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A STUDY OF SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION TOWARDS SELECTED TELECOMMUNICATION SERVICE PROVIDER IN UTTAR PRADESH CIRCLE

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ABSTRACT
The present study deals with impact of service quality of telecommunication companies on customer satisfaction with respect to various factors such as Customer care service, Value added services and network connectivity. The study is based on primary data which has been collected by using questionnaire method. The final questionnaires were distributed among the 200 subscribers and 171 subscribers positively replied and filled the questionnaire. The data has been analyzed by using ANOVA test at 5% level of significance. The findings of the study indicates that all the factors of service such as Customer care service, Value added services and network connectivity having positive impact on customer satisfaction.

INTRODUCTION
In the present scenario Telecommunication companies playing most significant role towards connecting of peoples with each other's, however, it has become one of the most important need for each one around the world. In India there is few numbers of telecommunication companies offering mobile phone operating service to the customer such as Jio, Airlel, Voda-Idea and BSNL. Among all these companies service quality is one of the major issues which is directly influence the satisfaction level of the customer. The present study related with service quality and its impact on customer satisfaction among the mobile phone subscribers of selected companies. In order to examine the impact of mobile phone service provider companies on customer satisfaction various factors of service quality such as Customer care service, Value added services and network connectivity has been discussed from the subscriber's point of view. the relationship between service quality and customer satisfaction is based on the subscribers response which has been taken by using questionnaire methods.

REVIEW OF LITERATURE
Alridge, S., & Rowley, J. (2001), used this model in Croatian higher education sector to identify the gap between expectations and perceptions of educational services from the point of view of students using the SERVQUAL instrument. Based on this research it was concluded that the negative gap in service dimensions can be used as a guideline for planning and allocating resources in order to improve educational service quality. Higher education in developing countries has serious quality

Atheeyaman, A. (1997) examined the relationship between customer participation and satisfaction. The study presented a typology of service customer's quality assurance behaviour and a conceptual model of the service customer's value chain. The study strongly embraced the usefulness of the value perspective for exploring the phenomenon of customer participation in service delivery. The tendency in the literature had been to treat customer participation as an input to the service firm's mix of production resources. The study encouraged treating customer participation as a variable in the customer's own value equation. Doing so created a rich set of implications in marketing, human resources and operations, for both researchers and managers.

Bigne, E., Moliner, M. A., & Sanchez, J. (2003), study new developments in customer service training explained that the ongoing customers were better educated than ever before and wanted value for their money. Customers also wanted good service and were willing to pay for it. The level of courtesy and assistance required from a customer service representative had increased dramatically over the past decade as a result of the customer's upgraded "acceptable" service standards; more kills were required. As a result, companies in various industries were induced to provide distinguished customer service in order to remain competitive. Learning was taking on strategic importance. Demand for customer service training was higher than ever before. The study summed up with suggestion that in today's volatile economy, providing excellent customer service could be the critical difference between a company's success and failure.

Cronin, J. J. Jr., & Taylor, S. A. (1992), study demonstrated that some determinants of quality predominated over others. The study found that for the personal customers of the bank, the main sources of satisfaction were attentiveness, responsiveness, care and friendliness. The study also found that the intangible aspects of the staff-customer interface had significant effects, both

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negative and positive, on service quality. Responsiveness was a crucial determinant of quality, as it was a key component in providing satisfaction and the lack of it was a major source of dissatisfaction. The main sources of dissatisfaction were integrity, reliability, responsiveness, availability and functionality. Reliability was predominantly a source of dissatisfaction not satisfaction

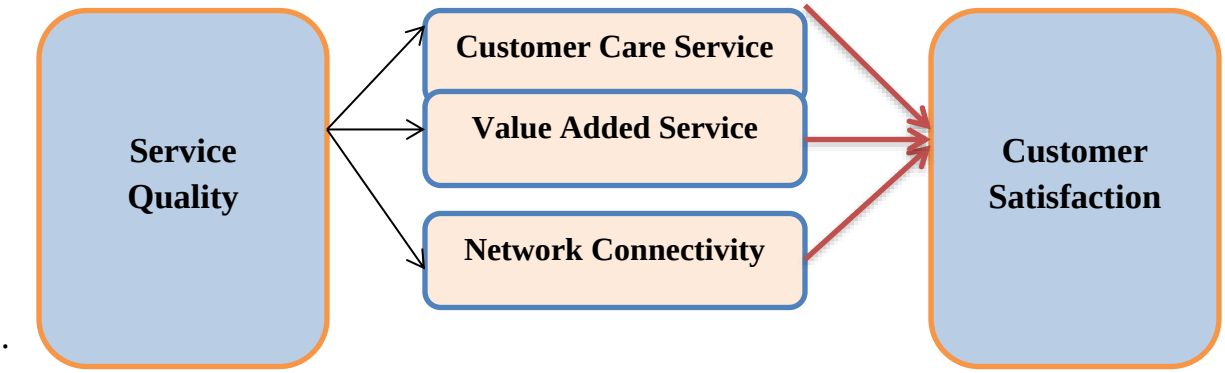
Parasuraman, Berry, and Zeithaml (1985), have introduced five specific dimensions of service quality which apply regardless of the service industry viz. assurance, responsiveness, tangibles, empathy and reliability. They have devised a scale called SERVQUAL since there were several models (scales) for the measurement of service quality and the satisfaction of customers, they are often too generalized or ad hoc, and as such hard to apply in the hospitality industry. On other hand TQM, which began before all in companies that dealt with products, due to the specificities of services due to factors such as impalpability, inseparability from provider and receiver of service, and perishability, a specific concept called SERVQUAL (Services Quality Model) was created.

OBJECTIVES OF THE STUDY

The various objectives of the study are as under

1. To study the impact of service quality of mobile phone service providers and customer satisfaction towards customer care service
2. To study the impact of service quality of mobile phone service providers and customer satisfaction towards Value Added Service
3. To study the impact of service quality of mobile phone service providers and customer satisfaction towards Mobile network Connectivity

Research Framework



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HYPOTHESIS OF THE STUDY

The hypothesis of the study is as under

H_{a1}: Service quality has a significant impact on customer satisfaction with respect to customer care service

H_{a2}: Service quality has a significant impact on customer satisfaction with respect to customer care service

H_{a2}: Service quality has a significant impact on customer satisfaction with respect to Network Connectivity

RESEARCH DESIGN

Research design for present study deals with relationship between service quality of telecommunication companies and its impact on customer satisfaction, however, the design of present study prepare on the basis of various factors of service quality. 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 service quality and customer satisfaction among the subscribers of various companies. The sample has been taken from selected cities of Uttar Pradesh circle and Random stratified 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 service quality and its impact on customer satisfaction. The entire process has been completed in following steps

Sample Size: The final questionnaires were distributed among **200** subscribers and **171** subscribers positively replied and filled the questionnaire. However, final sample size of the study is **171**

Sample Method: Random stratified method were adopted to collect the sample among the entire population

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Sample Area: Sample Area for present study is limited up-to selected Areas of Bareilly city

Tools for Data Analysis

ANOVA Test has been used as data analysis for present study at 5% level of significance and 95% level of confidence

Hypothesis Testing

Hypothesis	Predictors	df	F	P Value	Result
H_{a1}	Customer Care Service	3	6.217	0.019	Significant
H_{a2}	Value Added Service	3	9.024	0.032	Significant
H_{a3}	Network Connectivity	3	8.812	0.001	Significant
Dependent Variable: Customer Satisfaction					

FINDINGS

The findings of the study are as under

1. The above table explores the impact of service quality of selected telecommunication companies and customer satisfaction with respect to customer care service. Table clearly explore in the first hypothesis value of **F** is **6.217** and **p** value is **0.019** which is less than critical value. Hence, study strongly recommended rejecting the null hypothesis and accepting the alternative hypothesis. On the basis of result it can be said that value added service of telecommunication companies is positively and significantly related with customer satisfaction
2. The above table explores the impact of service quality of selected telecommunication companies and customer satisfaction with respect to value added service. Table clearly explore in the second hypothesis value of **F** is **9.024** and **p** value is **0.032** which is less than critical value. Hence, study strongly recommended rejecting the null hypothesis and accepting the alternative hypothesis. On the basis of result it can be said that Value Added Service of telecommunication companies is positively and significantly related with customer satisfaction
3. The above table explores the impact of service quality of selected telecommunication companies and customer satisfaction with respect to network Connectivity. Table clearly explore in the first hypothesis value of F is **8.812** and **p** value is **0.001** which is less than critical value. Hence, study strongly recommended rejecting the null hypothesis and accepting the alternative hypothesis. On the basis of result it can be said that network connectivity of telecommunication companies is positively and significantly related with customer satisfaction

CONCLUSIONS

Service quality of telecommunication companies playing most important role towards customer satisfaction with respect to various factors of service. However, it is important for both companies as well as subscribers. The present study explore the impact of service quality on customer satisfaction with respect to various factors of service such as Customer care service, value added service and network connectivity. Data for present study has been analyzed by using ANOVA test. Result of hypothesis testing clearly indicates that all the factors of service such as Customer care service, value added service and network connectivity has significant impact on customer satisfaction. Hence, study concludes that telecommunication companies in Uttar Pradesh circle are offering excellent service from the subscriber's point of view and it is positively related with level of customer satisfaction.

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