



## Customer Satisfaction Towards Telecommunication Service Provider - A Study on Reliance JIO

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### ABSTRACT

The purpose of the study is to analyze the customer satisfaction towards services provided by JIO Telecommunication service provider. The study is aimed at examining the determinants of customer satisfaction. Data has been collected from 100 respondents from the states of Telangana and Andhra Pradesh. SPSS 20 has been used for analyzing the data. The results of the study showed that majority of the respondents are satisfied with the services provided by JIO. The gender wise analysis of customer satisfaction concluded that there is no difference in the opinion of male and female respondents on the satisfaction level towards the services provided by the JIO telecommunication services provider.

**Keywords--** Service, Satisfaction, Telecommunication, Opinion, Customer

growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG).

According to a report by leading research firm Market Research Store, the Indian telecommunication services market will likely grow by 10.3 per cent year-on-year to reach US\$ 103.9 billion by 2020. According to the Ericsson Mobility Report India, Smartphone subscriptions in India is expected to increase four-fold to 810 million users by 2021, while the total Smartphone traffic is expected to grow seventeen-fold to 4.2 Exabyte's (EB) per month by 2021.

According to a study by GSMA, smart phones are expected to account for two out of every three mobile connections globally by 2020 making India the fourth largest Smartphone market. India is expected to lead in the growth of Smartphone adoption globally with an estimated net addition of 350 million by year 2020. Total number of Smartphone shipments in India stood at 25.8 million units in the quarter ending December 2016, and Smartphone shipments during 2016 stood at 109.1 million units, up by 5.2 per cent year-on-year. Broadband services user-base in India is expected to grow to 250 million connections by 2017.

### I. INTRODUCTION

Customer satisfaction is defined as a customer's overall evaluation of the performance of an offering till date (Johnson and Fornell 1991). Customer satisfaction is a term that has received much attention and interest among scholars and practitioners perhaps because of its importance as a key element of business strategy and goal for all business activities especially in today's competitive market (Anderson et al, 1994). According to these studies satisfaction is viewed as an "overall evaluation based on the total purchase and consumption experience with a good or service over time (Anderson et al. 1994)." "Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's performance (outcome) in relation to his or her expectation" (Kotler and Kevin 2006).

### II. TELECOMMUNICATION INDUSTRY IN INDIA

India is currently the world's second-largest telecommunications market and has registered strong

### III. COMPANY PROFILE OF JIO

In June 2010, Reliance Industries bought a 96% stake in Infotel Broadband Services Limited (IBSL) for ₹4,800cr. Although unlisted, IBSL was the only firm to win broadband spectrum in all 22 zones in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013. The services were first beta-launched to Jio's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries and later services were

commercially launched on 5 September 2016. This service was first launched with a trial version i.e., free voice calls, messages, 4G internet from 5<sup>th</sup> September 2016 to 31<sup>st</sup> December 2016. And later JIO has extended its services from 1<sup>st</sup> January 2017 to 31<sup>st</sup> march 2017 as happy new year offer with free messages, voice calls and 1GB 4G data every day.

#### IV. LITERATURE REVIEW

Many studies pertaining to the customer satisfaction with telecommunication service provider has been reviewed. Few of the studies are mentioned below.

**Debarun Chakraborty** studied the customer satisfaction and expectation towards a telecommunication company in West Bengal. The results of the study revealed that the dimensions that influence the satisfaction level of customer's are: Core services (like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.

The study conducted by **R.C.S. Rajpurohit and M.L. Vasita** on Consumer preferences and satisfaction towards various mobile phone service providers, with an objectives to study the consumers' satisfaction level towards various services offered by mobile phone service providers. The study revealed that consumers prefer a particular telecommunication service provider on the basis of call tariffs, network coverage and value added services.

**Ashutosh Mishra** et.al conducted a Comparative study on major telecom service providers in India. The objective of the study is to understand the attitude of people towards various telecom services in India. The study found that Airtel outdoes its rest of the competitors in the case of all the three business matrices used which are Net Sales, Profit after Tax Reduction and Market capitalization. Also the level of satisfaction of the customers of Airtel is higher than that of other customers.

**Kobra Veisi and Muralidhar** studied the customer satisfaction with reference to mobile service providers in Hyderabad . The main objective of the study is to compare the satisfaction levels of customers and to identify the hindering and facilitating factors associated with satisfaction. The study found that customer satisfaction is assessed based on independent dimensions, namely Tangibility, Reliability, Responsiveness, Assurance, Empathy, CSI and IPV.

**Gaurav Vats** conducted a study to understand the Customer Satisfaction towards Cellular Operators, also to investigate the effect of service quality and network quality on customer satisfaction and the customer preference towards cellular operators. The findings of the study revealed that most of the respondents in the sample have been found to be using

the services of Airtel and Vodafone. The trend is followed by BSNL, Idea, Reliance, Tata Docomo, Aircel.

The study also found that customers are not satisfied with responsiveness and should try to improve the network quality. Call clarity and price are two variables that impacts customer satisfaction.

#### V. OBJECTIVES OF THE STUDY

The main objective of the study is to know the customer satisfaction level with the services provided by JIO telecommunication service provider. Also to analyze the determinants of customer satisfaction. Also to analyze satisfaction level of male and female customers.

#### VI. METHODOLOGY

The main source of data for the study is Primary Data . Although secondary data is used to supplement the primary data. Secondary data was collected from journals, magazines, relevant research articles on customer satisfaction, article, thesis etc. Primary data was gathered from customers of JIO by preparing a structured questionnaire. Convenience Sampling method is used to collect the data from the respondents. Structured questionnaire is prepared which consists of the statements related to various aspects of services provided by JIO such as messages, voice calls, 4G internet etc.

The sample size is of 100 respondents from the states of Telangana and Andhra Pradesh mainly from the cities of Warangal, Kazipet, Hanamkonda, Hyderabad, Vishakhapatnam and Guntur.

For analyzing the data SPSS 20 is used, various statistical tools such as mean, standard deviation, frequency, independent sample t test are applied to analyze the collected data.

#### VII. DATA ANALYSIS AND INTERPRATATION

The profile of the respondents based on Gender, Age, Educational Qualifications and Occupation are presented in Table -1.

**Table-1**  
**Distribution of Respondents based on Gender, Age, Educational Qualifications and Occupation**

S.no	Particulars	Frequency	Percentage
1.	<b>Gender</b>		
	Male	61	61%
	Female	39	39%
2.	<b>Age in Years</b>		
	15 - 25	81	81%
	26 - 35	14	14%
	36 - 45	3	3%
	46 - 60	2	2%

3.	<b>Educational Qualification</b>		
	Intermediate	5	5%
	Graduate	50	50%
	Post graduate	44	44%
	Other	1	1%
4.	<b>Occupation</b>		
	Student	72	72%
	Employee	20	20%
	Self Employed	4	4%
	Others	4	4%

The gender of the customer is an important variable which is likely to influence the level of customer satisfaction, customers likelihood towards a product may change with respect to the gender. Majority of the respondents are Male customers contributing to 61% whereas Female customers contribute to 39% of total respondents.

The age group of the customers plays an important role on the level of satisfaction. The level of customer satisfaction may tend to vary with the variation in the age of the customer. Majority of the respondents are in the age group of 15 to 25 years contributing to 81% of the total respondents.

Education level of the customers is another important factor that determines awareness, preferences and level of customer satisfaction. It is also believed that the level of awareness differs based on the level of education of the customer which influences the level of customer satisfaction. From the data in the table shows that majority of the respondents are Graduates contributing to 50% followed by Post graduate contributing to 44%.

Occupation wise classification shows that majority of the respondents are students contributing to 72%, followed by 20% of employees.

In order to understand the customer satisfaction towards JIO telecommunication service provider, battery of statements related to the services of telecommunication service provider were asked to the respondents. The responses were analysed using Likert Five point scale with Highly Satisfied, Satisfied, Neutral, Not satisfied, Highly not satisfied.

The responses for each variables that determines customer satisfaction are analyzed in Table – 2. With regard to customer satisfaction towards Internet services majority of the respondents contributing to 88% of the total respondents are satisfied. 66% of the respondents are satisfied with the call clarity followed by 26% who are neutral in their opinion with regard to call clarity. In terms of SMS facility 71% of the total respondents are satisfied. 57% of the respondents expressed their satisfaction with signal. With regard to customer care services provided by JIO only 41% of respondents expressed that they are satisfied, whereas 48% of respondents are neutral in their opinion with regard to customer care services.

With regard to the roaming facility 67% of the respondents are satisfied. The respondents were asked to rate the overall satisfaction with the services

provided by the JIO service provider 87% of the total respondents expressed their satisfaction with the services. Overall it can be concluded from the the data presented in the above table that majority of the total respondents are satisfied with the services provided by JIO.

Having discussed about the individual dimension of customer satisfaction, an attempt is made to compare these dimensions with the help of mean and standard deviation of each dimension of customer satisfaction. The data relating to mean and standard deviation is presented in Table-3.

**Table 2**  
**Customer Satisfaction- Overall Analysis**

S n	Particular s	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1	Satisfaction towards Internet Services provide by JIO	50	38	9	3	0
2	Satisfaction towards Call clarity	24	42	26	5	3
3	Satisfaction towards SMS services	33	38	22	5	2
4	Satisfaction towards availability of Signal	19	38	38	4	1
5	Satisfaction towards Customer care Services	15	26	48	9	2
6	Satisfaction with roaming	26	41	30	3	0
7	Overall satisfaction with JIO services	83	4	13	0	0

The data reveals that mean value of the customer satisfaction of the respondents is ranging between 1.30 to 2.57. The standard deviation is ranging between 0.69 to 0.97. More variability in the opinion of the respondents is noticed in the dimension satisfaction with regard to call clarity and satisfaction with regard to SMS services and less variability is noticed in the dimension overall satisfaction with the services provided by JIO.

**Table-3**  
Mean and Standard deviation for factors of Customer Satisfaction

S.no	Particulars	N	Mean	Standard deviation
1	Internet	100	1.65	0.77
2	Calls	100	2.21	0.97
3	SMS	100	2.05	0.97
4	Signals	100	2.30	0.86
5	Customer Care	100	2.57	0.92
6	Roaming	100	2.10	0.82
7	Services	100	1.30	0.69

#### T-Test for Equality of Means for customer Satisfaction

With a view to understand the opinion of male and female respondents satisfaction level with regard to the services provided by JIO tele communication, t-test for equality of means is computed on the basis of gender male and female. t-test for equality of means computed on the basis of gender male and female is presented in Table- 4

#### Null Hypothesis:

There is no significant difference between male and female respondents with respect to the factors of customer satisfaction with JIO service provider.

The computed p value in case of all the variables of customer satisfaction are greater than  $\alpha = 0.05$ . Therefore, the H<sub>0</sub> stated as there is no significant difference between male and female respondents with respect to the factors of customer satisfaction with JIO service provider is accepted. Hence it can be concluded that there is no difference in the opinion of male and female respondents on the satisfaction level towards the services provided by the JIO tele communication services provider.

**Table 4**  
T-test for Equality of Means of Customer satisfaction with regard JIO service provider

S.no	Particulars	Gender	Mean	Standard deviation	t value	p value
1	Internet	Male	1.66	0.77	0.09	0.93
		Female	1.64	0.78		
2	Calls	Male	2.25	1.04	0.46	0.64
		Female	2.15	0.84		
3	SMS	Male	2.05	0.97	-.01	0.99
		Female	2.05	0.97		
4	Signals	Male	2.28	0.84	-.31	0.76
		Female	2.33	0.90		

5	Customer Care	Male	2.49	0.87	-1.06	0.29
		Female	2.69	1.00		
6	Roaming	Male	2.11	0.86	0.22	0.82
		Female	2.08	0.77		
7	Services	Male	1.33	0.70	.50	0.62
		Female	1.26	0.68		

## VIII. CONCLUSION

It can be concluded that majority of the respondents are satisfied with the services provided by the JIO telecommunication service provider. Majority of the total respondents are highly satisfied with the Internet facilities provided by JIO. From the analysis it can be observed that the customer are not that much satisfied with the customer care services provided by JIO. It can be suggested that the company need to focus more on the customer care services, responding to the customers issues and concerns and providing solutions. The gender wise analysis of customer satisfaction shows that the computed p value in case of all the variables of customer satisfaction are greater than  $\alpha = 0.05$ . Hence it can be concluded that there is no difference in the opinion of male and female respondents on the satisfaction level towards the services provided by the JIO Tele communication.

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