A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION OF SERVICE QUALITY ON AIRTEL SERVICE PROVIDER IN COIMBATORE CITY

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ABSTRACT

The project entitled "a study on customer satisfaction towards Airtel in coimbatore city " is carried out with an objective to determine the consumer preference and satisfaction. A descriptive study was conducted to achieve the objectives. In total 213 respondents filled a well-structured questionnaire having a list of statements pertaining to products, services & facilities provided by the service provider. The main objective of the study was to know how the customers of AIRTEL Broadband perceive its Services in coimbatore are satisfied with the services provided by AIRTEL and also to identify the factors affecting the preferences of the customers Results reveal that the dimensions which influence the satisfaction level of customers

are: Core services (like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.

INTRODUCTION

In India, Airtel is the second largest provider after JIO Ltd mobile telephone and second largest provider of fixed telephone in India and is also a provider of broadband and subscription television service. It offers its telecom services under the Airtel brand and is handed by Sunil Bhart Mittal. Bharti Airtel limited (commonly shorsened to Airtel and Stylish Airtel) is an Indian global telecommunications service company based in New Delhi. Indian it operates in 20 countries across south Asia and Africa. Airtel providers GSM, 3G, AG, LTE mobile service Fixed line broadband and voice service depending upon the

country of operation. Airtel has also rolsea out its VOLTE TECHNOLOGY ACROSS ALL Indian telephone circles except Jammu and Kashmir and Andoman and is litely to launch in these circles soon. It is the second largest mobile network operator in India and the largest mobile network character in the world with over 438.04 Million subscribers. Telecommunication is the assisted transmission over a distance for the purpose of communication. In earlier times, this may have involved the use of smoke signals, drums, semaphore, flags or heliograph. In modern times, telecommunication typically involves the use of electronic devices such as the telephone, television, radio or computer. Good Training is a must to achieve more and more. Any training activity should be goal oriented and genuinely

aimed at improving quality of work, worker, and workplace. Training given by the Telecom giant Airtel is to develop personal professional skills of the trainees' attitude.

The telecommunication services have been recognized the world-over as an important

tool indicating the socio-economic development of a nation and the telecom infrastructure is treated as a crucial factor to realize and accomplish the socio economic objectives in India. The telecommunication services in India have witnessed phenomenal changes over the last few years and the information technology has brought tremendous changes in day-to-day activities of the common man. The craze for mobile phone services in the Sub-continent is increasing substantially. Keeping high consumer demand into consideration, a number of major players like Airtel, BSNL, Reliance, Airecel, Vodafone, Tata Indicom etc. have launched their services in the market. India, the second most populated country in the world, is set to achieve another milestone of having one billion wireless connections and will become the second largest group of mobile phone users in the world, next only to China. In fewer than fifteen years ago, mobile phones were considered to be rare and expensive pieces of equipment used by affluent people, but now they have become a common house-hold item. Building trust and adapting to the individual and local needs of the community/region are the two-fold success factors in the diffusion and the introduction and implementation of cutting-edge technology in the sector. With the permission of the private sector telecom service providers, India witnesses a stiff competition among the service providers to win over new customers and retain the existing ones. With the increase in the number of players, cellular mobile companies seek new ways to woo new customers and there by, increase the subscribers base and market share. However, the ability to earn new customers and retaining the existing customers is a crucial activity and can be achieved only by providing commendable quality services to the customer.

STATEMENT OF THE PROBLEM

The rapidly changing technologies, customer needs are increasing like the level of awareness and it becomes imperative to review the Quality of Service Parameters for different types of services such as Broadband, Landline, and Mobile Communication service. Moreover, the force of liberalization and globalization of the telecommunication market have pressurized the companies to maintain their market share by focusing on retaining their current customer base. If the context of the comparative efforts towards positioning of telecom companies in the market, this study attempts to assess the service quality perceptions on the Airtel service which is one of the leading private players in telecom sectors and providing services such as

Telecommunication (Landline and Mobile) and Broadband services (Fixed Line and Wifi) that are considered as high priority services in telecommunication sectors of the study. To assess the services quality provided by Airtel, six dimensions are taken to measure the services such as Tangibility, Reliability, Responsiveness, Assurance,Empathy and Technical quality. Therefore it becomes important to understand whether the perception of the customers have positive impact on all the dimension leading to service quality of Airtel Telecom Service

OBJECTIVES OF THE STUDY

- To study the socio- economic characteristics of the respondent.
- To identify the customer satisfaction of Airtel services.
- To the measure of service quality as perceived by customers of airtel mobile   phone service
- To understand the perception of customers has a positive impact on all the dimensions leading to service quality of airtel service.
- To give suitable suggestions to airtel services.

RESEARCH METHODOLOGY

A scientific approach to the research methodology is very much essential to evaluate the research problem systematically. The appropriate method will improve the validity of the findings. It is necessary for the research and the research and the success of analysis mostly depends on methodology in which it is carried out.

TOOLS AND TECHNIQUES

Tools used for analysis
- Simple percentage
- Chi - square test
- Rank analysis
- Likert Scale

Limitations of the stud

- The sample size is limited to 213.
- The survey is conducted only in selected areas in coimbatore city.
- The study is largely based on the customer perception and satisfaction of service quality on Airtel service providers.
- The data was collected through a structured questionnaire and analysed based on the information given by the respondent.

REVIEW OF LITERATURE

Leo Franklin L. and Ambika S. (2015) conducted a comparative study on Customer Preference of Mobile Service Providers with Selected Service Providers. They have stated that there is a stiff competition prevailing among the service providers. Since there is a marginal difference between the services rendered by the cellular service providers there is more possibility for the subscriber to switch

from one service provider to another based on convenience. They have realized that it is very essential for the mobile service provider to understand the customer preferences and the influence of various demographic variables behind that influence. They have

compared the customer preference on mobile communication with reference toservice provided by the private and public sector.

Arun Prasath R. and Vijayadurai J. (2016), in their study on 'A Study on Consumer Attitude towards Mobile Phone Service Providers in Tamil Nadu' examined the consumers' attitude towards various services offered by mobile service providers. They found that prepaid SIM cards were bought by the majority of the respondents. Value added services in Airtel and Vodafone have satisfied the respondents to a greater extent.

DATA ANALYSIS AND INTERPRETATION

Percentage Analysis

Number of respondents distribution shows the number of frequencies in various class which help some preliminary ideas with respect to the objectives understudy.

Therefore, as a first step, the number of respondent distribution for various variables under the study is constructed, to interpret the results comprehensively as percentage values are computed by the following formula.

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

TABLE NO 4.1.2
DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO AGE

S. NO	AGE	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Below 20	57	26.1
2	20-30 years	90	41.3
3	31-40 years	55	25.2
4	Above 40years	11	5.0
	TOTAL	**213**	**97.7**

(Source: primary data)

INTERPRETATION:

From the above table it is inferred that 26.1% of the respondents are under the age group of below 20 years, 41.3% of the respondents are 20-30 years, 25.2% of the respondents are between 31-40 years and 5.0% of respondents are above 40 years of age.

INFERENCE:

From the above table it is inferred that (41.3%) majority of sample respondents are between 21-40 years.

TABLE NO 4.1.15

DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO

AIRTEL IS BETTER THAN ANY OTHER CONNECTION

S. NO	AIRTEL IS BETTER THAN ANY OTHER CONNECTION	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Highly satisfied	22	10.1
2	Satisfied	110	50.5
3	Neutral	66	30.3
4	Unsatisfied	15	6.9
	TOTAL	213	97.7

(Source: Primary data)

INTERPRETATION:

From the above table it is inferred that 10.1% of the respondents are highly satisfied, 50.5% of the respondents are satisfied, 30.3% of the respondents are neutral, 6.9 of the respondents are unsatisfied.

INFERENCE:

From the above table it is inferred that (50.5%) of sample respondents lies between satisfied.

CHI-SQUARE ANALYSIS

A chi-square test, also written as a χ2 **test**, is any statistical hypothesis test where the sampling distribution of the test statistic is a chi- squared distribution when the null hypothesis is true. Without other qualification, 'chi-squared test' often is used as short for Pearson's chi- squared. The chi-squared test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

$X^2 = \sum(O-E)2 / E$

$E = RT*CT/ N$

TABLE NO 4.2.1

COMPARISON BETWEEN AGE OF THE RESPONDENT AND TYPE OF AIRTEL SERVICE DO YOU USE

HYPOTHESIS:

Null hypothesis ($\square_\square$): There is no significant difference between age of the respondent and type of airtel service you use.

Alternative hypothesis ($\square_\square$): There is no significant difference between age of the respondent and type of airtel service you use.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.318[a]	3	.345

Significant= p<=0.05, not significant =p> 0.05

Source: Primary data

INTERPRETATION:

The above table shows the association between age of the respondent and type of airtel service you use.

The calculation value (.345) is greater than significant value (0.05), so the null hypothesis is accepted. We conclude that there is an association between age of the respondent and type of airtel service

4.3 RANKING ANALYSIS

Ranking method is one of the simplest performance evaluation methods. In this method employed are ranked from best to worst in a group. The simplicity of this method is overshadowed by the negative impact of assigning a 'Worst' and the ' best' rating to an employee. Such discriminations lead to negativity within a group and have a negative impact on performance.

Ranking is a question response format used when a researcher is interested in establishing some type of priority among a set of objects, whether they be policies, attributes, organisations, individuals, or some other topic or property of interest.

TABLE 4.3.1

RANKING RELATED TO THE FACTORS THAT THE SERVICE OF AIRTEL

S NO	FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANKS
1	Network coverage	14 7	18 23	60 62	86 135	35 196	213 423	**V**
2	Clarity	16 8	12 22	58 57	84 128	43 192	213 407	**VI**
3	Customer care support	9 5	25 22	78 73	74 149	27 200	213 499	**I**
4	Tariffs	14 7	36 32	57 39	76 145	30 198	213 461	**IV**
5	Value added tax	7 4	44 29	63 83	70 149	29 199	213 464	**III**
6	Promotional schemes	25 13	19 35	77 83	65 155	27 201	213 487	**II**

INTERPRETATION

The table 4.3.1 shows that out of 213 respondents, customer care support is in the rank I, promotional schemes are in the rank II , value added tax is in the rank III , Tariffs is in the rank IV, Network coverage is in the rank V and clarity is in the rank VI.

INFERENCE

Customer care support is in the rank I based on the ranking of the respondents relating to the factor that the service of airtel.

LIKERT- SCALE

A Likert scale is a method of measuring attitudes, ordinal scale of response to a question or statement, ordered in hierarchical sequence from strongly negative to strongly positive. Used mainly in behavioural science and psychiatry, in Likert scale method, a person's attitude is measured by combining (adding or averaging) their responses across all items.

TABLE 4.4.1

RESPONDENTS OVERALL SATISFACTION WITH THE OFFERS

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL SCORE
1	Highly satisfied	18	5	90
2	Satisfied	75	4	300
3	Neutral	87	3	261
4	Unsatisfied	24	2	48
5	Highly unsatisfied	9	1	9
	TOTAL	213		708

(Source: primary data)

LIKERT SCALE = $\sum$(fx / Total no. of respondents)

= 708/213

= 3.32

Likert scale value is 3.32 greater than the mid value (3). So the customers are neutral with the offers.

TABLE 4.4.2

RESPONDENTS OVERALL SATISFACTION LEVEL OF AIRTEL BETTER

THAN ANY OTHER CONNECTIONS

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL SCORE
1	Highly satisfied	22	5	110
2	Satisfied	110	4	440
3	Neutral	66	3	198
4	Unsatisfied	15	2	30
5	Highly unsatisfied	0	1	0
	TOTAL	213		778

(Source: primary data)

LIKERT SCALE = $\square$(fx / Total no. of respondents)

= 778/213

= 3.65

Likert scale value is 3.32 greater than the mid value (2). So the customers are satisfied that airtel is better than any other connection.

FINDINGS OF THE STUDY

FINDINGS

Based on the analysis of data, the following major findings of the study are recapitulated.

SIMPLE PERCENTAGE

- The majority (41.3%) of sample respondents are between 21-40 years.

- From the above table it is inferred that (50.5%) of sample respondents lies between satisfied.

CHI-SQUARE

- We concluded that there is an association between age of the respondent and whether the respondent type of airtel service you use.

RANK ANALYSIS

Customer care support is in the rank I based on the ranking of the respondents relating to the factor that the service of airtel.

LIKERT-SCALE

- Likert scale value is 3.32 greater than the mid value (3). So the customers are neutral with the offers.

- Likert scale value is 3.32 greater than the mid value (2). So the customers are satisfied that airtel is better than any other connection.

SUGGESTION

- Many of the respondents are using Airtel prepaid services only, hence the service provider may also make the customers to use the post paid services by giving offers.
- Please make your connection with rural areas. It's too difficult when we are in those areas.
- Care should be taken for efficient and timely response to the customer problems.
- More numbers of Airtel users feel that the starter pack amount for getting a mobile connection is average but in the case of Airtel it is high so the Airtel company has to reduce its starter pack amount to increase its customer.
- Many of the respondents are not satisfied with the features provided to perpaid users as compared to landline users.
- From the study I suggested the Airtel price is low service so best when compared to other network connections that easily reached the customer.
- security system of the Airtel network services can be improved so that it may satisfy all the customers.

CONCLUSION

The Indian mobile telephony market has grown at a rapid speed in the last decade. Declining the call tariffs and favourable regulatory policies have led to a tremendous increase in the subscribers' base. Proper identification of the Customer preferences will facilitate the favourableness towards the various mobile service providers. Continuous research on consumers will enhance customer satisfaction. The present research focuses on the study of customer preferences with the special reference to the mobile network users in Coimbatore city. The study has been carried out to find out the most preferred mobile network service provider and the factors influencing to use the particular mobile network service. The results revealed that Airtel, jio bsnl and vodafone are the most preferred mobile network service providers. Service quality, Value added services and customer care service are the most influencing factors in the selection of a particular mobile network service provider. If these suggestions are considered by the respective mobile network service providers, it would certainly help to improve the service quality of the mobile network service providers and also it improves the level of satisfaction of the mobile network users.

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