



A STUDY ON CUSTOMERS SATISFACTION TOWARDS RELIANCE JIO 4G SERVICE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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-----ABSTRACT-----

Reliance communication owns and operates the world's largest next generation IP enabled connectivity infrastructure which comprise of 4, 80,000 kilometres of fibre optic cable system in India. This paper explores the customers preference towards jio network service. The problem enacted from the concept is that whether the customers are benefitted with the jio network services. This study was analysed with 120 respondents. Simple percentage method and likert scale analyses were used for this study. The conclusion is respondents suggested some improvements which can be done. By doing this the company can achieve the 100% satisfaction level of using jio network. And also, the customers might not be switch over to another networks. It will create goodwill for the company.

KEYWORDS: *Jio network service, customers.* -----

INTRODUCTION

India is one of the world's largest telecom markets which is particularly in the field of mobile internet due to the highest population and development. The present study focusses on reliance jio network which was launched at December 27.2015. It is a long-term evolution mobile network operator in India, financial services, government citizen interfaces and entertainment are the mostly benefited by jio. Although the customers are availing jio services, still other network services are still in use as a second number by many of jio users. If reliance jio fails to give the full satisfaction to its customers, it is difficult to sustain its image in the long run. Hence the study is undertaken for the purpose of analysing the satisfaction level towards the customer of jio network.

STATEMENT OF THE PROBLEM

There are diverse mobile phones benefits providers in our country and they are accepting the fundamental activity in fulfilling the necessities of the clients. By and by a-days, the customers are progressively amazing. Their tastes, needs and tendency can be changing as per current circumstance. In this manner the headway of network industries generally depends upon the consumer satisfaction.

OBJECTIVES

- ✓ To analysis the reason for choosing reliance jio network.
- ✓ To identify the customer satisfaction level towards reliance 4G jio service



- ✓ To study the problems faced by the customers while using jio network.

RESEARCH METHEDODOLOGY

Data was collected from both primary and secondary data sources. For the purpose of analysis, the data has been collected from 120 customers from the selected sampled respondents in Coimbatore city. The samples have been selected on the basis of convenient random sampling techniques.

Sampling techniques

For the purpose of analysis, the data has been collected from 120 customers from the selected sampled respondents in Coimbatore city. The samples have been selected on the basis of convenient random sampling techniques.

Sample size

The sample of 120 respondents was chosen for the study.

Area of the study

The study is conducted within Coimbatore city.

Statistical tools applied

- Simple percentage analysis
- Likert scale analysis

LITERATURE REVIEW

It is essential for a research scholar to do a review on the related literature for his study to have a comprehensive knowledge about the research. It helps the researcher to take the initial step of fixing the problem on which the study is to be done. The review of literature gives the researcher, a broader outlook on the background and situations under which the study has been conducted.

Dr.Gowthamichaintala(2017)¹”analyzed the customers satisfaction towards telecommunication service provider a study on reliance jio is to know the satisfaction level of the customers”. The gender wise analyses of the customers satisfaction is conclude that there is no difference in the opinion of male and female respondents on the satisfaction level towards the service provided by the jio service

K.R. Mahalaxmi and N. Suresh kumar (2017)² “studied on service quality and its impact on customer’s preference and satisfaction towards jio in trichy region focus on to the service quality and satisfaction level of jio”. This study reveals that people with age group up to 35 were 78 percent users of reliance jio. The advertisement has motivated most of the customers to prefer this network.

Kolachalamraghavendra and Dr. S.Rabiyathul basariya (2018)³ “had made a study on customer satisfaction towards reliance jio a study in related to Chennai city”. Major factors considered in research are: what are the needs of the companies based on the data services usage, major player in internet service, and support to customers. The research was conducted on companies mainly from industries like it, education manufacturing and other which are located in Chennai city. It is clear from the survey done that reliance and airtel are leading internet service provider they are providing products like data card, broadband etc. to the corporate end users. 4g spectrum is a research item for next generation wide area cellular radio, which focuses on 4g technologies, 4g networks and 4g systems. In perspective here, customer satisfaction is a measure of how 4g services supplied by a company meet customer expectation and its factors. The aim of the company is to find the most important service dimensions that affect customer satisfaction. To have a thorough satisfaction firstly the company is needed to bring satisfied customers which leads to loyal customers and by preparing all this, good services would be followed which influenced on customer satisfaction and make them loyal in future.

¹**Dr.Gowthamichaintala(2017)**”analyzed the customers satisfaction towards telecommunication service provider a study on reliance jio is to know the satisfaction level of the customers”

²**K.R. Mahalaxmi and N. Suresh kumar (2017)** “studied on service quality and its impact on customer’s preference and satisfaction towards jio in trichy region

³**Kolachalamraghavendra and Dr. S.Rabiyathul basariya (2018)** “had made a study on customer satisfaction towards reliance jio a study in related to Chennai city”.



Ahammed. A.H (2017)⁴ “analysed the customer satisfaction differ for place to place” because the tower capacity of the reliance 4g is almost vary from place to place and region to region. This paper helps this study in a better manner when collecting the date from the customers.

**DATA ANALYSIS AND INTERPRETATION
 SIMPLE PERCENTAGE METHOD**

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THE FEATURES THAT CONVINCED TO USE
 RELIANCE JIO 4G**

Particulars	No. of respondents	Percentage (%)
Connectivity	41	34.2
Schemes	46	38.3
Advertisement	33	27.5
Others	1	1
Total	120	100.00

(Source: primary data)

INTERPRETATION

The above table 10 shows that 34.2% of respondents are convinced to use due to the connectivity, 38.3% of respondents are convinced due to schemes, 27.5% of the respondents are convinced due to advertisement and 1% of the respondent is convinced due to another factor.

INFERENCE

Hence it is concluded that majority (38.3%) of the respondents are convinced to use this network due to schemes offered by jio.

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THE SERVICE THEY LIKE THE MOST WHILE USING
 RELIANCE JIO 4G**

Services	No. of respondents	Percentage (%)
Data service	18	15
Call rate	41	34.2
Network coverage	26	21.7
Value added service	35	29.1
Total	120	100.00

(source: primary data)

INTERPRETATION

The above table 11 shows that 15% of the respondents like data service, 34.2% of the respondents like call rate, 21.7% of the respondents like network coverage, 29.1% of the respondents like value added service.

INFERENCE

Hence it is concluded that majority (34.2%) of the respondents like call rate service.

⁴ Ahammed. A.H (2017) “analysed the customer satisfaction differ for place to place”



LIKERT SCALE ANALYSIS
TABLE SHOWING THE SATISFACTION LEVEL OF DATA SERVICE

Sl.no	Satisfaction Level	No. of respondents (f)	Likert Value (x)	Total (Fx)
1	Excellent	51	5	255
2	Very good	46	4	184
3	Good	23	3	69
4	Average	0	2	0
5	Poor	0	1	0
	Total	120		508

(source: primary data)

$$\text{Likert value} = \sum (fx) / \text{No of respondents.}$$

$$508/120 = 4.23$$

INTERPRETATION

The likert scale value is 4.23 which is greater than the mid value 3, so the respondents are satisfied with the data service.

TABLE SHOWING THE SATISFACTION LEVEL OF NETWORK COVERAGE

Sl. No.	Satisfaction Level	No. of respondents (f)	Likert Value (x)	Total (fx)
1	Excellent	50	5	250
2	Very good	30	4	120
3	Good	30	3	90
4	Average	5	2	10
5	Poor	5	1	5
	Total	120		475

(source: primary data)

$$\text{Likert value} = \sum (fx) / \text{No of respondents.}$$

$$= 475/120$$

$$= 3.95$$

INTERPRETATION

The likert scale value is 3.95 which is greater than the mid value 3, so the respondents are satisfied with the network coverage.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Findings of simple percentage analysis:

- majority (38.3%) of the respondents are convinced to use this network due to schemes offered by jio
- majority (34.2%) of the respondents like call rate service.

Findings of Likert scale analysis:

- The likert scale value is 3.95 which is greater than the mid value 3, so the respondents are satisfied with the network coverage.
- The likert scale value is 4.23 which is greater than the mid value 3, so the respondents are satisfied with the data service.

SUGGESTION

- Jio must improve network coverage in remote areas, so that they will also get benefited.
- They should bring 5G network as soon as possible, so that there will be massive growth in Indian economy.



- Jio must give unlimited calls on another network also or they can increase the time limit.
- They must improve data service and also the speed of data.

CONCLUSION

This study is involved in measuring the level of satisfaction of jio customer, in this study maximum all the respondents are satisfied with the service provided by Reliance jio 4G, but some respondents suggested some improvements which can be done. By doing this the company can achieve the 100% satisfaction level of using jio network. And also, the customers might not be switch over to another networks. It will create goodwill for the company.

REFERENCE

1. *Booblan. C and jayaraman(2017) "identifies the customer satisfaction over reliance jio service in dharmapuri district"*
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4. *Ramaya patella, Mallikarjuna Reddy Doodipala(2018) "had made an analytical study on reliance jio network".*