



IMPACT OF CUSTOMER SERVICE ON SUBSCRIBER'S SATISFACTION WITH SPECIAL REFERENCE TO SELECTED TELECOMMUNICATION COMPANIES IN MADHYA PRADESH

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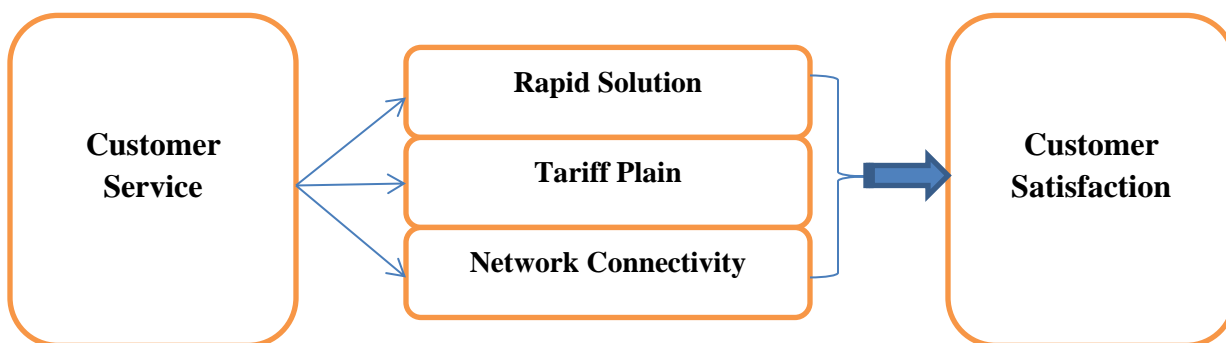
ABSTRACT

The present study deals with impact of Impact of Customer Service on Subscriber's Satisfaction with Special Reference to Selected Telecommunication Companies in Madhya Pradesh. In order to explore the impact of customer service on customer satisfaction study adopted three important factors of customer service such as Rapid solution, Tariff Plan and Network connectivity. The study is based on primary data which has been collected by using questionnaire method. the findings of the study indicates that Rapid solution and Tariff plan has been found significant and network connectivity has not been found significant and related with customer satisfaction.

INTRODUCTION

In this competitive age of the business telecommunications companies are plying most vital roles to connect peoples with each other. However on the other hand the services of the telecommunication companies has become basic needs for each and every one the relationship between telecommunication services and satisfaction level of customer is closely related because justification of the customer satisfaction is broadly depends on customer services. Customer services of the telecommunication companies always consider by the customers for deciding the future commitment with service provider, When it has considered that a person have a negative customer service experience is more likely to share his negative experience with peoples having a positive experience. The customer satisfaction is born with front line customer services of the business and it also may be impact the bottom line positively as well as negatively depending upon the verities and qualities of the customer services. The present study deals with the impact of customer care services on customer satisfaction of mobile phone subscriber

CONCEPTUAL FRAMEWORK





REVIEW OF LITERATURE

Kim Leng Khoo (2022), Conducted a research study in order to explore the impact of service quality on corporate image as well as satisfaction level of the customer. The study also examines the impact of satisfaction and corporate image on customer repurchase intention. The study was analytical in nature and based on primary data which has been collected by using the questionnaire among the group of customers. In this study authors also examined the arbitration impact of corporate image and customer satisfaction on the significant relationship between service quality and repurchase intention. After the data analysis and conduction examination between various constructs of the study and found that there is a significant impact of service quality on corporate image and satisfaction of the customer. On the other hand it has also been found that corporate image also has a significant and positive impact on word of mouth but not having impact on repurchase intention. Further more in the conclusive remark authors found that there is a arbitration impact among the corporate image and customer satisfaction.

Zygiaris Sotirios (2022), has been conducted a research study in order to explore the relationship between service quality and customer satisfaction during post pandemic. The study was based on SERVQUAL model in which five aspect of service quality has been discussed such as Reliability, tangibility, assurance, empathy and responsiveness. The study was based on primary data which has been obtained directly from the customers by using survey analysis. The finding of the study indicated that, there is a positive and significant relationship between service quality and customer satisfaction with respect to reliability, empathy, assurance, responsiveness and tangibility. The study also suggested that reorganization of service quality aspect is complex task for the service provider that May be responsible for customer satisfaction also. Findings also recommended that all the dimensions of service like reliability, empathy, assurance, responsiveness and tangibility are the highly contributing factors to increase customer satisfaction. Furthermore the study suggested that, car service industries must be focuses on customer service in the context of friendly manner with customer, after service, ask customer if need to change any parts in car and also must be take time to solve entire problems of the customers. In the last of the study it has been conclude that there is need to be clean and attractive workshop with adequate physical facilities, moral behavior of the staff and dependability in service must be offered to the customers.

Purna Man Shrestha (2023), has been conducted a research study to examine the impact of service quality on customer satisfaction among the customers of NTC. In order to explore the relationship between service quality and customer satisfaction five dimensions of service such reliability, empathy, assurance, responsiveness and tangibility has been discussed. The study was based on primary data which has been obtained among the peoples by using well-structured questionnaire. The study used multiple regression analysis in order to examine the relationship between various variables. Findings of the study indicated that there is a strong and positive relationship between service quality and customer satisfaction. Furthermore it has been recommended by the authors that reliability have a strong relationship with customer satisfaction followed by empathy, tangibility, assurance and responsiveness. Findings of the study also indicated that service quality is most important for each and every service providers in order to create satisfy and loyal customer base. At the last it has been suggested that management of NTC must be implement findings of the study among in order to develop a strong corporate image and higher customer satisfaction.

Johanna Pangeiko Nautwima (2023), has been provide a reviews on literature on the evidence of strong relationship between service quality and customer satisfaction. The literature suggested that there is a strong and positive relationship between service quality and customer satisfaction which is getting remarkable recognitions since 1980. Right now researcher also frequently determine that how various aspect of service such as reliability, empathy, assurance, responsiveness and tangibility highly impacting the customer satisfaction. The purpose of the review is to explore the impact of service quality on customer satisfaction with reference to banking sector after Covid pandemic. The study found significant gap between various study and explore that there is a gap between various study because some of the study indicate that there is a significant relationship between all the dimensions of service and customer satisfaction while some of the study suggested that among all the five dimensions some are closely related with customer satisfaction while others are not. In this review it also has been indicated that, there is need to conduct research study by using different methodology and different types of data. The review also indicated that there is no string evidence between study conducted under quantitative perspective and qualitative perspective.

Kumar R. Rajesh el al (2022), conducted a research study to examine the level of customer satisfaction and explore that satisfaction of the customer is a judgment that customer make a relations to fulfill their specific needs and wants



towards specific product and service. The research explore that with the change of quality of service the level of customer satisfaction may up and down some time it is measure by examine the relationship between expectation and perception of the customer. The study was empirical in nature and has been obtained primary data in order to examination the satisfaction of the customer. Furthermore it has been suggested that survival of each and every business depend on the customer satisfaction without the customer satisfaction success of any business is only a dream. After the start of the business customer came and profit earned by the business. The study also indicated that customer satisfaction has become one of the vital factors and market vale also to be determining by the satisfaction level of the customer. At the last authors also indicated that business organization must be focused on various factors are responsible for customer satisfaction like pricing, quality of service etc.

Winfrida Kobero et al. (2022), has been conducted a research study to investigate the relationship between service quality and customer satisfaction, on order to explore the relationship between service and satisfaction authors chose Tanzania higher learning sectors. The study was based on SERVQUAL model. In this study different dimension of service such as reliability, empathy, assurance, responsiveness and tangibility has been taken as independent variables. In this study authors suggested that customer satisfaction is the result of service quality and service quality is just what desire by the customers. The findings of the study indicated that most of the students were satisfied with the reliability of service offered by the institutions with high and positive service gap. On the other hand other dimensions such as empathy, assurance, responsiveness and tangibility were not related with satisfaction because og negative gap. Furthermore it may indicate that students are not satisfied with the overall service offered by the Tanzania higher learning sectors and they are highly disappointed. The study suggested that management of each and every public higher education institution must be focuses on service quality time to time because it is only the factors works to lead higher level of customer satisfaction.

OBJECTIVES OF THE STUDY

The various objectives of the study are as under

1. To study the impact of rapid solution on customer satisfaction towards selected telecommunication companies
2. To study the impact of Tariff Plan on customer satisfaction towards selected telecommunication companies
3. To study the impact of network connectivity on customer satisfaction towards selected telecommunication companies

HYPOTHESIS OF THE STUDY

The hypothesis of the study is as under

H₀₁: There is no significant relationship between raid solution and customer satisfaction with respect to selected telecommunication companies

H_{a1}: There is a significant relationship between rapid solution and customer satisfaction with respect to selected telecommunication companies

H₀₂: There is no significant relationship between Tariff Plan and customer satisfaction with respect to selected telecommunication companies

H_{a2}: There is a significant relationship between Tariff Plan and customer satisfaction with respect to selected telecommunication companies

H₀₃: There is no significant relationship between Network connectivity and customer satisfaction with respect to selected telecommunication companies

H_{a3}: There is a significant relationship between Network connectivity and customer satisfaction with respect to selected telecommunication companies

RESEARCH DESIGN

Research design for present study deals with relationship between customer service and its impact on customer satisfaction, however, the design of present study prepare on the basis of various factors of customer service. The research design is exploratory in nature and relationship between various variables has been examined by using primary and secondary data. The primary data has been collected by using questionnaire method and secondary data collected from various sources such as research paper and other sources.



SAMPLE SIZE AND DESIGN

Samples size and design for present study deals with the relationship between customer service and customer satisfaction among the subscribers of various companies. The sample has been taken among the populations of Bhopal city and convenient method of sampling has been used. In order to maintain the accuracy the sample were taken from various geographical locations of subscribers. The samples were collected with the help of questionnaire method which has prepared on the basis of various factors of customer service and its impact on customer satisfaction. The final questionnaire has been distributed among 250 subscribers in Bhopal city and total 183 subscribers positively filled the questionnaire

Sample Size: Sample size for present study is 183

Sample Method: Convenient method of sampling has been used to collect the sample

Sample Area: Sample area for present study is limited up to Bhopal city only

Measurement Tools

Five point Likert scale has been used as measurement tools such as one strongly disagree to five strongly agree. In this process all the data has been fixed on five point parameters as per subscriber’s response

Tools for Data Analysis

Data analysis and hypothesis testing has been done by using t test at 5% level of significance and 95% level of confidence

DATA ANALYSIS

Table 1: Impact of Customer service on customer satisfaction

Hypothesis	Relationship	df	t	P Value	Result
H ₀₁ /H _{a1}	Relationship between customer service and customer satisfaction with respect to Rapid Solution, Tariff Plan and network connectivity	3	10.023	0.011	Significant
H ₀₁ /H _{a1}		3	08.143	0.009	Significant
H ₀₁ /H _{a1}		3	4.214	0.089	Not Significant

FINDINGS AND RESULT

1. Above table explore the impact of customer service on customer satisfaction with respect to rapid solution. Result of hypothesis testing in first case clearly indicates that the calculated score of “t” is 10.023 and p value is 0.011 which is less than critical value. However, the result is significant and strongly recommended to accept the alternative hypothesis and reject the null hypothesis

H_{a1}= Accepted

2. Above table explore the impact of customer service on customer satisfaction with respect to Tariff Plan. Result of hypothesis testing in first second case clearly indicates that the calculated score of “t” is 8.143 and p value is 0.009 which is less than critical value. However, the result is significant and strongly recommended to accept the alternative hypothesis and reject the null hypothesis

H_{a2}= Accepted



3. Above table explore the impact of customer service on customer satisfaction with respect network connectivity. Result of hypothesis testing in third case clearly indicates that the calculated score of “t” is 4.214 and p value is 0.089 which is more than critical value. However, the result is not significant and strongly recommended to accept the null hypothesis and reject the alternative hypothesis

H₀₃= Accepted

CONCLUSIONS

In the present age of telecom sectors customer service played most important role towards customer satisfaction, however, it is important for each and every company in order to retain existing customer and attract new. The present study deals with customer service and its impact on customer satisfaction among the subscribers of various companies. The findings of the study indicate that rapid solution has been found important factor of customer service which is positively related with customer satisfaction. It means a policy regarding solution of customer problem is effective and rapidly solution is given by the companies. The tariff plan also found significant factor of customer service positively related with customer satisfaction, it means tariff plan of each companies are favorable from the subscribers point of view. On the other hand network connectivity has not been found significant factor because it is not related with customer satisfaction. It means customer are facing problem with respect to network connectivity.

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