"A COMPARATIVE STUDY OF CUSTOMER SATISFACTION OF JIO INFO. COMM. LTD. USERS AND OTHER THAN JIO INFO. COMM. LTD. USERS WITH REFERENCE TO SHIRUR AND KHED TAHSIL"

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ABSTRACT

Customer satisfaction within the telecom Industries has some of expectations and perceptions as evolved by the customers experiencing the quality of service and the diploma of pride provided by using the provider provider which is achieved by retaining the customers. The main vital objective of the examine is to evaluate the service rendered through JIO Info. Comm. Ltd., and Other than JIO Info. Comm. Ltd. Descriptive research was followed with a based questionnaire. The populace includes the respondents who're the users of JIO Info. Comm. Ltd. And Other than JIO info. Comm. Ltd services located in Shirur and Khed Tahsil with a sample size of Seventy Five respondents. The essential findings of the look at relate that the Service nice measurement plays a primary position in customer delight and the higher the satisfaction degree the respondents refer their carrier carriers to others. Network coverage, Voice readability and Recharge options availability and call Centre support are not happy in Khed Tahsil as elements influencing customer service with in comparison to Shirur Tahsil. From the study its miles concluded that the demographic variables which include age group, gender and occupation are having no impact on the elements of customer pleasure but Age and Monthly expenditure are determined based totally on operators. The outcome of the observe indicated that most of the JIO Info. Comm. Ltd., and Other than JIO Info. Comm. Ltd. clients in Shirur were satisfied than customers in Khed Tahsil with recognize to the chosen elements.

Key Words: Customer Satisfaction, Comparative Study, Mobile Network, JIO Info. Comm. Ltd., Other than JIO info. Comm. Ltd

1. INTRODUCTION

The worldwide system of Mobile Communication (GSM) is a digital technology with a worldwide acceptance and plays an significant role in the socio economic growth of countries. Customer satisfaction is the assessment of the performance of a product or service by customers which is vital for successful business performance. Telecommunication operators today must attract and retain customers while constantly improving interactions. They needed to handle the lifecycle of these customers to maximize revenue and reduce costs to increase profitability.

The appearance of the Internet and Mobile Communication had significantly influenced and changed the lifestyle of individual customers. Business had gained more attention on this fast pace of electronic commerce which will directly influence their customer satisfaction, hence it is imperative to understand their requirements and be prepared to provide the service according to their satisfaction.

Before Twenty one years, mobile phones were rare and considered costly and was used by the affluent people has become a common house hold item now. Building trust ad adapting to the individual and local needs of the region are the two-fold success factors in the latest technology sector. India witnesses stiff competition among the service providers to win over new customers and retaining the existing base. However, the ability to earn new customers and retaining the existing customers is an vital activity and can be achieved only by providing commendable quality service to the customers.

In a aggressive market place where business competes for customer acquisition, Customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The purpose of this study is to compare customer satisfaction towards JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd services in Shirur and Khed Tahsil. To be more specific, the focus is on evaluating the grouped impact of the factors on service value and customer satisfaction.

2.   REVIEW OF LITERATURE

Customer Satisfaction

Satisfaction plays a principally vital role in competitive environments such as mobile services because of its impact on customer reliability (Lee and Feick 2001).Customer satisfaction refers to the "customers estimation of a product or service in terms of whether that product or service has met their needs and prospect" (Zeithaml and Bitner 2003).Besides, customer satisfaction is multifaceted in nature, and factors that drive satisfaction can be explicit customer needs or implicit expectations, while the key for a firm to retain customer is to differentiate itself from competition. In this study, we define satisfaction as the perceived degree of contentment with regard to a customer's prior purchase experience (Anderson and Srinivasan 2003). Conceptual frameworks on consumer satisfaction have been developed to measure and conceptualize issues related to it (e.g., Cronin and Taylor 1992). Most studies have focused on satisfaction from different dimensions in the telecommunications industry (e.g., Wang and Liao 2007; Woo and Fock 1999).

Woo and Fock (1999) measured satisfaction with three different constructs such as transmission quality, pricing policy and staff competence. Their study revealed that transmission quality played a significant role in improving customer satisfaction, indicating that antecedents on satisfaction depend on the nature of services. Since text messaging and other wireless data services are becoming commonplace (Wegener and Mukharji 2007), Woo and Focks study (1999) should be reinvestigated and extended to provide a better understanding of antecedent on satisfaction, which leads to loyalty. Satisfaction is a measure of evaluation through which customer identify either his expectations are fulfilled or not (Shahid zaman khokhar, 2011).

Service Value

Service value and customer satisfaction are two distinctive constructs but highly correlated. It is concluded that to achieve high customer satisfaction a business must develop a high perception level about service value (S. R. Satish, 2011). Service value reflects particular behavior that indicates whether customer remains loyal to product or to leave the organization (R L Mane, 2014).Service value is vital factor to motivate customer. In service value customer makes comparison (M A Rawal, 2010). Good service value is the basic factor of attracting and satisfying customers.

While a company provides good value it causes customers'' satisfaction and more satisfaction results in loyal customers which also lead to shrink customer price sensitivity and low operating cost. So, more satisfaction leads to customers' loyalty and retention Customers satisfaction is fulfillment of the customer's needs and needs are changing continuously and when these changing needs are fulfilled continuously then customer become loyal with that particular product or service. There are some factors that affect satisfaction in direct selling and these factors are: trust, the availability of the product, the companies image, the variety of the products, convenience, financial value, customers experience with the company, the products and the salesman and the perceived risk.

Customer service and price fairness also have an impact on customer satisfaction. Customer service consists of complaints processing, speed of dealing and solving customers problems and price fairness is charging fair prices. Generally people are price conscious and charging fair prices would increase the customer satisfaction. But on the other hand, people are willing to pay high prices if the service value is better. (Muzammil Hanif, Sehrish Hafeez, Adn an Riaz, 2010).Service value is a key factor that directly influences the customer satisfaction. Service value has many dimensions that are represented by a scale called as SERVQUAL. Dimensions are "Reliability", "Responsiveness", "Assurance", "Empathy" and "Tangibility" (Parasuraman 1988).

To the dimensions of service value and customer satisfaction should be the relationship between these dimensions, the dimensions of the model to investigate the Survival is used, the dimensions are:

1. **Tangible**: Status of physical facilities, equipment, staff appearance and means of communication.
2. **Assurance**: Ability to perform the services promised are correct and reliable.
3. **Reliability**: Knowledge and skills and competencies of staff and the induction of the trust and customer confidence
4. **Responsibility**: Willingness to assist and provide services to their customers without wasting time.
5. **Empathy**: Customer intimacy, caring and special attention to his personal efforts to understand customer needs and meet them.
4. Hickman and Guskey (1998) believe customer satisfaction is the ultimate goal of any business.

3. STATEMENT OF THE PROBLEM

Telecommunication influences the world economy and the competition is also becoming more of a threat. In contemporary environment, business has to develop different strategies to survive in the long run. The problem of this study is driven by the need to empirically measure the service delivery of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Mobile Tele-communication operators in Shirur and Khed Tahsil. The aim of this research is to examine the level of service value as perceived by customers of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Mobile phone subscribers and its effect on the level of customer's satisfaction.

4. OBJECTIVES OF THE STUDY

- To find out the impact of service value dimensions on customer satisfaction towards JIO Info. Comm. Ltd. and Other than JIO Info., Comm. Ltd. services at Shirur and Khed Tahsil.
- Factors influencing Customer Service – Tariff plans (voice and data), Network coverage, Voice clarity, Recharge options, VAS, Call centre support
- To analyze the association between demographic variables and factors of Customer Satisfaction.
- To recommend suggestions for improvement in the level of Customer Satisfaction and in the performance of Service Providers.

5. LIMITATIONS OF THE STUDY

- The study was conducted with JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Users with 75 respondents.
- The respondents response may have bias which may not give actual remarks about the chosen research topic
- The sampling population chose JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd Customer Walk-in Stores and Markets in Shirur and Khed Tahsil. The survey result may vary in other locations.
- The research was analyzed only for prepaid customers of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd.

6. RESEARCH METHODOLOGY

For research purpose, the questionnaire was developed for primary data collection and secondary is collected through books, journals and from the internet. The samples were chosen from the population using convenience sampling technique, because the exact population size is unknown and the accessibility of customers in difficult. Survey method of data collection was used in this research. The primary date was collected using structured questionnaire from the JIO Info. Comm. Ltd. and Other than JIO Info. Comm.

Ltd. Customer walk-in stores and from College students.

Sample Size

Sample size consists of 75 mobile telecom users from JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. in Shirur and Khed Tahsil.

Statistical Tools

The data which is gathered through questionnaire was processed through SPSS. For statistical analysis, many tests were applied like Percentage, t test and Chi-Square test.

7. RESULTS AND DISCUSSION

The following tables show the results of the collected data.

Table 1: Frequency Table – Classification of Respondent – Age and Employment

Sr. No	Particulars	Frequency	Percent
1.	**Age**		
	18-25	15	20.00
	25-35	29	38.67
	35-45	22	29.33
	Above 45 yrs	9	12.00
	Total	**75**	**100.0**
2.	**Employment**		
	Public employment	12	16.00
	Private Employment	26	34.67
	Self-employment	23	30.67
	Students	11	14.66
	Others	3	4.00
	Total	**75**	**100.0**

Source: Primary Data

From the above Table 1, it is inferred that majority (38.67%) of the respondents who fall between the age of 25-35 are the customers of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Majority (34.67%) of the respondents belongs to the Private employment category.

2. INDEPENDENT SAMPLE T-TEST

Null Hypothesis 1: There is no significant difference between Recommendation and service value dimension of the respondents of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. users.

Table 2: T–Test for Significant difference between Recommendation and Service value dimension of the respondent

Service value Dimension	Opinion	N	Mean	SD	't' Value	'p' Value
Tangibles	Yes	54	2.41	0.81	3.897	0.018
	No	21	3.21	1.29		
Assurance	Yes	54	2.49	0.79	7.150	0.000
	No	21	3.85	1.12		
Reliability	Yes	54	2.62	0.82	4.726	0.004
	No	21	3.52	1.11		
Responsibility	Yes	54	2.65	0.94	4.615	0.015
	No	21	3.63	1.12		
Empathy	Yes	54	2.65	0.81	6.835	0.000
	No	21	3.96	1.11		

Source: Primary Data

From the above table 2, it is inferred that all the service value dimensions have influence on recommendation. The p values are below 0.05, so the null hypothesis is rejected and alternative hypothesis is accepted. Hence it is concluded that there is significant difference between Recommendation and service value dimension of the respondents of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. users.

Null Hypothesis 2: There is no significant difference between Customer service- Gallery Service in Shirur and Khed Tahsil.

Table 3: T – Test for Significant difference between Customer service- Gallery Service in Shirur and Khed Tahsil.

Customer Satisfaction on Call Center	Tahsil Name	N	Mean	SD	't' Value	p value
Ability to get Access quickly	Shirur	38	3.24	1.275	5.872	0
	Khed	37	4.56	1.101		
Attitude of the Attendant	Shirur	38	3.12	1.138	1.608	0.4335
	Khed	37	3.42	0.811		
Ability to provide Solution	Shirur	38	3.18	1.321	0.879	0.8415
	Khed	37	3.36	0.783		
Overall customer care Service	Shirur	38	3.18	1.248	3.417	0.0405
	Khed	37	3.9	0.967		

Source: Primary Data

From the above table 3, it is inferred that there is difference in variables of customer service- Gallery Service between Shirur and Khed Tahsil. The p values for Ability to get access quickly and overall customer satisfaction are below 0.05, so there is significant difference between customer satisfaction (Ability to get access quickly, overall customer satisfaction) in Shirur and Khed Tahsil. So the null hypothesis is rejected and alternative

hypothesis is accepted.

Null Hypothesis 3: There is no significant difference between Overall Customer satisfaction in Shirur and Khed Tahsil.

Table 4: T – Test for Significant difference between Overall Customer satisfaction in Shirur and Khed Tahsil.

Overall Customer Satisfaction	District Name	N	Mean	SD	't' Value	'p' value
Voice Tariff	Shirur	38	2.94	1.32	0.294	1.267
	Khed	37	3	0.75		
Data Plan	Shirur	38	2.88	1.05	1.810	0.349
	Khed	37	3.18	0.645		
Network coverage	Shirur	38	2.76	1.02	9.687	0
	Khed	37	4.5	0.855		
Voice clarity	Shirur	38	2.94	1.17	5.818	0
	Khed	37	4.14	0.99		
Recharge option Availability	Shirur	38	2.88	1.05	4.591	0.006
	Khed	37	3.72	0.87		
Value Added Service	Shirur	38	3.12	1.425	2.268	0.205
	Khed	37	3.66	1.065		
Call centre support	Shirur	38	3.06	1.32	6.144	0
	Khed	37	4.5	1.14		

Source: Primary Data

From the above table 4, it is inferred that there is difference in variables of overall customer satisfaction between Shirur and Khed Tahsil. The p values for Network coverage, Voice Clarity, Recharge Option Availability and Call centre support are below 0.05, so there is significant difference between overall customer satisfaction in Shirur and Khed Tahsil. So the null hypothesis is rejected and alternative hypothesis is accepted.

Null Hypothesis 4: There is no association between overall customer satisfaction and service value dimension.

Table 5: Association between Overall Customer satisfaction and Service value dimension

Service value dimension	Calculated Chi-Square Value	Acceptance / Rejection of Null Hypothesis	'p' Value
Tangibles	41.25	Rejected	0.0015
Assurance	37.65	Rejected	0.0045
Reliability	46.5	Rejected	0
Responsibility	37.5	Rejected	0.0015
Empathy	45	Rejected	0

Source: Primary Data

Since p value of all the satisfaction factors are below than 0.05 in which null

hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance. Hence it is concluded that there is association between overall customer satisfaction and service value dimension.

Null Hypothesis 5: There is no association between mobile operator and demographic variables.

Table 6: Association between Mobile operator and Demographic variables

Demographic Variables	Calculated Chi-Square Value	Acceptance / Rejection of Null Hypothesis	'p' value
Age	15.75	Rejected	0.0225
Employment	5.925	Accepted	0.618
Years of usage	6.375	Accepted	0.1785
Monthly mobile Expenditure	1.395	Rejected	0.039

Source: Primary Data

Table 6 shows the association (relationship) between mobile operator and demographic variables. The results disclose the existence of a significant association between mobile operator and the considered Demographic variables such as Age and Monthly mobile expenditure of the sample respondents. Hence the null hypothesis is accepted for employment and Years of Usage and rejected for Age and Monthly mobile expenditure.

10. FINDINGS AND SUGGESTIONS

➢ Based on the results, the study offers several recommendations to JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. to increase Mobile phone service value and enhance Customer satisfaction.

➢ Customer care is very vital and produces direct impact on customer satisfaction. The Service value dimensions of Tangibles, Assurance, Reliability, Responsibility and Empathy plays a major role in the recommendation of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Only customers who are happy in the service value dimensions will be ambassadors for the operators. Therefore the operators should focus more on the showroom facilities for walk-in customers and ensure their service/query or complaint is addressed with confidence and solution given in the shortest time possible.

➢ JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. operators should focus more on providing good network coverage and voice clarity and ensure more options and recharge stores available in Shirur Tahsil.

➢ JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. customers should target their customers segment wise on Age and monthly usage as the respondents are particular in choosing their network operator.

11.   CONCLUSION

The telecommunication services in India have witnessed phenomenal changes over the last few years and the information technology has brought tremendous changes in day to day activities of common man. The requirement for mobile phone services in the sub-continent is increasing substantially. The telecommunication services have been recognized the world-over as an vital tool indicating the socio-economic development of a nation and the telecom infrastructure is treated as a crucial factor to realize and accomplish the socio-economic objectives in India.

The competitive intensity in the telecom industry in India is one of the highest in the world and has led to sustained fall in realization for the service providers. With more operators moving out of the market the competitive intensity is likely to continue, putting further downward pressure on the telecom tariffs. Thus the telecom companies might give service value to attract customer satisfaction.

12.   REFERENCES

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