



A STUDY ON CUSTOMERS' SATISFACTION TOWARDS RELIANCE JIO NETWORK WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The importance of this study is to examine the customers level of satisfaction towards Reliance Jio Network in Coimbatore city. It also tried to find out the factors which influence the users and the customer expectation towards Reliance Jio Network. The data has been collected by Survey methods through questionnaire with 130 Respondents. Tools used in this project were Simple percentage analysis and Likert scale analysis. On the basis of the study, it is found that customers are satisfied with the Network coverage and its Connectivity. The only thing that customer expects is its offers and schemes. Most of the customer suggestion is to improve the speed of the network and also to reconstruct its tariff plans to maintain its competitive level. Thus, the study concluded that customers are satisfied with the Reliance Jio Network and also it recommended to focus on promotional measure to enhance their service.

KEYWORDS: Customer satisfaction and expectation, Connectivity, Promotional measures

1. INTRODUCTION

Telecommunication is the transmission of information over a distance by electronic and electrical means. Substantial economic growth and mounting population enables the rapid growth of Telecommunication Industry. This service in India have witnessed phenomenal changes over the last few years. Reliance Jio is the largest mobile network operator in India and the third largest mobile network operator in the world. Reliance Jio provides diversified services like Wireless services, Internet, Landline, Tower infrastructure, Digital TV service. Customer satisfaction is a term which is used to measure how product and services supplied by the enterprise satisfied the customer. Marketers should be smart enough to understand the customers needs, wants and demands. So, customer is important to enterprise to get a good position in the global market and to enhance their profit.

2. STATEMENT OF THE PROBLEM

Customer satisfaction is considered to be the most important factor as it involves the retention of the customer and creates brand loyalty and also it forms a base for altering prospective customers. Typical elements that constitute customer satisfaction are value added services, difficulties in tariff customer care and timely response complaints.\

3. OBJECTIVES OF THE STUDY

- ✓ To analyze the customer satisfaction towards Reliance Jio Network.
- ✓ To analyze the factors influencing the use of Reliance Jio Network service.
- ✓ To find out the customer expectation of Reliance Jio services.

4. RESEARCH METHODOLOGY

SAMPLING TECHNIQUE	Convenient sampling technique
SAMPLE SIZE	130 respondents
SOURCE OF DATA	Primary data and Secondary data
AREA OF THE STUDY	Coimbatore

5. STATISTICAL TOOLS

The following were used to analyse the data collected from various respondents, they are

- Simple Percentage Analysis
- Likert Scale Analysis



6. REVIEW OF LITERATURE

Mr.Krishna Aineniwar and Balaji S. Mudholkar (2019): In their article, it determined that it reveals positive perception of the customers based on the service quality provided by Reliance Jio. However, their research shows significant positive effect of all the six dimensions which was dominated by tangibility, Reliability and Empathy which has higher level of significant perception, whereas Technical Quality, Responsiveness and Assurance need to improve to minimize the customer satisfaction.

Dr.C.Geetha and Mrs.S.Anitha Pushpaleela (2018): In their study observed that Reliance Jio Network is the fastest network in India. Their aim is to provide anytime, anywhere access to innovative

and empowering digital content, applications and services, thereby driving India into global leadership in the digital economy. From the overall study their scope is to fluctuate the market by proving competitive strategies.

C.Boobalan and K.Jayaraman (2017): Observed that Reliance techno-Jio is widely used network by techno-savvy customers. The study concluded that the download and upload speed of the network has reduced drastically in many places. Better customer service will help the organization to be more efficient, in quality services, avoid problem, maintaining the growth and customers attract new schemes and so on.

7. TABLE

7.1 SIMPLE PERCENTAGE ANALYSIS

Table shows Level of Expectation from Reliance Jio Network by Respondents

OPTIONS	RESPONDENTS	PERCENTAGE
New Schemes	37	28
Network Coverage	53	41
Connectivity	28	22
Service Quality	12	9
TOTAL	130	100

(Source: Primary data)

INTERPRETATION

The above table shows that 28% of the people expect New schemes, 41% of the people expect

Network coverage, 22% of people expect Connectivity, 9% of people expect Service quality.

Hence, most (41%) of the respondents expect Network Coverage from Reliance Jio Network.

Table shows the Satisfaction of the Respondents towards Reliance Jio Network Service

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	78	60
No	25	19
Maybe	27	21
TOTAL	130	100

(Source: Primary data)

INTERPRETATION

From the above data, it shows that 60% of the respondents said Yes on satisfaction towards Reliance Jio Network, 19% of the respondents said No, 21% of the respondents said Maybe.

Hence, majority (60%) of the respondents are Satisfied towards Reliance Jio Network Service.

7.2. LIKERT SCALE ANALYSIS

Table showing the Satisfaction Level of the Respondents towards Network Coverage in their Area

Factors	No. Of Respondents (F)	Likert Scale Value (X)	Total Score (Fx)
Highly Satisfied	44	5	220
Satisfied	40	4	160
Neutral	21	3	63
Dissatisfied	13	2	26
Highly Dissatisfied	12	1	12
TOTAL	130		481

(Source: Primary data)



FORMULA

$$\begin{aligned} \text{Likert Scale} &= \frac{\sum (fx)}{\text{Total number of respondents}} \\ &= 481/130 \\ &= 3.7 \end{aligned}$$

INTERPRETATION

The likert scale value is 3.7 which is greater than the mid-value (3) which shows that the customers are satisfied with the Network Coverage in their area

8. FINDINGS

- ✓ It is established that most (41%) of the respondents expect Network Coverage from Reliance Jio Network
- ✓ The research states that most (45%) of the respondents are prefer Network as a most useful service.
- ✓ The research states that majority (60%) of the respondents are Satisfied towards Reliance Jio Network Service.
- ✓ The likert scale value is 3.7 which is greater than the mid-value (3) which shows that the customers are satisfied with the Network Coverage in their area.
- ✓ The likert scale value is 3.72 which is greater than the mid-value (3) which shows that the customers are satisfied with the SMS Facility of Reliance Jio Network.

9. SUGGESTIONS

- ✓ Respondents are satisfied with the services provided by Reliance Jio Network but some respondents are not satisfied and therefore steps should be taken to make the customers satisfied.
- ✓ Most of the customers suggestion is to improve network speed in both rural area.
- ✓ Most of the customers prefer prepaid service where they limit their talks. Hence the Reliance Jio Company should concentrate and make awareness on the usage of postpaid service.
- ✓ From the above study, it is noted that Reliance Jio Network Service is highly satisfied the customers. The Jio app service and customer service are also rated as good by the customers. Hence this should be maintained to retain the customers.

10. CONCLUSION

From this study, it is concluded that most of the customer are satisfied with the Reliance Jio Network Service. It is identified that Service and Network Coverage provided by Reliance Jio Network is at satisfactory level to the respondents. The Reliance Jio can acquire a more number of customers by

improving its scheme and plans. Most of the respondents are not aware of the promotional activity. So, it should focus on the promotional measures to enhance their service to satisfy the customer. More number of customers felt that connectivity as a factor that makes Reliance Jio different from other network. So, it should maintain the connectivity to retain its customers.

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