

STUDENTS' SATISFACTION TOWARDS THE SERVICE QUALITY OF RELIANCE JIO IN THE HIGHER LEARNING CENTRES OF KOOTHATTUKULAM MUNICIPALITY

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Abstract: Customer is the real asset to any organization and the satisfaction of the customer occupies a significant place for business and management. Reliance Industries Limited's telecom unit started offering free services from 5th September, 2016 to 31st December, 2016 and the same was extended up to 31st March, 2017. While the company has started an altruistic objective for Reliance Jio Infocomm limited that of putting India on the global map for mobile broadband internet access. The company has a good customer base and it covers over 21000 cities and towns and over 400000 villages of India in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment. The present study examines the sources of information of the students as regards Reliance Jio, their motivational factors of purchase of Reliance Jio, the purposes of using mobile data, their opinion and level of satisfaction regarding various service quality dimensions of Reliance Jio in the higher learning centres of Koothattukulam Municipality.

Key words: Reliance Jio, customer satisfaction, service quality dimensions.

Introduction

Customer is the real asset to any organization and the satisfaction of the customer occupies a significant place for business and management. Every firm is expected to maximize the customers' satisfaction in order to get more market share and profit (Boopalan & Jayaraman, 2017). Customer satisfaction is defined as customer's overall evaluation of the performance of an offering till date. Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's performance in relation to his or her expectation (Philip & Kelvin, 2006). Customer satisfaction is a term that has received much attention and interest among the scholars and practitioners perhaps because of its importance as a key element of business strategy and goal for all business activities especially in today's competitive market (Gowthami, Madhuri, & Kranthi, 2017).

India's telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) with 1.053 billion subscribers as on 31st August, 2016. It has one of the lowest call tariffs in the world enabled by mega telecom operators and hyper competition among them and has the world's second largest internet user base. Indian telecommunication sector is expected to generate four million direct and indirect jobs over the next five years according to estimates by Randstand India. The employment opportunities are expected to be created due to combination of government's efforts to increase penetration in rural areas and the rapid increase in smart phone sales and rising internet usage (Mahalakshmi & Suresh, 2017).

Reliance JIO is a wireless telecommunication industry and a subsidiary of Reliance Industries limited founded in the year 2010. It has its headquarters in Navi Mumbai. It offers mobile telephony and wireless broadband products. Reliance Industries Limited's telecom unit started offering free services from 5th September, 2016 to 31st December, 2016 and the same was extended up to 31st March, 2017. While the company has started an altruistic objective for Reliance Jio Infocomm Limited that of putting India on the global map for mobile broadband internet access (Boobalan & Jayaraman, 2017). Reliance Jio network is a LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Mumbai which provides wireless 4G LTE service network and is only 100 percent voice over LTE operator in the country. It covers all 22 telecom circles in India. The Reliance unit has been buying spectrum since 2010 under a plan to return this quarter to a market that now has more than one billion mobile subscribers. Reliance Jio has appointed Shahrukh Khan as its brand Ambassador. It invests into wireless unit of about 150 billion rupee. Jio has planned to issue 15 billion new shares at ten rupee each to existing shareholders (Sorna & Sathya, 2017).

Review of literature

Service quality and customer satisfaction are very important concepts that companies must understand in order to remain competitive in business and hence grow. It is very important for companies to know how to measure these constructs from the consumer's perspective in order to better understand their needs and hence satisfy them. Service quality is considered very

important because it leads to higher customer satisfaction, profitability, reduced cost, customer loyalty and retention (Chingang & Lukong, 2010).

The service industries are mostly customer driven and their survival in the competitive environment largely depends on quality of the services provided by them. Due to the increasing competition in the service sector, customer service is an important part of the organizational growth (Ankit & Gulshan, 2016).

Measuring the quality of service effectively requires understanding the nature of services. Service providers should pay attention marketing tools to develop services offered and increase the quality of services (Emel, 2014).

Unlimited voice calls and high speed data connection has convinced most of the respondents to prefer this network. But in near future the competitors can again fluctuate the market by proving competitive strategies to customers to defeat the competition in the market (Mahalakshmi & Suresh Kumar, 2017).

From the review of literature it is seen that a considerable number of studies have been conducted so far in the field of customer satisfaction, service quality, strategies of service providers to increase customers' satisfaction etc. But studies concerning the service quality of reliance Jio in the higher learning centres of Koothattukulam Municipality are rarely found in the literature. The present study is directed to fill such research gap.

Significance of the study

Exchange of information becomes the necessity of life to a common man. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding a vehicle he/she wants to communicate within a fraction of second at quick speed with clear voice, and without any disturbance. Mobile phones emerges as a boon quench such a thirst, by providing facilities, which a common man cannot imagine (Rajpurohit & Vasita, 2011). Though cell phone industry has its origin in the recent past, the growth has been excellent. The customer feedback is proving the market reflections to the marketer. This enables them to gain awareness about their market performance, consumer preference and their satisfaction level towards the service offered by them. In the knowledge world, Jio's the foray in the fast evolving market has made tremendous change in the competition, price and data availability and addressing the problems of the customers at once. In this context the present study gets relevance.

Statement of the problem and scope of the study

The satisfaction of the students in the context of telecommunication service can be referred as how the students evaluate Reliance Jio's high speed internet connectivity, rich communication services and various other digital services. Satisfaction of the students (or customer) can be treated as the feeling or attitude which the students (or customers) have after using the service or product. Reliance Jio owns and operates the world's largest next generation IP enabled connectivity infrastructure which comprises 280000 kilometers of fiber optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region. Reliance group ranks among India's top private sector business houses in terms of net worth. The company has a good customer base and it covers over 21000 cities and towns and over 400000 villages of India in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment. The present study examines the sources of information of the students as regards Reliance Jio, their motivational factors of purchase of Reliance Jio, the purposes of using mobile data, their opinion and level of satisfaction regarding various service quality dimensions of Reliance Jio in the higher learning centres of Koothattukulam Municipality.

Objectives of the study

1. To find out the sources of information of the students about the Reliance Jio SIM.
2. To identify the factors that motivated the students to purchase Reliance Jio SIM.
3. To examine the purpose of using mobile data (internet) by the students.
4. To analyse the opinion of the students as regards various aspects of the service of Reliance Jio.
5. To measure the satisfaction level of the students as regards various service quality dimensions of Reliance Jio.

Hypotheses of the study

1. There is no significant difference between the mean rank of the sources of information of the students about Reliance Jio SIM.
2. There is no significant difference between the mean rank of the factors that motivated the purchase of Reliance Jio SIM.
3. There is no significant difference between mean rank of the purposes of using mobile data by the students.
4. The respondents possess a moderate opinion about various aspects of service of reliance Jio.
5. The respondents possess a moderate level of satisfaction as regards various service quality dimensions of Reliance Jio.

Methodology of the study

The study is empirical in nature and has made use of both secondary as well as primary data. The secondary data has been mainly collected from scholarly articles and books. The primary data have been collected from the randomly selected respondents in the higher learning centres in Koothattukulam Municipality. Stratified random sampling technique has been applied for sample selection. For the purpose of sample selection, the number of higher learning institutions in the above mentioned Municipality is identified and then 10 students each are systematically selected from the final year classes of different streams of courses in the identified institutions. Hence 40 students from Marygiri, 20 students from Marygiri school, 20 students from GHSS, 20 from Bappuji and 60 from BTC College are picked and approached for getting primary data. The collected data had been analyzed by means of simple percentage, Friedman's test and one sample t-test. The open source software 'R' was used for the analysis of primary data.

Conceptual framework

Students' satisfaction: satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's performance in relation to his or her expectation.

Service quality: An assessment of how well a delivered service conforms to the client's expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems and to better assess client satisfaction

Higher learning centre: it is that institution in which optional final stage of formal learning takes place after completion of secondary education. Often includes higher secondary schools, colleges and universities.

Results and discussions

General profile

The general profile of the respondents is presented in table1 below and it reveals that 69 percent of them are males. A considerable number (41.4 percent) of respondents belong to the age category of 'above 20 years'. Most of them (67.2 percent) are doing their graduation and a good number (42.87 percent) of them are studying in BTC College of engineering. The family size of the majority (69 percent) is three to six members. A considerable number of them (43.1 percent) opined that their parents are engaged in salaried jobs and the majority's (86.2 percent) family income is up to Rs.50000 in a month.

Table 1: General profile of the respondents

Particulars		Frequency	Percentage
Gender	Male	110	69
	female	50	31
Age	Up to 18 years	50	31
	18 to 20 years	44	27.6
	Above 20 years	66	41.4
Course of study	Plus two	52	32.8
	Degree	108	67.2
Institution	Marygiri college	40	25
	Marygiri HSS	20	12.5
	Govt HSS	20	12.5
	Bappuji	20	12.5
	BTC College	60	37.5
Family size	Up to 3	19	12.1
	3 to 6	110	69.0
	Above 6	31	19.0
Occupation of parent	Salaried	69	43.1
	Professional	19	12.1
	Business	39	24.1
	others	33	20.7
Family income	Up to Rs25000	77	48.3
	25000 to 50000	61	37.9
	50000 to 75000	14	8.6
	Above 75000	8	5.2

Source: field survey

Details of mobile usage

The details regarding the mobile usage of the respondents are presented in table 2 below and it shows that a good number (51.7 percent) of them are using mobile phone up to two years and majority of them are using reliance Jio for last one year. Half (51.7 percent) of the respondents are making 10 to 20 calls daily on an average and most of them (60.3 percent) are sending up to 10 SMS daily on an average basis. Majority (70.7 percent) of them are spending up to 3 hours a day to browse mobile data.

Table 2: Details of service usage

Particulars		frequency	Percentage
Usage of mobile phone	Up to 2 years	83	51.7
	2 to 4 years	64	39.7
	Above 4 years	14	8.6
Usage of Jio service	Up to 1 year	110	69
	1 to 2 years	47	29.3
	Above 2 years	3	1.7
Daily calls	Up to 10	52	32.8
	10 to 20	83	51.7
	20 to 30	25	15.5
Daily SMS	Up to 10	96	60.3
	10 to 20	30	19
	20 to 30	5	3.4
	Above 30	28	17.2
Daily browsing	Up to 3 hours	113	70.7
	3 to 6 hours	47	29.3

Source: Field survey

Sources of information about Reliance Jio

In order to examine the sources of information of the respondents about Reliance Jio, Friedman's test has been administered. The test result is shown in table 3 below:

Ho: there is no significant difference between mean rank of the sources of information of the students about Reliance Jio.

Ha: there is significant difference between mean rank of the sources of information of the students about Reliance Jio.

Table 3: Sources of information about Reliance Jio

Sources of information	Mean rank	Chi-square value	p-value
Friends and relatives	3.82	8.494	0.031*
Advertisement in various media	3.63		
Shop seller	3.13		
Word of mouth	3.22		
Social Networking Sites	3.80		
Others sources	3.41		

Source: field survey

Note: * denotes significant at 5% level

Table 3 above, it can be seen that most important sources of information about Reliance Jio are friends and relatives (mean rank = 3.82), social networking sites (mean rank = 3.80) and advertisement in various media (mean rank = 3.63). Hence the null hypothesis is rejected at five percent level of significance (chi-square value = 8.494 and p-value = 0.031).

Motivational factors of purchase of Reliance Jio

An attempt has been made to know about the factors that motivated them to purchase Reliance Jio. Friedman's test has been administered for this purpose. The result is shown in table 4 below:

Ho: there is no significant difference between mean rank of the motivational factors of purchase of Reliance Jio.

Ha: there is significant difference between mean rank of the motivational factors of purchase of reliance Jio.

Table 4: Motivational factors of purchase of Reliance Jio

<i>Motivational factors of purchase</i>	<i>Mean rank</i>	<i>Chi-square value</i>	<i>p-value</i>
Unlimited data usage	4.92	24.902	<0.001**
High speed	4.04		
Cheaper cost/ cost free services	3.65		
Value added services	3.70		
Network coverage	3.77		
4G services	4.48		
Schemes and offers	3.44		

Source: field survey

Note: ** denotes significant at 1% level

From table 4 above it can be concluded that the most important factors that motivated them to purchase Reliance Jio are unlimited data usage (mean rank = 4.92), 4G service (mean rank = 4.48) and high speed (mean rank = 4.04). Hence the null hypothesis is rejected at one percent level of significance (chi-square value = 24.902 and p-value = <0.001).

Purpose of using mobile data

In order to know about the purposes for which the students are using mobile data, Friedman's test has also been applied. The result is as follows:

Ho: there is no significant difference between the mean rank of the purposes of using mobile data by the students.

Ha: there is significant difference between the mean rank of the purpose of using mobile data by the students.

Table 5: Purpose of mobile data use

<i>Purpose of data use</i>	<i>Mean rank</i>	<i>Chi-square value</i>	<i>p-value</i>
For news reading	3.49	5.466	0.036*
For watching live TV	3.37		
For video download	3.88		
For using social networking sites	3.68		
For academic purposes	3.25		
For getting health and beauty tips	3.33		

Source: field survey

Note: * denotes significant at 5% level.

From table 5 above, it is seen that the most important purposes for which the students are using mobile data are video download (mean rank =3.88), use of social networking sites (mean rank= 3.68) and for news reading (mean rank =3.49). Hence the null hypothesis is rejected at 5 percent level of significance (Chi-square value = 5.466 and p-value= 0.036).

Opinion about service

In order to know about the opinion of the students about Reliance Jio services, one sample t-test has been applied and the result is shown in table 6 below:

Ho: the respondents possess a moderate opinion about the services of Reliance Jio.

Ha: the respondents do not possess a moderate opinion about the services of Reliance Jio.

Table 6: Opinion about Jio service

<i>Opinion about Jio services</i>	<i>Mean value</i>	<i>SD</i>	<i>t-value</i>	<i>p-value</i>
Internet service	4.24	0.73	12.89	.001**
Call clarity	3.36	1.41	1.95	.055
SMS service	3.81	1.16	5.31	.001**
Availability of signal strength	3.48	1.17	3.13	.003**
Customer care service	3.33	1.39	1.79	.079
Roaming services	3.62	1.24	3.81	.001**
Call charges	3.91	1.03	6.75	.001**
Periodical offers	3.50	1.24	3.05	.003**

Source: field survey

Note: ** denotes significant at 1 % level

Table 6 exhibits that the opinion of the respondents as regards all the services other than call clarity (p value = .055) and customer care service (p-value = .079) are very good (mean values > 3 and p-value <0.05 in all the cases). Hence the null hypothesis is rejected in these cases. But they possess only a moderate opinion about call clarity and customer care service (p value > 0.05) and hence the null hypothesis failed to reject in these cases.

Level of satisfaction towards service quality dimensions

The level of satisfaction of the respondents as regards the service quality dimensions of reliance Jio is examined by means of one sample t-test. The result is shown in table 7 below:

Ho: the respondents possess a moderate level of satisfaction as regards various service quality dimensions of Reliance Jio.

Ha: the respondents do not possess a moderate level of satisfaction as regards various service quality dimensions of Reliance Jio.

Table 7: level of satisfaction towards service quality dimensions of reliance Jio

Particulars	mean	SD	t-value	p-value
Reliability	3.28	1.12	1.73	.088
Responsiveness	3.36	1.13	2.43	.018*
Assurance	3.29	1.15	1.93	.058
Empathy	2.98	1.34	.098	.923
Tangibles	3.45	1.25	2.71	.009**

Source: field survey

Note: *denotes significant at 5 % level and ** denotes significant at 1% level.

From table 7 above it is clear that the respondents are highly satisfied with two of the service quality dimensions viz., responsiveness (mean value = 3.36, p-value = .018) and tangibles (mean value = 3.45 and p-value = .009). Hence the null hypothesis is rejected in these cases. As far as other service quality dimensions like reliability (p-value = .088), Assurance (p-value = .058) and empathy (p-value = .923) are concerned, the respondents are moderately satisfied. That is their satisfaction is neither good nor bad means they are moderately satisfied.

Conclusion

In the nutshell, it can be concluded that the students are spending up to 3 hours a day and the main purpose of using mobile data is for downloading videos and visiting social networking sites. This is supported by the Friedman's test through which it is found that the most important motivational factor of purchase of Reliance Jio is the availability of unlimited data with 4G service. This is not a good sign for the youth who are supposed to be studious and focused on their education. It means that our youth is getting diverted from their studies and other major aims and simply spending their valuable and most crucial time for unproductive activities. As far as the parents of the students in Koothattukulam Municipality is concerned, they are to take every effort to ensure that their children are not spending much time in mobile downloads and social networking sites. The teachers are to motivate the children to go for academic sites that are more useful for their academic excellence. As far as the call clarity and customer care service are concerned, they have only a moderate opinion. Further the service quality dimensions like reliability, assurance and empathy are concerned they have only a moderate level of satisfaction. Hence these are the areas on which the Reliance Jio is to give much focus to improve it in future in order to retain its customers. For that they have to go for latest technologies as well as innovative training practices.

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