A STUDY ON CONSUMER SATISFACTION BY SERVQUAL MODEL CONCERNING TELECOM INDUSTRY WITH SPECIAL REFERENCE TO "(AIRTEL)"

Dr. J.P Lamoriya (Assistant Professor) MBA Department
Ankit Kumar, Final year, MBA Department
Shishir Pathak, Final year, MBA Department
Parul University, Gujarat

ABSTRACT:

Customer satisfaction measures whether a brand can meet or surpass the customer's initial expectations. It is a measure of how well a company's products and services meet or exceed consumer expectations. Customers play a key part in keeping a product or service current, therefore ensuring customer happiness is in the best interests of the firm.

Many challenges exist in AIRTEL that might reduce the telecom organization's operating efficiency. Revenue growth concerns are also becoming more prevalent as a result of these issues. Personalization of telecom service problems is also rising at AIRTEL.

KEYWORDS: Operational efficiency, AIRTEL, wireless services, cellular services, and telecom services.

OVERVIEW OF THE TELECOM INDUSTRY:

Telecommunications were initially established in India in 1851 when the government installed the first working landlines. Until 1984, when the private sector was authorized to manufacture telecommunications equipment solely, the Indian telecom sector was wholly owned by the government. In 1984, the government formalized its prior attempts to expand R&D in the field by establishing an autonomous entity, the Centre for Development of Telematics (C-DOT).

As a result of the Telegraph Act of 1885, the Government of India enjoyed a monopoly on all sorts of communications until the late 1990s. The New Telecom Policy (NTP-99) provided much-needed fuel to the industry's expansion and established the trend for deregulation. As a result, the Indian telecom sector is one of the world's most liberalized, with private involvement in nearly all of its categories.

The development of the telegraph marked the beginning of Indian telecommunications. The telecom and postal industries in India are among the oldest in the world. In 1850, the truly exploratory electric message line was begun between Calcutta and Pearl Harbour. In 1851, it was opened for the use of the English East India Affiliation. A small portion of the Public Works Office was occupied at the time by the Posts and Broadcasts division. The construction of 4,000 miles (6,400 kilometers) of broadcast lines began in November 1853. These connected Kolkata, which used to be Calcutta, and Peshawar, in the north; The Sindwa Ghats in the south, Agra, Mumbai (now Bombay), Chennai (now Madras), and Bangalore and Ootacamund. William O'Shaughnessy, who was in charge of messaging and

phone in India and worked in the Public Works Division, worked to improve telecom during this time. When public access to telegraph facilities was granted in 1854, a separate department was set up.
 The assertion that the establishment of telephones was a monopoly of the government and that the work would be carried out by the government prompted the refusal of permission. A member of the Governor General's Council, opened the Telephone Exchanges in Madras, Bombay, and Calcutta. Later, the government made a different choice and gave the license to the Oriental The Telephone Company Limited of England will open exchanges in Calcutta, Bombay, Madras, and Ahmedabad. As of now the country's most memorable conventional telephone utility started. In its early stages, the Calcutta exchange known as the "Central Exchange" had 93 subscribers. A telephone exchange also opened in Bombay later that year.

▪ Front, top, and bottom of a 1912 Indian telegraph receipt, with additional labels indicating additional developments and milestones.
▪ Before 1902, the first wireless telegraph station was built between Sagar Island and Sandhead in 1901.
▪ 1907: The first central battery of telephones arrives in Kanpur.
▪ In Shimla between 1913 and 1914, the first automatic exchange was established.
▪ 1927: The radio-telegraph system that connected the UK and India received the addition of the Imperial Wireless Chain beam stations at Khadki and Daund. Introduced on July 23 by Ruler Irwin after exchanging happy news with Lord George V. In 1933, the UK and India established a radiotelephone framework.
▪ 1947: The Public Authority Designing School, Jabalpur, established the first hardware and broadcast communications design division in India.
▪ 1951: On October 24, 1951, the Public Authority Designing School, Jabalpur, introduced India's first television transmitter.
▪ 1953: The 12-channel transporter framework was presented.
▪ The first subscriber trunk dialing route between Kanpur and Lucknow was established in 1960.
▪ The first PCM system was implemented in 1975 between the Andheri and Mumbai City telephone exchanges.
▪ 1976 marked the first digital microwave junction.
▪ In 1979, the primary optical fiber framework for a nearby intersection in Pune was placed into activity.
▪ In Sikandarabad, Uttar Pradesh, the first domestic satellite earth station was established in 1980.
▪ Mumbai hosted the first analog Stored Programme Control exchange for trunk lines in 1983.
▪ In order to encourage indigenous innovation and the production of digital exchanges, C-DOT was established in 1984.
▪ 1995: The first non-commercial mobile phone service was launched in Delhi on August 15,
▪ 1995: The launch of the Internet in India on August 15, 1995, in Delhi's Laxmi Nagar

This research can help to clarify the differences between AIRTEL and other telecom services in India. AIRTEL was a premier telecom corporation in India, however, a number of constraints might reduce its efficacy. This organization's operational profit and overall profit inclined fast, which is also covered in this research.

CURRENT STATUS:
        Over the last decade, India's telecom business has grown rapidly. Much of this expansion can be ascribed to the phenomenal expansion of mobile telephony. From 10 million in 2002 to 392 million in 2009, the number of mobile customers increased at an amazing rate. Telecommunications has evolved as a critical infrastructure for economic and consumer growth.

OVERVIEW OF AIRTEL:

Airtel has its roots in Bharti Telecom Limited, which began in the Indian telecom business in 1986. Sunil Bharti Mittal founded the firm in 1986, and it was the first in India to provide push button telephones at a time when the rest of the country was still using rotary phones. The first collaboration they had was with Siemens AG of Germany, and they began manufacturing push-button landlines in India rather than importing them from Taiwan, as they had before. The firm moved on to introduce several communication technologies to the Indian market, with innovation at its core. In 1992, Bharti Telecom Limited established the groundwork for the company's mobile activities by acquiring a license to develop a cellular network in Delhi. It began operations as Bharti Tele-Ventures in Delhi in 1995. Through numerous purchases and collaborations, the service was expanded to several more states.

AIM AND OBJECTIVE OF DOING THE RESEARCH:

AIM: The primary goal of this research is to get accurate and useful data on customer satisfaction with Bharat Sanchar Nigam Limited service quality. This research also includes determining the root cause of customer unhappiness and developing practical remedies to improve the entire customer experience.

OBJECTIVE:
• Research the socioeconomic characteristics of the respondents;
• Determine customer satisfaction with AIRTEL in Vadodara;
• Determine consumer expectations of AIRTEL cellular services
• Determine consumer expectations of AIRTEL cellular service.

MAJOR TELECOM COMPANY:

Reliance (Jio): Reliance Jio is a Reliance Industries brand that was launched by Indian entrepreneur Mukesh Ambani. Reliance Jio provides Indians with unfettered access to the global virtual world. This environment, which is available at every Indian door, contains robust internet networks, sensible packages, first-rate services, and ingenious devices. You may find the most complete collections and applications of recorded and live music, sports, stay-and-seize television, movies, and activities on Jio's media services. Jio's goal is to employ linked intelligence to develop the brains of six billion people throughout the world and unleash the potential of a young country. Jio became a firm that could establish an integrated business plan from the start, thanks to its three-pronged concentration on broadband networks, low-cost smartphones, and the supply of rich content and programming. Jio can now provide a one-of-a-kind combination of telecommunications, high-speed Internet, virtual commerce, media, and financial services. Instead of providing 2G or 3G services, Jio now provides voice services to its community via voice-over LTE. According to the report, the corporation is the largest among the top ten telecom groups in India. Jio was originally made accessible to partners and employees on December 27, 2015, then to the general public on September 5, 2016. In India, it is an independent telecom operator. It is way down the list of India's leading telecom firms as of 2020. Reliance Jio is India's best telecom operator based only on market share. With over 372.99 million members as of May 31, 2019, it is by far India's largest cellular network provider and the world's 0.33 largest mobile network operator.

Vodafone & Idea: The relationship between Vodafone and Aditya Birla's corporation limits the Vodafone model. It is India's largest network operator supplier. The firm maintains product offerings across its 2G, 3G, and 4G platforms, as well as services in all Indian languages. The organization's mission is to connect hundreds of thousands of individuals and provide a great customer experience in order to fulfil the rising need for information assistance and voting in order to build a better future. We are committed to allowing the development of an unique "Digital India." The firm is extremely visible both on and off the floor. In India, the company is listed on both the Bombay Stock Exchange and the National Stock Exchange (BSE). The business has the largest spectrum left of any Indian

mobile operator, with 1,849.5 MHz divided over 22 circles, with 1,714.8 MHz being the liberalised spectrum. The firm provides voice and data services across India via 2G, 3G, and 4G networks. The firm had 368.3 million VLR members as of March 31, 2019, giving it the biggest subscriber market share in the industry (36.0%). Except for the BSNL/MTNL wireline, the company's revenue market percentage (RMS) on gross sales foundation (GR) was 34% in FY19. It owns and constructs an optical fibre cable with an inalienable right of use with a portfolio of about 345,000 kilometres (IRU).

BSNL: On October 1, the Indian government's Department of Telecom Operations was turned into a company and given the name BSNL. BSNL, India's largest public sector firm, is responsible for improving the existing great quality of telecom services, expanding the telecom network, launching new telecom services in all villages, and promoting consumer confidence. BSNL has expanded during the last

15 years. The anticipated growth rate for the first year of operation as a corporation is 11%. Bharat Sanchar Nigam Ltd. (BSNL), a prominent operator in the communications sector, provides telecoms solutions. It still controls over a huge empire in the Indian subcontinent despite being four years old or younger. BSNL's success in the global telecoms industry is continuing, thanks to rising demand for its goods, which has propelled the business to the top of the customer trust rankings. A prominent example is the growing demand for cellular services. It is also the exclusive supplier of mobile services in Jammu and Kashmir, Arunachal Pradesh, Nagaland, Mizoram, and a few other northeastern states. Many individuals are unaware of the critical role that BSNL plays in meeting social commitments following accidents and natural catastrophes. This anonymous performer is in charge of administering the world's seventh-largest network. The BSNL is ready to meet the difficulties provided by private operators and compete with them, whether via the deployment of cutting-edge technology, growing its user base, or implementing infrastructural upgrades. From simple phone services (bill payments, etc.) to broadband services, a tremendous quantity of information is available in an accessible way to the general population.

LIST OF MOBILE OPERATORS AS PER CURRENT RANKING

S. No.	Operator	Subscriber (crores)	Active Users (crores)
1	Jio	42.138	39.098
2	Airtel	36.503	35.803
3	Vi	24.562	21.172
4	BSNL	10.883	5.547

Source- https://en.wikipedia.org

The Telecom Regulatory Authority of India reports on the market share of mobile telecom carriers in India (TRAI).

As of 31st October 2022

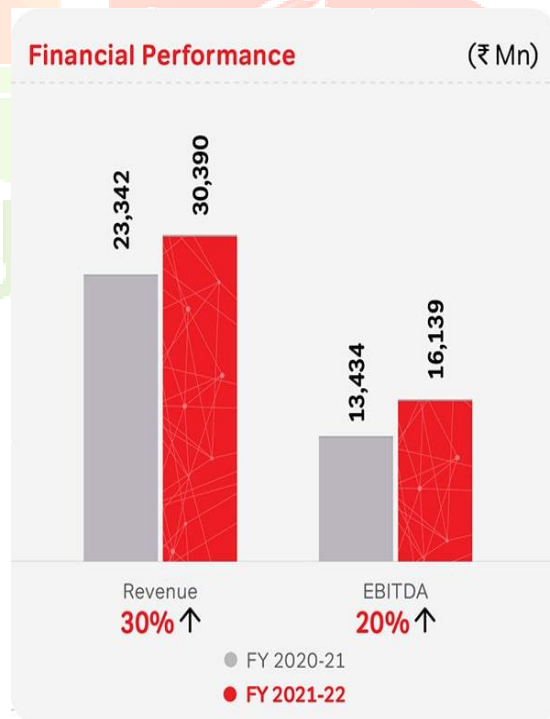
As of 31st August 2021

Source: https://en.wikipedia.org
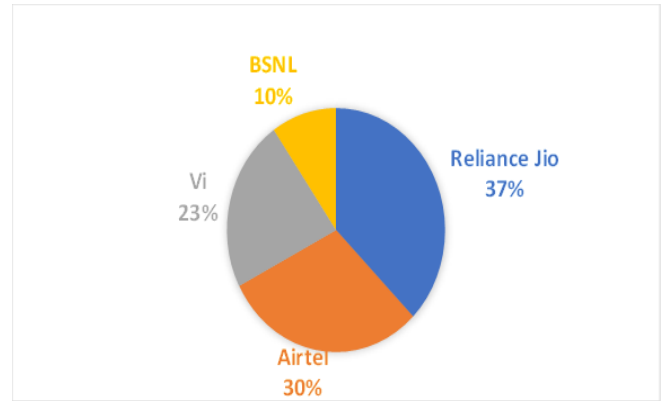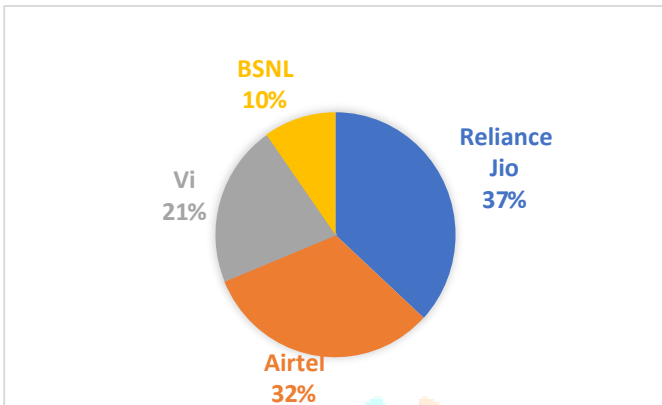
The main points FY 2021-22

Mobile Services (India)

Source: Airtel.in
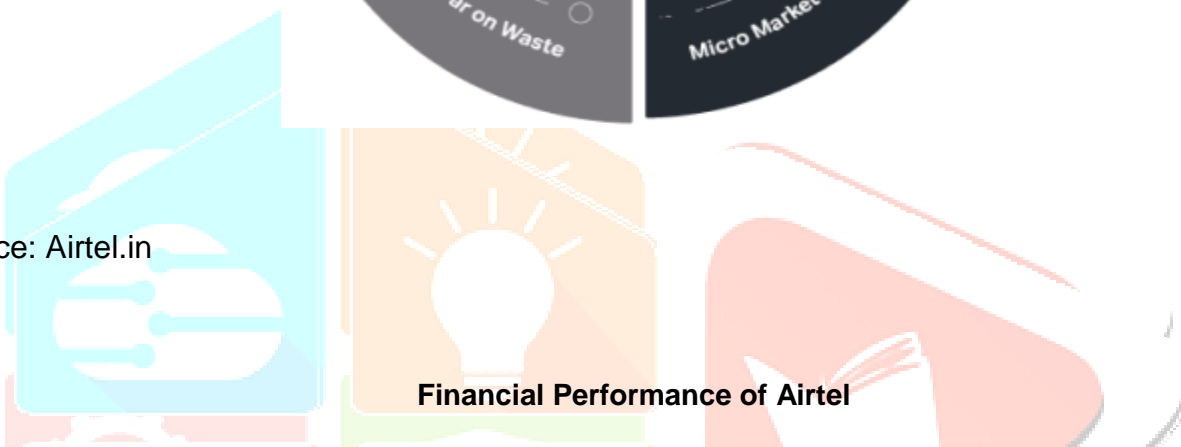
Home Services

Source: Airtel.in

Airtel winning strategy in comparison to other telecom company

Source: Airtel.in

Financial Performance of Airtel

Source: airtel.in

As per the report given above, we can see that the revenues and earnings before interest text depreciation and EBITDA margin go up. The financial performance of the airtel had increased from 2884$mn to 3422$mn.

DATA ANALYSIS AND INTERPRETATION

AGE OF RESPONDENT

FIGURE NO. 1

S. No.	Age	No. of respondents	Percentage (%)
1	Below 20 Years	13	10.8
2	21 – 30 Years	61	50.8
3	31 to 40 Years	32	26..7
4	Above 40 Years	14	11.7
	Total	120	100%

According to the above table, 10.8% of respondents are under the age of 20, 50.8% are between the ages of 21 and 30, 26.7% are between the ages of 31 and 40, and 11.7% are over the age of 4. The bulk of responses are between the ages of 21 and 30.

RESPONDENT FACTORS INVITING YOU TO CHOOSE AIRTEL SERVICES

FIGURE NO. 2

TABLE NO 2 – TANGIBILITY GAP SCORE

S.No	Particulars	Gap Score
1	Up-to-date equipment	1.4666
2	Physical facilities are visually appealing	1.1666
3	Employees are well dressed and appear neat	0.8
4	Physical facilities	0.5916

Tangibility gap score	**1.0062**

SOURCE : PRIMARY DATA

According to the above data, updated equipment has the maximum positive rating of 1.4, indicating that the consumer is extremely satisfied with updated equipment availability. In the tangibility dimension, all of the values in the positive quadrant reflect customer pleasure.

TABLE NO 3 – RELIABILITY GAP SCORE

S.NO	PARTICULARS	GAP SCORE
1	Promise to do something by a certain time, it does so.	0.9
2	Sympathetic and Ressuring	2.058
3	Dependable	0.8114
4	Provider provides its services at the time it promises to do so.	0.4916
5	Keeps its records accurately.	0.891666
	Reliability gap score	1.0305

SOURCE : PRIMARY DATA

According to the above data, sympathetic and ressuring has the maximum positive rating of 2.058, indicating that the client is extremely satisfied with sympathetic and ressuring. All of the positive numbers reflect client happiness. The overall reliability gap score is likewise positive.

TABLE NO 4 – RESPONSIVENESS GAP SCORE

S.NO	PARTICULARS	GAP SCORE
1	Tell customers exactly when services will be formed.	0.9670
2	Receive prompt service from provider's employees.	0.98333
3	Always willing to help customers.	1.85
4	Employees too busy to customer requests promptly.	1.79167
	Responsiveness gap score	1.398

SOURCE : PRIMARY DATA

According to the above table, always willing to help customers has the greatest positive score of 1.85, indicating that the consumer is extremely satisfied with willingness in service delivery. All of the positive numbers reflect client happiness. The responsiveness gap is 1.398, indicating that the customer service response is adequate.

TABLE NO 5 – ASSURANCE GAP SCORE

S.NO	PARTICULARS	GAP SCORE
1	Trust on employees.	1.50833
2	Feeling safe in your transaction.	0.90833
3	Employees are polite.	1.1083

4	Employees get adequate support to do their jobs well.	0.98333
	Assurance gap score	**1.12707**

SOURCE : PRIMARY DATA

According to the preceding table, trust on employee, with the greatest positive score of 1.50833 indicating that the client is extremely satisfied with politeness and trust on employee. All of the positive numbers reflect client happiness. Assurance has a positive gap of 1.12707, indicating satisfaction with service assurance**.**

TABLE NO 6.6 – EMPATHY GAP SCORE

S.NO	PARTICULARS	GAP SCORE
1	Individual attention.	0.883754
2	Employees give you personal attention.	1.1779
3	Employees know your needs.	0.952398
4	Does have best interests at heart.	1.68333
5	Operating hours convenient to all its customers.	1.631606
	Empathy gap score	1.265797

SOURCE : PRIMARY DATA

The following table suggests that the employee does keep the client's best interests in mind, since the biggest positive score of 1.68333 indicates that the consumer is extremely satisfied with best interest at heart. All of the numbers in the positive range show consumer happiness, with a total empathy gap score of 1.265797.

Table no 6.7 SERVQUAL SCORE

S.NO	PARTICULARS	GAP SCORE
1	Tangibility gap	0.82292
2	Reliability gap	0.635
3	Responsiveness gap	0.65417
4	Assurance gap	0.80625
5	Empathy gap	0.78
	Servqual score	**0.73967**

SOURCE : PRIMARY DATA

According to the above data, tangibility has the greatest gap (0.82292), followed by assurance (0.80625), and Empathy gap (0.78). The servqual score is equally good, at 0.73967, indicating general happiness.

RANK

Sr. No	Particular	Tangibility	Assurance	Empathy	Responsiveness	Reliability
1	Average	0.82292	0.80625	0.78	0/65417	o.635
2	Rank	1	2	3	4	5

RESULTS: Simple Percentage:

• The majority of responses are male
• The vast majority of responders are between 21 and 30 years of age.
• The majority of responders are public/ govt Employee .
• The vast majority of responders earn between 30 to 40 thousand per month.

SUGGESTIONS

• It is minimal need to increase the efficacy of AIRTEL marketing effort.
•The marketing for the plans should be simple and appealing to the target demographic.
• Addressing network congestion requires taking the appropriate procedures.
• AIRTEL customer service may be greatly enhanced by having customer service workers more personal in their approach to the consumer.
• AIRTEL should also create many initiatives that would appeal to all market segments.

Conclusion:

The paper "A Study Servqual Method Concerning Telecom Industry with Special Reference to Airtel in Vadodara, Gujarat" has highlighted some grey areas that Airtel must address. It has also highlighted numerous positive aspects of Airtel. To attract a large population, Airtel must primarily focus on improving customer service, expanding bill payment facilities, and launching a variety of new tempting promotional offers. Aside from cost, the network coverage, roaming, and dependability of Airtel services have been its distinguishing features.

The study also found that all of the previously outlined criteria not much required to be improved on a regular basis in order to outperform the competition.
According to the findings of this study, Airtel may have less significant personnel management difficulties than JIO, Vodafone, and other telecom carriers. The comparison of Bharti Airtel finishes this study. Furthermore, as the paper's key strength, this study correctly analyses the many services given by this company.

REFERENCES

https://en.wikipedia.org/wiki/Telecommunications_in_India

https://WWW.Airtel.in

https://pib.gov.in/PressReleasePage.aspx

https://groww.in/blog/airtel-quarterly-results-q3-fy22

Impact of Mobile Number Portability on Service Delivery in Ghana's Mobile Telecommunication Industry; Bharti Airtel Ghana Limited, Kumasi Case Study

AN EMPIRICAL STUDY OF CONSUMERS' EXPECTATION AND PERCEPTIONS IN TELECOM SECTOR OF UDAIPUR CITY

Application of SERVQUAL Model in Customer Service of Mobile Operators: A Study from the Context of Bangladesh Md. Rifayat Islam*