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A STUDY OF SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS SELECTED TELECOMMUNICATION COMPANIES IN MADHYA PRADESH

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ABSTRACT

The purpose of the present study is to explore the relationship between service quality and customer satisfaction towards selected telecommunication companies in Madhya Pradesh. Customer care services, network connectivity, tariff plan and value added services of telecommunication companies have been discussed in order to explore the relationship customer satisfaction. The study is based on primary data which has been collected by using questionnaire method and purposive method of sampling has been adopted to obtain the sample. The questionnaire has been distributed among the 300 peoples. However, 273 people positively replied. The findings of the study indicates that service quality of telecommunication companies is positively and significantly related with customer satisfaction with respect to customer care services, network connectivity and value added services, however, tariff plan has not been found significantly and positively related with customer satisfaction.

INTRODUCTION

The telecommunication sector is the most emerging sector with large number of customer across the world, however, with the advancement in technology users of mobile phone is rapidly increasing day by day. The service quality of telecommunication companies is most important and it is played a most important role regarding changing behaviour of customers as well as their satisfaction. The service quality of telecommunication companies is observed by the customer every time when they use the mobile phones therefore management of service quality is one of the most significant issues to the telecommunication companies because it may change positive behaviour of customer in order to change the service provider. Large number of research study have been conducted to explore the relationship between service quality and customer satisfaction among the users of mobile phone, all these studies have been indicates that service quality of telecommunication companies is highly effect the satisfaction level of customer with respect to various parameters. The present study is related with service quality of selected telecommunication companies and satisfaction level of their customers with respect to customer services, network connectivity, terrify plans and value added services. The study is based on primary data which has been collected by using survey instrument among the customers of various selected telecommunication companies.

Service Quality

Service quality is a unique feature of any services which measured by the customers on the time of dealing with service provider. The service may be offer by any of the service provider but quality of service is highly measurable parameters which demand continuous improvement according to the expectation level of the customers. However, service quality may be describe as the dealing in transection between service provider and customer along with various unique features which attract the customers is called the service quality.

Customer Satisfaction

Fulfilment of the demand and need of customer for the particular product and services is called customer satisfaction. The satisfaction of customer is most significant issue because it is directly concerned with customer's loyalty as well as their re-purchase intension most of the research study have been suggested that satisfaction of customer is one of the major and significant issue to each and every service provider because it is concerned with

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success and frailer of the organization. However, the satisfaction of customer may be described as completion of peoples need according to their expectation is called customer satisfaction.

REVIEW OF LITERATURE

Sureshchandar et al. (2001), conducted a research study on critical factors of service quality and develop an instruments to examine customer perceived service. The whole research study was based on SERVQUAL model. In order to examine the quality of service a well-structured questionnaire along with 22 question has been prepared. The study was based on five dimensions of the service. The findings of the study indicated that all the five factor having a significant relationship with customer satisfaction.

Lohani and Bhatia (2012), in their paper entitles of Service Quality in Public and Private Sector Banks of India with Special Reference to Lucknow City. This research study dealt with compression of customer expectation towards service quality of various public and private sector bank in Lucknow city. The measurement of service quality has been done by using SERVQUAL model of service quality. In this research they have taken 410 customer as sample size. The data has been collected through questionnaire method. The findings of the study clearly indicated that all the dimensions of service quality have a significant relationship with customer trust and commitment

Okoe et al. (2013) in their study service qual.ity in the banking sector in ghana. This study investigates the role that service quality plays in the Ghanaian banking sector and its impact on service delivery. A sample of 400 customers encompasses four major indigenous and foreign banks. SERVQUAL dimensions of service quality were used to structure the questionnaire. This study, therefore, concludes that where a gap exists between customer expectation and perception of service delivery, service quality is perceived as low and customer dissatisfaction results. However, dissatisfied customers did not necessarily defect. The study therefore confirms the theory that service quality is a necessary but not a sufficient condition for maintaining strong relationship with customers.

Pakurar et al. (2019) suggests that the service quality dimensions that affect customer satisfaction in the Jordanian banking sector. The aim of this paper is to examine service quality dimensions, by using the modified SERVQUAL model, which can be used to measure customer satisfaction, and the effect of these dimensions (tangibles, responsiveness, empathy, assurance, reliability, access, financial aspect, and employee competences) on customer satisfaction in Jordanian banks. Data were gathered from 825 customers in the Jordanian banking sector. The sample data were statistically analyzed through exploratory factor analysis by the SPSS program to determine service quality perception and customer satisfaction. The results illustrate that the modified SERVQUAL Model extracted four subscales in the new model instead of eight in the initial model.

Agrawal et al. (2014) asserted that a conceptual framework on review of e-service quality in banking industry. E-service quality plays a significant role to achieve success or failure in any organization, offering services online. This paper proposes a conceptual model for measuring e-service quality in Indian Banking Industry. Nine dimensions reliability, ease of use, personalization, security and trust, website aesthetic, responsiveness, contact and fulfillment had been identified. The results of this paper may help to develop a proper scale to measure the e-service quality in Indian Banking Industry, which may assist to maintain and improve the performance and effectiveness of e-service quality to retain customers

Javed (2018) survey on assessing the E-services of the banking sector by using EServqual model: A comparative study of local commercial banks and foreign banks in Pakistan. The aim of the present study is twofold; firstly, to measure the differences in e-services of foreign and local commercial banks and secondly, to find out the critical dimension of e-SERVQUAL for online banking. The study used comparative approach; local commercial and foreign banks in Pakistan. For this purpose, the study targeted local (MCB and HBL) and foreign (Standard Charted and Alfalah) banks. A total of 195 responses were received through a mean of questionnaire based on a five - point Likert scale from Sahiwal. The study performed reliability analysis, regression and Pearson chi-square. The reliability of all dimensions was tested with a Cronbach alpha that was greater than.7. The results of the chi-square showed that no difference is found with respect to any dimension in e-services of both local and foreign banks in Pakistan. The findings of the regression analysis showed that e-service quality was affected by 66.2% due to dimensions of e-SERVQUAL. The "reliability" and "privacy" have highest impact on e-service quality than all other dimensions, so banks should pay more attention on these dimensions because that is critical to online banking.

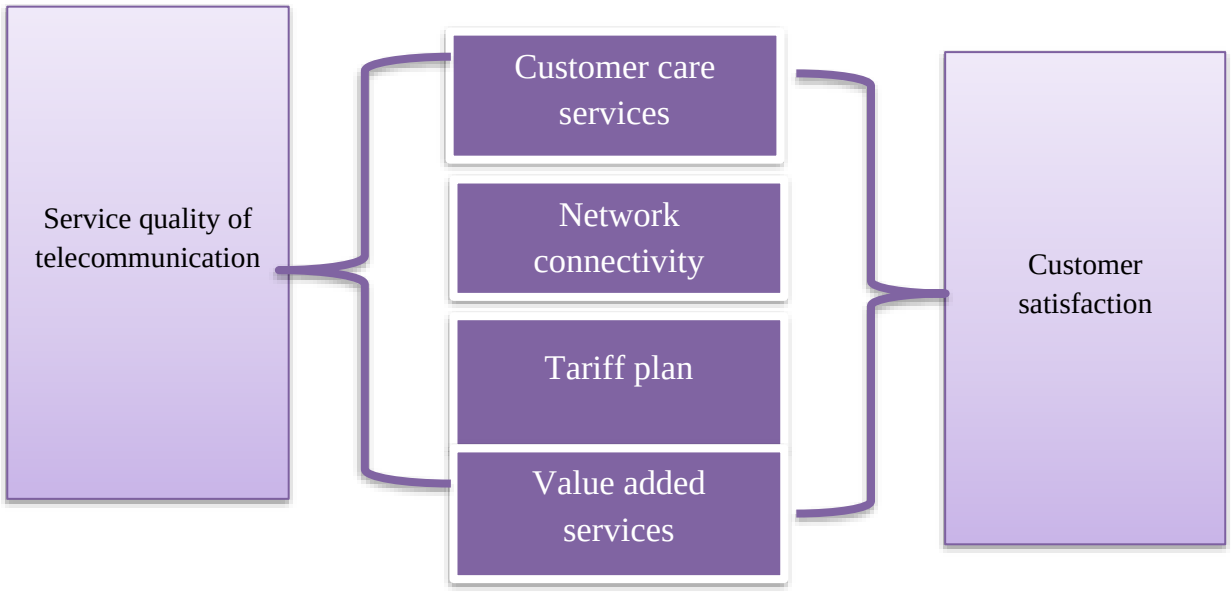
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OBJECTIVES OF THE STUDY

The various objectives of the study are as under

1. To explore the relationship between service quality of telecommunication companies and customer satisfaction towards customer care services.
2. To explore the relationship between service quality of telecommunication companies and customer satisfaction towards network connectivity.
3. To explore the relationship between service quality of telecommunication companies and customer satisfaction towards tariff plan.
4. To explore the relationship between service quality of telecommunication companies and customer satisfaction towards value added services.

RESEARCH FRAMEWORK



FORMULATION OF HYPOTHESIS

The various hypothesis of the study are as under

H_{01}: The service quality of telecommunication companies has no significant impact on customer satisfaction with respect to customer care service.

H_{a1}: The service quality of telecommunication companies has a significant impact on customer satisfaction with respect to customer care service.

H_{02}: The service quality of telecommunication companies has no significant impact on customer satisfaction with respect to network connectivity.

H_{a2}: The service quality of telecommunication companies has a significant impact on customer satisfaction with respect to network connectivity.

H_{03}: The service quality of telecommunication companies has no significant impact on customer satisfaction with respect to tariff plan.

H_{a3}: The service quality of telecommunication companies has a significant impact on customer satisfaction with respect to tariff plan.

H_{04}: The service quality of telecommunication companies has no significant impact on customer satisfaction with respect to value added services.

H_{a4}: The service quality of telecommunication companies has a significant impact on customer satisfaction with respect to value added services.

RESEARCH DESIGN

Research design is a complete structure of the research study which includes the entire processer regarding method, data, sample etc. The designing of research is based on various variables of the study in which the sample is to be collected. The research design for present study is descriptive in nature and based on primary and

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secondary data. However, primary data of the study has been collected by using survey analysis among the customers of various selected telecom companies and secondary data were obtain from various published research paper and theses available on different platform.

Sample Design
The sample design for present study is based on the relationship between service quality of telecommunication campiness and level of customer satisfaction with respect to various parameters. The designing of sample is based on different geographical location of respondent. The sample collection has been taken place by the survey analysis and a well structure questionnaire were papered and distributed among the users of various selected telecommunication companies. the entire sampling process has been completed in three different steps.

Sample Size
The final questionnaire was distributed among the 300 customers of various telecommunication companies such as reliance jio, Airtel and vodafone idea. After the examination of the filled questionnaire it has found that 273 customers have been correctly filled. Hence, the final sample size is 273.

Sampling Method
Purposive method of sampling has been applied to obtain the sample among the entire population.

Sample Area
The sample area for present study is classified in various small block of Bhopal city such as DB city mall, Vishal mega mart, New market and old city of Bhopal.

Measurement Tools
5 point Likert scale has been used as measurement tools such as 01 strongly disagree to 05 strongly agree.

Tools for Data Analysis
In order to testing of hypothesis and data analysis ANOVA test has been applied at 5% level of significance and 95% of confidence.

TESTING OF HYPOTHESIS

First hypothesis
H_{01}: The service quality of telecommunication companies has no significant impact on customer satisfaction with respect to customer care service.
H_{a1}: The service quality of telecommunication companies has a significant impact on customer satisfaction with respect to customer care service.

Table 1: Relationship between service quality customer satisfactions with respect to customer care service.

Hypothesis	Statement	df	F	P value	Result
H_{01}	Relationship between service quality and customer satisfaction with respect to customer care service	4	8.721	0.039	Significant
H_{a1}					

Interpretation: Table 1 explore the relationship between service quality and customer satisfaction with respect to customer care services. Since the value of F is **8.721** and p value is **0.039**. the result is significant at **5%** level of significance and strongly recommended to the rejection of null hypothesis and accept of alternative hypothesis.

H_{a1}= Accepted

Second Hypothesis
H_{02}: The service quality of telecommunication companies has no significant impact on customer satisfaction with respect to network connectivity.
H_{a2}: The service quality of telecommunication companies has a significant impact on customer satisfaction with respect to network connectivity.

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Table 2: Relationship between service quality customer satisfaction with respect to network connectivity.

Hypothesis	Statement	df	F	P value	Result
H_{02}	Relationship between service quality and customer satisfaction with respect to network connectivity.	4	11.276	0.001	Significant
H_{a2}					

Interpretation: Table 2 explore the relationship between service quality and customer satisfaction with respect to network connectivity. Since the value of F is **11.276** and p value is **0.001**. The result is significant at **5%** level of significance and strongly recommended to the rejection of null hypothesis and accept of alternative hypothesis.

H_{a2}= Accepted

Third hypothesis

H_{03}: The service quality of telecommunication companies has no significant impact on customer satisfaction with respect to tariff plan.

H_{a3}: The service quality of telecommunication companies has a significant impact on customer satisfaction with respect to tariff plan.

Table 3: Relationship between service quality customer satisfaction with respect to tariff plan.

Hypothesis	Statement	df	F	P value	Result
H_{03}	Relationship between service quality and customer satisfaction with respect to tariff plan	4	8.062	0.089	Not Significant
H_{a3}					

Interpretation: Table 3 explore the relationship between service quality and customer satisfaction with respect to tariff plan. Since the value of F is **8.062** and p value is **0.089**. The result is not significant at **5%** level of significance and strongly recommended to the rejection of alternative hypothesis and accept of null hypothesis.

H_{a3}= Accepted

Fourth hypothesis

H_{04}: The service quality of telecommunication companies has no significant impact on customer satisfaction with respect to value added services.

H_{a4}: The service quality of telecommunication companies has a significant impact on customer satisfaction with respect to value added services.

Table 4: Relationship between service quality customer satisfaction with respect to value added services.

Hypothesis	Statement	df	F	P value	Result
H_{04}	Relationship between service quality and customer satisfaction with respect to value added services.	4	11.259	0.034	Significant
H_{a4}					

Interpretation: Table 4 explore the relationship between service quality and customer satisfaction with respect to value added services. Since the value of F is **11.259** and p value is **0.034**. The result is significant at **5%** level of significance and strongly recommended to the rejection of null hypothesis and accept of alternative hypothesis.

H_{a4}= Accepted

FINDINGS OF THE STUDY

The findings of the study are as under

1. It has been observed from the table 1 that customer care services of selected telecommunication companies have been found significant because it is related with satisfaction of the customers. However, it can be states that there is a significant relationship between service quality of telecommunication companies and customer satisfaction with respect to customer care services.
2. It has been observed from the table 2 that network connectivity of selected telecommunication companies have been found significant because it is related with satisfaction of the customers. However, it can be

states that there is a significant relationship between service quality of telecommunication companies and customer satisfaction with respect to network connectivity.

3. It has been observed from the table 3 that tariff plan of selected telecommunication companies have not been found significant because it is not related with satisfaction of the customers. However, it can be states that there is no significant relationship between service quality of telecommunication companies and customer satisfaction with respect to tariff plan because it is not related with customer satisfaction, however, study rejected the alternative hypothesis.
4. It has been observed from the table 4 that value added services of selected telecommunication companies have been found significant because it is related with satisfaction of the customers. However, it can be states that there is a significant relationship between service quality of telecommunication companies and customer satisfaction with respect to value added services.

CONCLUSION

Service quality of the telecommunication companies has become one of the most significant areas which is related with consumer behaviour as well as satisfaction. However, it is important for both customer as well as telecom companies. The present study is related with the relationship between service quality and customer satisfaction towards telecommunication companies with respect to customer care services, network connectivity, terrify plan and value added services. The data for present study has been analyse by using ANOVA test. The findings of the study clearly indicate that service quality of telecommunication companies has been found significant. On the other hand finding also indicates that customer care services, network connectivity and value added services of the telecom companies is positively and significantly related with customer satisfaction. However, tariff plan has not been found significant.

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