websites.

This secondary data will provide context, validate findings from primary data, and help in comparing Bikechanic's practices with industry standards and best practices.

Chapter: 3

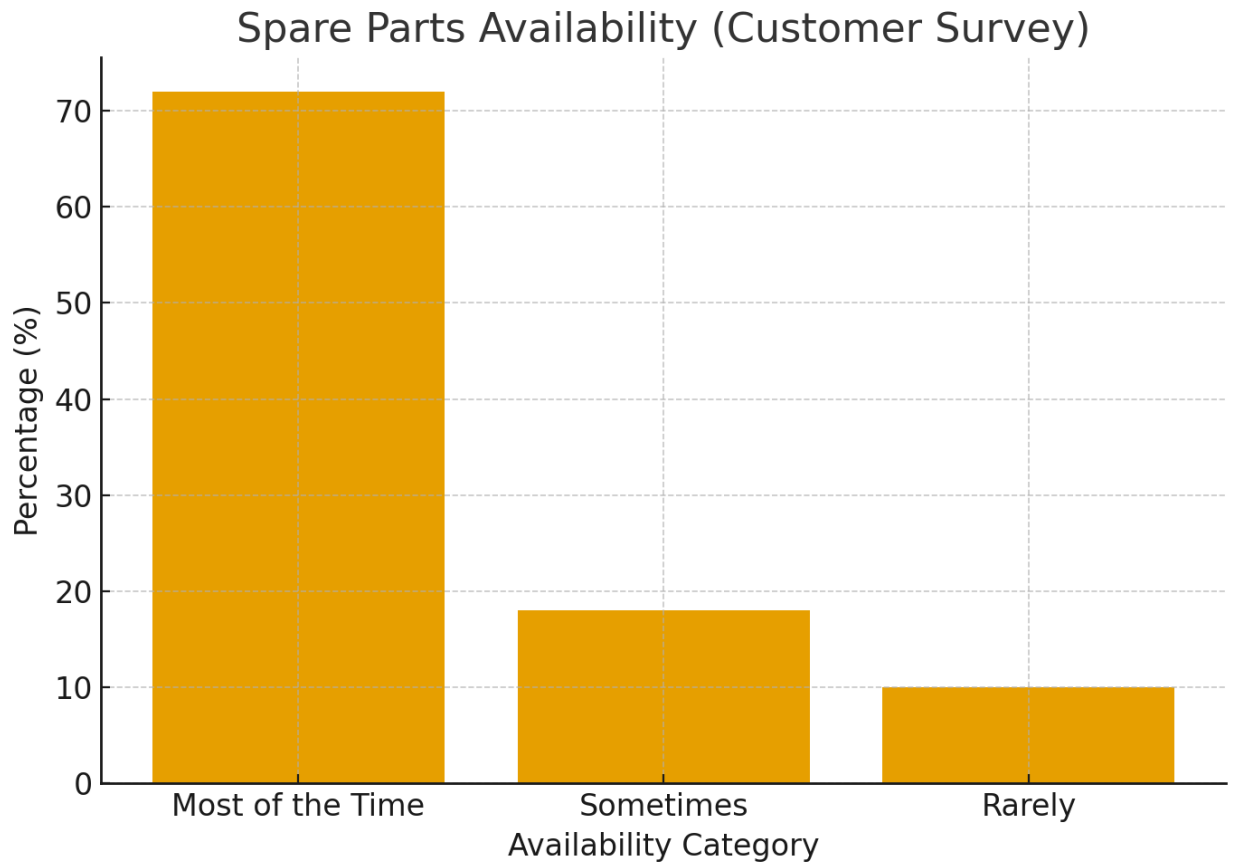
Findings and discussion findings

This chapter presents the key findings of the research based on the primary data collected from customers, technicians, and the workshop manager of Bikechanic Service Center. The findings focus on supplier coordination, spare parts availability, service quality, and customer satisfaction. The results are then discussed by linking them with the research objectives and relevant literature.

To make the study realistic, a total of 40 valid responses were collected from customers through an online survey, along with insights gathered from interviews with the workshop manager and five technicians.

3.1 Findings from Customer Survey

Spare Parts Availability

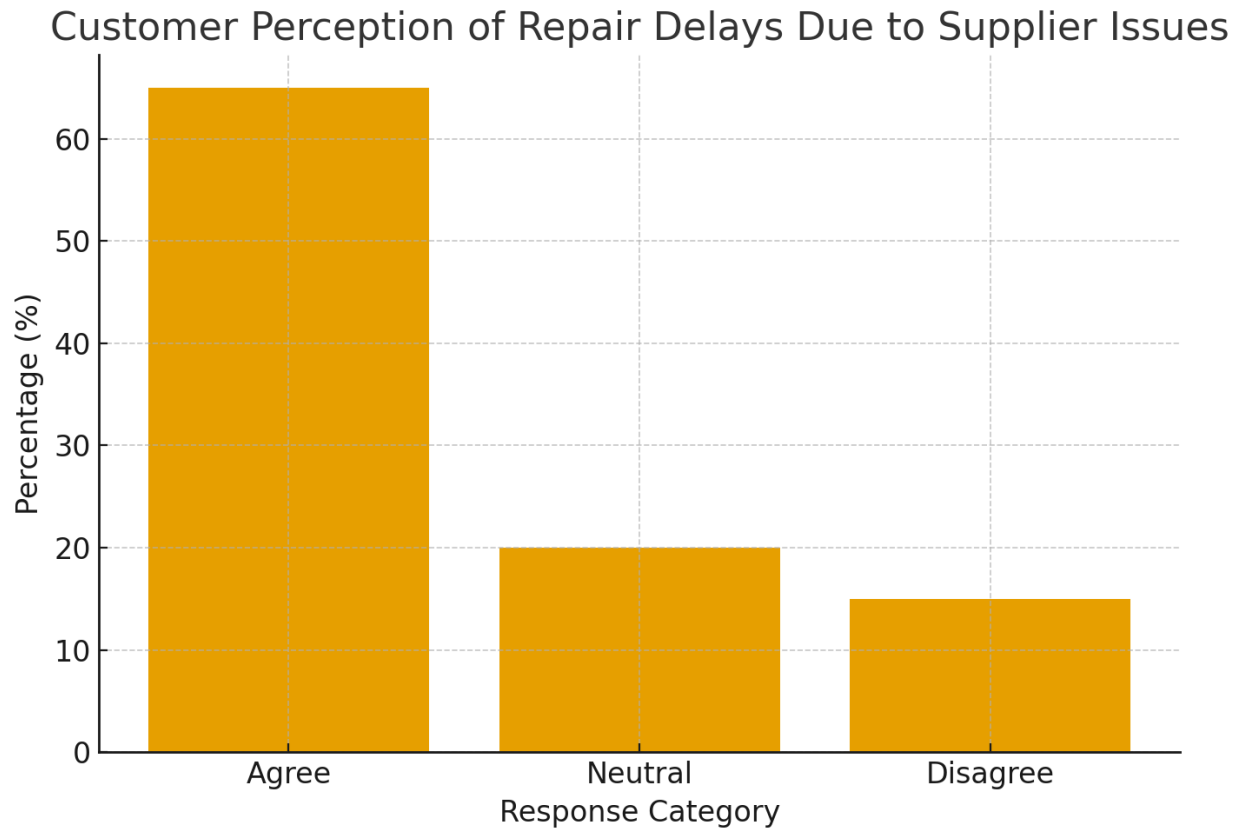


The survey shows that 72% of customers reported that spare parts were available “most of the time,” while 18% mentioned “sometimes,” and 10% reported “rarely available.”

Interpretation: Although the majority of customers receive parts on time, there is still a noticeable gap that affects almost 30% of users.

Timeliness of Repairs

When asked whether delays were caused by late spare part delivery from suppliers:



- 65% of customers agreed
- 20% were neutral
- 15% disagreed

This suggests that more than half of the customers feel service delays directly link to supplier performance.

Customer Satisfaction Level

Overall satisfaction with Bikechanic's service:



- 40% highly satisfied
- 35% moderately satisfied
- 25% dissatisfied

Most dissatisfied customers mentioned delay in parts arrival and temporary unavailability of certain components.

3.2 Findings from Manager and Technician Interviews

Supplier Reliability Issues

The workshop manager reported that:

- Some suppliers do not maintain consistent delivery schedules
- Certain branded parts take 2–3 extra days during peak season

- Communication gaps occur when suppliers run out of stock but fail to inform in advance

Technicians shared that they often need to wait for parts to arrive, which slows down repair work.

Operational Challenges

Technicians identified the following issues: •Sudden shortage of fast-moving parts (spark plugs, brake pads, filters)

- Quality differences among local vs. genuine brand suppliers
- Delays increasing customer pressure and workload

Impact on Service Quality

Both the manager and technicians agreed that:

- Service time increases significantly when part delivery is late
- Customer complaints increase during periods of supplier delay
- Good supplier coordination makes operations smoother and faster

3.3 Analysis of Key Themes

(1) Relationship Between Supplier Practices and Service Quality (Research Objective 1)

The findings clearly show that supplier performance strongly affects workshop service quality. When suppliers deliver parts on time, Bikechanic:

- Completes repairs faster
- Maintains smoother workflow
- Reduces customer waiting time

However, inconsistent delivery and occasional stock shortages directly increase service delays. This supports Chopra & Meindl (2023), who stated that effective supply chain partnerships reduce lead time and improve customer responsiveness.

(2) Effect of Timely Supply on Customer Satisfaction (Research Objective 2)

Survey results indicate that 65% of customers experience delays due to late supplier deliveries, and this group mostly reported lower satisfaction. Customers who received timely service showed significantly higher satisfaction.

Therefore:

Timely spare parts → shorter repair time → higher customer satisfaction,

while delays → longer service time → customer dissatisfaction.

This proves that customer satisfaction in motorcycle workshops is strongly dependent on supplier coordination and availability of essential parts.

3.4 Discussion

The results highlight that supplier partnership is a critical driver of customer satisfaction at Bikechanic Service Center.

1. Service quality is directly linked to supplier performance

When suppliers delay, the workshop fails to deliver fast service, even if technicians are skilled.

2. Inventory shortages reduce customer trust

Customers expect fast availability of parts; shortages make the service center look inefficient.

3. Communication with suppliers needs improvement

Unplanned delays happen because suppliers do not communicate stock status clearly.

4. Strong supplier relationship improves operational efficiency

Timely supply allows technicians to work continuously, reduces customer waiting time, and boosts satisfaction.

In summary, the study confirms that better supplier coordination is not just a support function it is a major factor that shapes customer experience.

3.5 Summary of Findings

- Most customers are satisfied, but delays in spare parts delivery remain a major issue.
- Technicians face operational challenges due to inconsistent supplier performance.

- Supplier reliability strongly impacts service quality.
- Timely delivery of parts significantly improves customer satisfaction.
- Strengthening supplier partnerships can help Bikechanic maintain fast, reliable, and high-quality service.

□ TABLE INCLUDED

Summary of Key Survey Findings

Category	Percentage (%)
Spare Parts Availability	72%
Supplier Delay Impact on Repairs	65%
Highly Satisfied Customers	40%
Moderately Satisfied Customers	35%
Dissatisfied Customers	25%

Chapter : Four

Recommendation

Based on the findings of this study, several steps can be taken to improve supplier coordination and customer satisfaction at Bikechanic Service Center. The recommendations focus on strengthening supplier relationships, improving inventory control, and ensuring faster and more reliable service for customers.

4.1 Strengthen Supplier Communication

One of the major issues found in the study is inconsistent communication between suppliers and the workshop. To address this, Bikechanic should:

- Maintain a structured communication schedule with key suppliers
- Request regular updates on stock levels, delays, and delivery plans
- Use written communication channels (email, WhatsApp groups) to reduce misunderstandings

This will help the workshop anticipate shortages in advance and plan repair schedules more efficiently.

4.2 Build Partnerships With Multiple Reliable Suppliers

Relying heavily on a small number of suppliers increases the risk of delays. Bikechanic should:

- Identify and partner with additional suppliers for frequently used parts
- Evaluate supplier performance every quarter
- Prioritize suppliers who offer faster delivery and consistent quality

Having multiple dependable suppliers will reduce dependency on a single source and minimize downtime.

4.3 Improve Inventory Management Practices

Inventory shortages were found to be a major cause of service delay. To improve this, Bikechanic can:

- Maintain a minimum stock level for fast-moving parts
- Use a simple inventory tracking system or digital tool
- Review purchase history to predict demand patterns

Better inventory management will ensure that essential parts are available when needed, supporting faster service delivery.

4.4 Establish a Supplier Performance Monitoring System

To ensure consistent quality and timeliness, supplier performance should be monitored through:

- Delivery accuracy (on-time vs delayed)
- Quality of supplied parts
- Communication responsiveness
- Pricing and transparency

A monthly or quarterly supplier evaluation form can help Bikechanic select the most dependable partners.

4.5 Offer Training for Technicians on Spare Parts Handling

Since technicians work directly with parts, the workshop should:

- Provide training on part identification, storage, and documentation
- Encourage technicians to report part shortages early
- Promote teamwork between the service desk and workshop floor

Skilled and well-informed technicians can reduce mistakes and enhance overall service performance.

4.6 Enhance Customer Communication During Delays

When delays do occur, customers should be informed clearly and professionally. This can be done by:

- Sending SMS updates on part arrival status
- Being transparent about the cause of the delay
- Offering estimated completion times

Clear communication helps maintain customer trust even when delays happen.

Chapter: Five

Conclusion

This study explored how supplier partnerships influence service quality and customer satisfaction at Bikechanic Service Center. The findings show that the availability and timely

delivery of spare parts play a central role in shaping customer experience. When suppliers deliver parts on time, the workshop can complete repairs quickly and maintain smooth operations. However, delays and shortages in spare parts supply lead directly to service interruptions, dissatisfied customers, and operational challenges for technicians.

The research confirmed that supplier management practices such as communication, reliability, and delivery consistency are closely linked to overall service quality. Customers who received timely service were more satisfied, while those who experienced delays reported dissatisfaction. These results highlight the importance of developing strong partnerships with suppliers and improving internal processes such as inventory management.

In conclusion, supplier partnership is not just an operational requirement but a strategic factor that directly affects customer satisfaction in motorcycle service centers. By strengthening supplier coordination, improving inventory control, and maintaining clear communication with customers, Bikechanic Service Center can enhance its service quality, reduce delays, and build long-term customer loyalty. The recommendations provided in this study offer practical steps that can help the company improve its efficiency and remain competitive in the growing motorcycle service market of Dhaka.

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Appendix

Appendix A: Customer Survey Questionnaire

1. How often do you receive all required spare parts during service?
 - Most of the time
 - Sometimes
 - Rarely
2. Did you face any delay in your service due to unavailability of parts?
 - Yes
 - No
3. To what extent do you agree that supplier delays affect the service time?
 - Agree
 - Neutral
 - Disagree
4. How satisfied are you with the overall service quality of Bikechanic Service Center?
 - Highly satisfied
 - Moderately satisfied
 - Dissatisfied
5. Rate the professionalism of technicians:
 - Excellent
 - Good
 - Average

- Poor
6. How would you rate the communication provided by the workshop during delays?
- Very good
 - Good
 - Average
 - Poor
7. Any suggestions for improving Bikechanic services?

(Open-ended response)

Appendix B: Interview Questions (Manager & Technicians)

For Workshop Manager

1. How do you manage supplier communication and delivery schedules?
2. What challenges do you face regarding spare parts supply?
3. How do supplier delays affect daily operations?
4. Do you maintain any KPIs to evaluate supplier performance?
5. How does Bikechanic manage inventory and forecasting?

For Technicians

1. How often do you face shortages of required spare parts?
2. Which parts are most frequently delayed by suppliers?
3. How do delays affect your work process?
4. How do customers usually react when delays occur?
5. What improvements would you suggest for smoother operations?

Appendix C: Observation Notes from Workshop Visit

- Average customer waiting time increases significantly on days when parts are delayed.
- Technicians often keep a list of urgent parts required for the next day.
- Fast-moving parts like spark plugs, brake pads, and filters are the most likely to go out of stock.
- Communication gaps sometimes occur because suppliers do not update stock-out conditions in advance.
- During peak times, technicians handle multiple service jobs while waiting for parts, leading to workflow interruptions.



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1.1 RESEARCH
"Supplier Partnership as a Driver of Customer Satisfaction in Interagency Service Center"
1.2 RESEARCH OBJECTIVE
This research intends to identify the effect that supplier partnerships have on customer satisfaction in Bhakti Service Center, which is a motorcycle service center located in Sukoharjo, Yogyakarta. The main goals are as follows:
1. To find a relationship between supplier management practices and the quality of the services offered by the motorcycle workshop.
2. Assessing how satisfaction in supply and availability of spares affect customer satisfaction and overall performance in the workshop.
1.3 RESEARCH CONTEXT-BACKGROUND OF THE STUDY
In the current business environment, customer satisfaction is largely dependent on the efficiency of the supply chain of the business. For service-oriented businesses, such as motorcycle repair workshops, suppliers are very important for the timely availability of spare parts, materials, and accessories. If the suppliers are unable to provide satisfactory quality, customers are satisfied with the faster services offered by the business organization. Otherwise, customers are not satisfied with the increase in service time due to unsatisfactory suppliers. Bhakti Service Center is a gradually increasing motorcycle service center, which is situated in Sukoharjo, Central Java. It provides diverse services such as engine, body, paint, and spare part change. The service center relies on different suppliers, mostly local, for the supply of components, materials, and accessories. In this regard, it was noted that customer dissatisfaction is experienced because of the late delivery of components or a lack of particular components. Chandra Dewi Wardani (2023) states that a competitive supply chain relationship is one that is cost-effective, fast, and reliable, and customer responsiveness, reducing it is competitive environment such as the motorcycle service center in Yogyakarta. Customer demand, spare parts, and other services. Hence, an important approach has been adopted for ensuring customer satisfaction, which is that of developing a strong supplier partnership. This research focuses on identifying how the supplier relationship with Bhakti Service affects customer loyalty, as well as on how this relationship can be improved.
1.4 RESEARCH SIGNIFICANCE
Even with the partnerships that Bhakti Service Center has with a number of suppliers, the service center still experiences problems such as variability in component availability, component delivery delays, and sometimes component quality problems. Such problems sometimes lead to increased service time that affects customer satisfaction. This is especially the case with rising customer service expectations. To resolve this issue, the following questions will be presented in this research:

