



**A COMPARATIVE STUDY OF CUSTOMER SATISFACTION OF
JIO INFO. COMM. LTD. USERS AND OTHER THAN JIO INFO.
COMM. LTD. USERS WITH REFERENCE TO JUNNAR AND
AMBEGAON TAHSIL**

INAMDAR TARIQ BAHSIR KHAN

Ph.D. Research Scholar

M.B.A., M.COM. M.PHIL. GDC&A PH.D (Pursuing)

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 important 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 Junnar and Ambegaon Tahsil with a sample size of fifty 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 Ambegaon Tahsil as elements influencing customer service with in comparison to Junnar 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 Junnar were satisfied than customers in Ambegoan Tahsil with recognize to the chosen elements.

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

1. INTRODUCTION

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

The emergence 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 years, mobile phones were rare and considered expensive and was used by the affluent people has become a common house hold item now. Building trust and 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 important activity and can be achieved only by providing commendable quality service to the customers.

In a competitive 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 Junnar and Ambegoan Tahsil. To be more specific, the focus is on evaluating the grouped impact of the factors on service quality and customer satisfaction.

2. 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 Junnar and Ambegaon Tahsil. The aim of this research is to examine the level of service quality 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.

3. OBJECTIVES OF THE STUDY

- To find out the impact of service quality dimensions on customer satisfaction towards JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. services at Junnar and Ambegaon 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.

4. LIMITATIONS OF THE STUDY

- The study was conducted with JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Users with 50 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 Junnar and Ambegaon 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.

5. 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 is difficult. Survey method of data collection was used in this research. The primary data 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 50 mobile telecom users from JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. in Junnar and Ambegaon 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.

6. 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	Frequenc y	Percen t
1.	Age		
	18-25	11	22.0
	25-35	23	46.0
	35-45	11	22.0
	Above 45 yrs	5	10.0
	Total	50	100.0
2.	Employmen t		
	Public employment	6	12.0
	Private Employment	19	38.0
	Self-employment	17	34.0
	Students	7	14.0
	Others	1	2.0

	Total	50	100.0
--	--------------	-----------	--------------

Source: Primary Data

From the above Table 1, it is inferred that majority (46%) 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 (38%) 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 quality 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 quality dimension of the respondent

Service Quality Dimension	Opinion	N	Mean	SD	't' Value	'p' Value
Tangibles	Yes	36	1.61	0.54	2.598	0.012
	No	14	2.14	0.86		
Assurance	Yes	36	1.66	0.53	4.767	0.000
	No	14	2.57	0.75		
Reliability	Yes	36	1.75	0.55	3.151	0.003
	No	14	2.35	0.74		
Responsibility	Yes	36	1.77	0.63	3.077	0.010
	No	14	2.42	0.75		
Empathy	Yes	36	1.77	0.54	4.557	0.000
	No	14	2.64	0.74		

Source: Primary Data

From the above table 2, it is inferred that all the service quality 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 quality 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 Junnar and Ambegaon Tahsil.

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

Customer Satisfaction on Call Center	Tahsil Name	N	Mean	SD	't' Value	p value
Ability to get Access quickly	Junnar	25	2.16	0.850	3.915	0.000
	Ambegaon	25	3.04	0.734		
Attitude of the Attendant	Junnar	25	2.08	0.759	1.072	0.289
	Ambegaon	25	2.28	0.541		
Ability to provide solution	Junnar	25	2.12	0.881	0.586	0.561
	Ambegaon	25	2.24	0.522		
Overall customer care Service	Junnar	25	2.12	0.832	2.278	0.027
	Ambegaon	25	2.60	0.645		

Source: Primary Data

From the above table 3, it is inferred that there is difference in variables of customer service- Gallery Service between Junnar and Ambegaon 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 Junnar and Ambegaon 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 Junnar and Ambegaon Tahsil.

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

Overall Customer Satisfaction	District Name	N	Mean	SD	't' Value	'p' value
Voice Tariff	Junnar	25	1.96	0.88	0.196	0.845
	Ambegaon	25	2.00	0.50		
Data Plan	Junnar	25	1.92	0.70	1.207	0.233
	Ambegaon	25	2.12	0.43		
Network coverage	Junnar	25	1.84	0.68	6.458	0.000
	Ambegaon	25	3.00	0.57		
Voice clarity	Junnar	25	1.96	0.78	3.879	0.000
	Ambegaon	25	2.76	0.66		
Recharge option availability	Junnar	25	1.92	0.70	3.061	0.004
	Ambegaon	25	2.48	0.58		
Value Added Service	Junnar	25	2.08	0.95	1.512	0.137
	Ambegaon	25	2.44	0.71		
Call centre support	Junnar	25	2.04	0.88	4.096	0.000
	Ambegaon	25	3.00	0.76		

Source: Primary Data

From the above table 4, it is inferred that there is difference in variables of overall customer satisfaction between Junnar and Ambegaon 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 Junnar and Ambegaon 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 quality dimension.

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

Service quality dimension	Calculated Chi-Square Value	Acceptance / Rejection of Null Hypothesis	'p' Value
Tangibles	27.5	Rejected	0.001
Assurance	25.1	Rejected	0.003
Reliability	31.0	Rejected	0.000
Responsibility	25.0	Rejected	0.001
Empathy	30.0	Rejected	0.000

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 quality 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	10.5	Rejected	0.015
Employment	3.95	Accepted	0.412
Years of usage	4.25	Accepted	0.119
Monthly mobile Expenditure	0.93	Rejected	0.026

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 quality and enhance Customer satisfaction.
- Customer care is very important and produces direct impact on customer satisfaction. The Service quality 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 quality 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 Junnar 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 important 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 quality to attract customer satisfaction.

12. REFERENCES

1. The Case of Islamic Banks and Insurance. *International Review of Business Research Papers*. 2005. 1(2): 10-21.
2. Kuo, Y.F., Wu, C.M. and Deng, W.J. (2009), *Computers in Human Behavior*, Volume 25, Issue 4, Pages 887-896.
3. Martin-Consuegra, D., Molina, A. and Esteban, A., (2007), “An Integrated Model of Price, Satisfaction and Loyalty: an Empirical Analysis in the Service Sector”, *Journal of Product & Brand Management*, Volume. 16, Issue.7, pages. 459–468
4. Oliver, R.L. (1999), “Whence Consumer Loyalty”, *The Journal of Marketing, Fundamental Issues and Directions for Marketing*, Vol. 63, pp. 33-44
5. Othman, Q. Owen, L. Adopting and Measuring Customer Service Quality in Islamic Banks: A Case Study in Kuwait Finance House”, *International Journal of Islamic Financial Services*. 2001. 1(3): 6-12.
6. Russell-Bennett, R, McColl-Kennedy, J.R., Coote, L.V. (2007) “Involvement, satisfaction and brand loyalty in a small business services setting”, *Journal of Business Research*, Volume 60, Issue 12, December 2007, Pages 1253-1260.