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“A Study Of Customer Satisfaction Towards The Telecom Sector Services With Special Reference To Junagadh City.”

Megha G. Bhatt Research Scholar, Dr. Subhash University

Dr. Mayuri V. Dhameliya Research Guide, Dr. Subhash University

• ABSTRACT:

The paper provides an overview of the mobile telecommunications business, emphasizing its economic significance. Mobile telecommunications, consumer behavior, customer satisfaction, and customer loyalty to telecom are the study's pillars. Data for the study, which utilized a quantitative research methodology, was gathered using the questionnaire. The number of repeat customers indicates the level of satisfaction that customers have with a company's products or services. Finding out if a company's consumers are pleased or satisfied with the goods or services, they receive from the telecom sector is done through customer satisfaction surveys. The SERQUVAL model is used to analyze the data from 101 respondents.

Key words: customer satisfaction, loyalty, trust, price values, service quality

• INTRODUCTION

The number of repeat customers indicates the level of satisfaction that customers have with a company's products or services. Finding out if a company's consumers are happy or satisfied with the goods or services, they receive from the business is done through customer satisfaction surveys. It can be done in person, over the phone, online, by email, or on handwritten forms. Questions from customers are then utilized to determine whether business operations need to be changed to improve customer satisfaction generally. The number of customers or proportion of all consumers, whose reported experience with a business, its goods, or its services above predetermined satisfaction goals is the definition. Customer happiness is viewed as a crucial distinction in a competitive market where companies for clients and it is also a crucial component of corporate strategy. Customer satisfaction with telecom service providers is the aim of this survey. The Junagadh city is the specific emphasis.

• LITERATRE REVIEW: -

1) Customer service is the foundation of research Digitalization Digitization Client contentment UAE telecommunications. In the United Arab Emirates' telecommunications industry, this study looks at how customer satisfaction is affected by the transformation of customer journey digital solutions (Ahmed et al., 2020; Odeh et al., 2021). Customers are therefore happy with the digital interactions and solutions offered by the UAE's telecommunications industry. Data analysis techniques include One Way ANOVA (Generation relation with the factors), ANOVA, 2 KMO statistics (Kaiser Meyer Olkin), and 1 Exploratory Factor Analysis (EFA). Due to the blinding of consumer responses, the study did not divide the survey to look at several telecommunications sectors in the United Arab Emirates entities individually.

The impact of the mobile telecommunications industry on the economy is highlighted in the paper's overview of the industry. The study's foundations include mobile telecommunications, consumer behavior, customer happiness, and customer loyalty to telecom. In conclusion, it was found that satisfied customers are less likely to switch brands (Garga, Maiyaki, and Sagagi, 2019). The writers cited before also

mentioned that customer satisfaction levels have a significant impact on the behavior of consumers who migrate to another service provider if they are not satisfied. Additionally, it became clear from the in-depth conversations that customer pleasure has a beneficial impact on customers' loyalty. Thus, the following model is developed to control customers' switching behavior in the telecom sector by referencing the comprehensive literature review.

- Customer happiness, value-added services, pricing, quality, telecommunication, and service attribute are the foundations of this evaluation of the literature. There was a communication breakdown between subscribers and telecom providers operating in the Kurdistan Region due to a lack of understanding of customer expectations. The questionnaire was used to collect data for the study, which followed a quantitative research methodology. In this study, 230 subscribers of three mobile operators—Korek Telecom, Zein Iraq, and Asiacell—in the Kurdistan area were given questionnaires. At the one percent level, value-added services have a major adverse effect on consumer satisfaction. It is imperative for firms to allocate more resources into research and development to uphold quality standards and satisfy client demands. Failure to do so may result in significant challenges as alternative communication means become more prevalent.

- 1) The customer satisfaction, organizational competence, organizational efficiency, service quality, connectivity, and network in Bangladesh are the foundations of this literature. For the goal of the study, primary and secondary data were gathered. The research employed a quantitative methodology to accomplish its descriptive research objectives. It is evident from the research's observations that an illiterate personality in adulthood lacks empathy and does not take service offerings, costs, internet accessibility, etc. into consideration. Consumers expect the operators to charge a relatively modest call rate. It is recommended that the company offer a competitive internet package fee in order to retain current customers and attract those of competing operators.

- The SERVQUAL model's after-sale service quality, customer satisfaction, and overall quality management form the basis of the research. To determine the association between variables, a descriptive research approach was employed in the investigation. It sought to demonstrate how one variable influence other variable and to elucidate the reasons or effects of one or more variables. The study's intended sample consisted of eight hundred (800) respondents from Ghana's two biggest cellular providers, MTN and Vodafone Ghana. A survey approach was used in this study to gather information regarding the influence of Total Quality Management (TQM) on customer satisfaction. The researcher's small data set is one of the study's limitations. First off, telecom businesses should hire more qualified workers to implement TQM regulations. Enhance customer satisfaction by hiring new personnel or giving current employee's additional TQM training.

4. OBJECTIVES OF THE RESEARCH:

1. To examine the relationships between selected demographic factors (viz. gender, age, education, income, occupation etc.) and overall service quality, overall customer satisfaction, recommendation and loyalty.
2. To know company-wise customer satisfaction level.
3. To know the relation between overall service quality and SERVQUAL dimensions, overall customer satisfaction and SERVQUAL dimensions, loyalty, overall service quality and overall customer satisfaction.

5. HYPOTHESES: -

- 1- There is no significant difference between service quality and its impact on customer satisfaction.
2. There is no significant difference among consumers' awareness about the quality of services provided by the telecom sector.

DATA COLLECTION-

Data will be collected by using the under mentioned method: -

1) Primary Data: - Primary data will be collected by using a structured non distinguished questionnaire from mobile service subscribers and employees of mobile companies and their distributors. Methods used in Primary data collection are- 1. Observation method 2. Telephone interviews 3. Questionnaire method 4. Mail survey

2) Secondary Data: - Secondary data will be collected by visiting mobile company's website, Department of telecom website and telecommunication authority of India and going through the documents available with them or repositories. Secondary data will be collected also by interviewing the market experts.

6. RESEARCH DESIGN:

Research will be designed in a descriptivemanner. In the process of designing the research survey a sampling method will be used for collecting data from all the stakeholders, mobile service subscribers, sales and marketing staff of mobile companies and their distributors through structured questionnaires. Sample Size I have collected, 101samplesby using a structured non distinguished questionnaire from mobile service subscribers and employees of mobile companies (VI, Airtel, JIO, and BSNL) and their distributors.Data analysis bycollected primary and secondary data.

Profile of Respondents

This section presents the response rate acquired in the survey along with characteristics of the respondents. The questionnaires were circulated individually to mobile phone users. 101 questionnaires were received. The respondents are classified based on their age, monthly expenditure, educational status and occupation.

6.1 Classification based on Service Providers: The distribution based on service providers of the respondents was analyzed with the help of the following tables.

NAME	Users
BSNL	5
VI	25
AIRTEL	12
JIO	72
TOTAL	114

From the table and chart, it is identified that out of the 101 respondents 5% respondents using BSNL. 24.8% respondents using VI (Vodafone idea), 11.9% respondents using Airtel and 71.3% respondents using Reliance JIO. Majority of Junagadh customers use Jio telecom services.

6.2 Classification based on Gender: To the study, Gender is considered to know how many Male/Female respondents there in the total sample are which is shown in Table

GENDER	FREQUENCY	PERCENTAGE
MALE	64	63.4
FEMALE	37	36.6
TOTAL	101	100

Table and chart 6.2 depict the profile of respondent. It is evident from the table and chart that out of 101 respondent 64 are male and 37 are female. Male dominates the respondents in survey as 63.4 respondents are male.

6.3 Classification based on Age:

AGE	FREQUENCY	PERCENTAGE
up to 25 years	56	55.4
25 to 35	16	15.8
35 to 50	24	23.8
Above 50	5	5
TOTAL	101	100

From the above table 6.3, it is found out that out of the total sample of 101 respondents, 55.4% respondents fall into the age group of below 25. 15.8% respondents fall into the age group of 25-35, 23.8% respondents fall into the age group of 35-50, 5% respondents fall into the age group of above 50. Mostly the young generation is targeted for the study as they use maximum features of mobile phone.

6.4 Classification based on Monthly Income of Respondents: Higher the income, higher the expenditure on telephone services of an individual. Basically, people who earn more income will naturally have frequent use of telephone services. The same as shown in this table

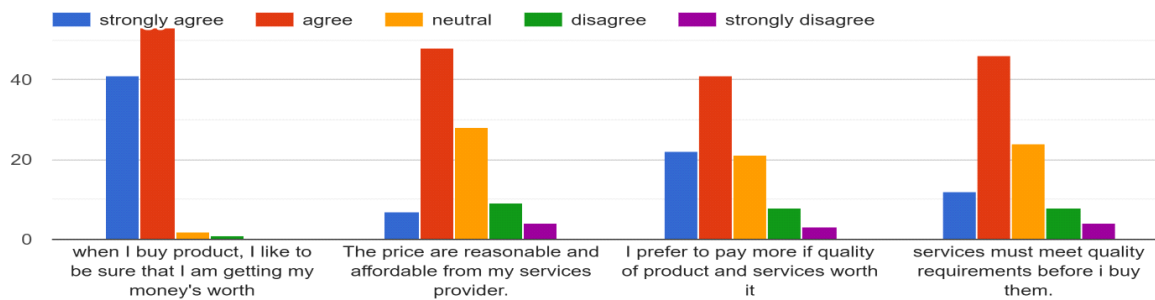
MONTHLY INCOME	FREQUENCY	PERCENTAGE
Less than 10,000 Rs	38	37.6
10,000 Rs to 20,000Rs	30	29.7
20,000 Rs to 30,000 Rs	23	22.8
more than 30,000	10	9.9
TOTAL	101	100

As depicted in the table and chart 6.4 income wise classifications of respondents. 101 respondents belong to income group of below 10,000 (37.6% of total respondents) and 10,000-20,000 (29.7%). 20,000 to 30,000(22.8 %)of respondents belong to the income group and more than 30,000(9.9%)respondents have belonged.

Perceived price	strongly agree	agree	neutral	disagree	strongly disagree
when I buy product, I like to be sure that I am getting my money's worth	41	53	2	1	0
The price is reasonable and affordable from my services provider.	7	48	28	9	4
I prefer to pay more if quality of product and services worth it	22	41	21	8	3
services must meet quality requirements before i buy them.	12	46	24	8	4

Pricing can be conceptualized as the ratio between two items that are being exchanged for one another. This definition comes from the field of economics. Price is determined by several factors, such as the buyer's willingness to pay, the buyer's ability to accept the price, the buyer's expenses, the seller's markup, the legal environment, the power of competition, the price of replacement items, and so on. Regarding the price, we have developed four statements. Among them, the highest value is "when I buy product, I like to be sure that I am getting my money's worth."

Perceived Price



Customer Satisfaction	strongly agree	agree	neutral	disagree	strongly disagree
I am satisfied with the products and services provided by company	44	49	7	0	1
I would like recommend products of this company to your friends and relative.	17	51	28	2	0
I am properly satisfied after sales services from Company.	24	45	22	6	1
Company provides the products and services that best fit with my interest	17	45	22	6	8

Customer satisfaction is the most crucial factor for telecom operator, because on that how the customer is satisfied from which special quality of telecom services we can measures. So above table wise majority respondents who are satisfied with services they would recommend to their friends and relative.

Customer Satisfaction

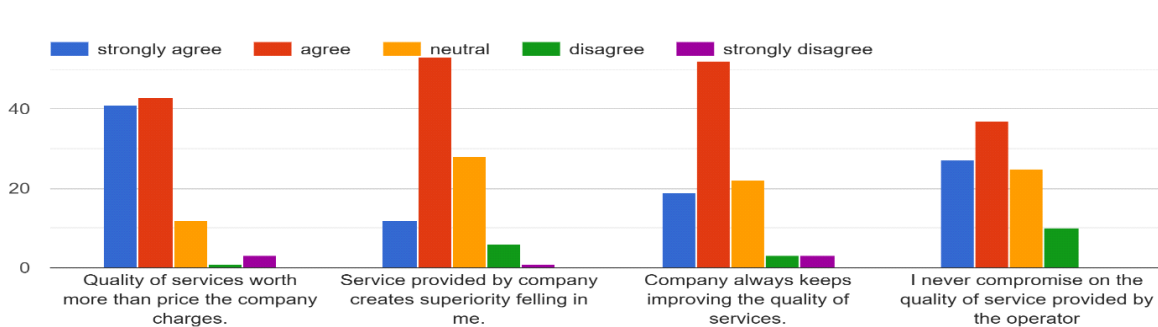


Service quality:

Service Quality	strongly agree	agree	neutral	disagree	strongly disagree
Quality of services worth more than price the company charges.	41	43	12	1	3
Service provided by company creates superiority feeling in me.	12	53	28	6	1
Company always keeps improving the quality of services.	19	52	22	3	3
I never compromise on the quality of service provided by the operator	27	37	25	10	0

It has been determined that quality can be defined as the differences between how customers perceive a product or service and how they expect it to perform. There is a strong correlation between the satisfaction of the customer and the customer's perception of the quality of the services that the company provides. Regarding the quality of mobile services, there are four statements. Among them, the highest value goes to "Service provided by company creates superiority feeling in me and Company always keeps improving the quality of services."

Service Quality



Tangible	FREQUENCY	PERCENTAGE
The telecom provider's stores and service centers are clean and well-maintained.	50	49.5
The telecom service provider's equipment.	46	45.5
The promotional materials	37	36.6
The telecom provider's mobile and web applications are visually appealing	23	22.8
The telecom provider's mobile and web applications are visually appealing	28	27.7

Reliability	FREQUENCY	PERCENTAGE
The telecom service provider delivers the services promised in a timely manner	52	52
The telecom provider's network has minimal downtime or interruptions.	29	29
My telecom provider resolves issues as promised without errors	41	41
The telecom provider's billing is accurate and transparent.	24	24
The telecom service provider consistently meets my service expectations.	22	22

Responsiveness	FREQUENCY	PERCENTAGE
The telecom provider is quick to respond to my inquiries and service requests	49	48.5
The telecom provider's customer support is available when needed.	48	47.5
When I have a problem or question, the telecom provider offers solutions promptly	31	30.7
The telecom provider resolves issues or complaints in a timely manner.	20	19.8
I am satisfied with the wait time when contacting customer service.	22	21.8

Assurance	FREQUENCY	PERCENTAGE
The telecom provider's employees are knowledgeable about the services and products they offer	42	41.6
The telecom provider's employees are polite and respectful when dealing with customers	47	46.5
I feel confident in the expertise of the telecom provider's employees	35	34.7
The telecom provider ensures my personal information is kept secure and confidential	26	25.7
The telecom provider has a strong reputation for reliability and service	23	22.8

Empathy	FREQUENCY	PERCENTAGE
The telecom provider understands my specific needs as a customer.	44	44
The telecom provider offers personalized service options based on my preferences	33	33
The telecom provider takes the time to listen to my concerns and questions	36	36
The telecom provider shows genuine concern for my satisfaction.	32	32
The telecom provider tries to provide services that suit my lifestyle and usage patterns	21	21

CONCLUSION

The present study was conducted to find out the relationship of service quality dimensions on Customer Satisfaction and Service Loyalty in the Junagadh Telecom Industry. The present study highlights that although service quality is made up of five dimensions. However, when it comes to Indian Telecom Industry, not all dimensions affect customer satisfaction and Service Loyalty.

Only Empathy and Reliability have significant effect on Customer Satisfaction, whereas Empathy, Assurance, Responsiveness and Tangibility have significant effect on Customer loyalty. The present study clearly highlights the dimensions on which the practitioner needs to focus while trying to serve customers. Many researchers have criticized SERVQUAL scale. Despite all the criticism, SERVQUAL scale remains the most used scale in service industry. Future research in the same field can focus on SERVQUAL scale, which has been projected as a substitute to the SERVQUAL scale. Apart from using SERVQUAL scale, Indian service industry is on the rise and there are sectors other than the telecom which need to be studied in detail.

The study demonstrates that perceived value is an essential aspect in developing long term customer relationships chain with linkages like, Perceived value and Complaint Handling->Customer ->Satisfaction ->Trust ->Commitment -> Loyalty -> Relationship Quality. Customer relationship quality is a very complicated characteristic and difficult to properly quantify. To assess comparison to Jio Company's rest of the company's performance on them and make improvements, it is necessary to investigate the more quantifiable antecedents of relationship quality.

SIGNIFICANCE OF THE STUDY:

According to the research study, customers are very selective about the quality of telecom services, so they want to improve the quality of telecom network services by offering them value-added services (plans and schemes). companies may also launch some sales promotions, like cash discounts; since these are quality discounts, the advertising campaigns would further increase the company's market share.

LIMITATIONS OF STUDY:

Firstly, the limitation of the data prevents further exploration of the study. Only 101 respondents have contributed to this research. Secondly, upcoming researchers have more opportunity to carry out their research in improved situations and at various geographic localities. Here only one city is taken so sample size is small. Diverse environment always plays a positive role that helps affect the respondent's behavior.

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