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## **Customers satisfaction towards Telecom Service Providers in Himachal Pradesh**

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### **Abstract**

This study aims to understand the customer satisfaction with 4G service providers in Himachal Pradesh. This is a questionnaire-based study used to assess customer satisfaction towards 4G service providers- Reliance Jio, Vodafone Idea and Airtel. According to the report, though customers were satisfied overall with 4G service providers but still customers wanted affordable call rates and a large network coverage area.

### **Introduction**

Customer satisfaction is feeling well, enjoying oneself, and having what one wants. This is the emotion that results from having one's needs and desires met. From one to person, it varies. It is a direct result of the goods or services. Customer satisfaction is a key indicator of how well wants and responses are matched and met to raise expectations. It can only be accomplished if the client and the supplier have a positive working relationship overall. Customer happiness is a key performance indicator and fundamental differentiator of business strategy in today's cutthroat business environment. As a result, greater customer satisfaction increases sales and strengthens relationships with customers. Customer satisfaction is a component of customer experience that looks for a supplier's actions to match what the consumer expects. Additionally, it relies on how effectively it is run and how quickly services are rendered. This satisfaction may be related to a number of business operations, including marketing, product development, engineering, quality of goods and services, addressing customer issues and questions, project completion, post-delivery services, complaint management, etc. Customer satisfaction is the core of how customers perceive their interactions with suppliers. The impression a customer has of a supplier is based on the entire process the supplier goes through, including conversations with the consumer prior to performing any marketing, selecting the delivery method and service, and handling any post-delivery questions or complaints. These elements aid the customer in developing a strong opinion of the supplier, which ultimately determines whether they are



satisfied or not. The way the consumer views the supplier influences their decision regarding which one to choose based on cost and how effectively the delivered goods meet all of their needs. The customer expects high-value post-marketing services that could enable them to use and customise the provided product more effectively, therefore the supplier's services are never done or diminishing after delivery. If the consumer is happy with the after-sales services, the provider will have a better chance of keeping them, which will increase repeat business and financial success. To raise the degree of customer happiness, an organisation must regularly engage and connect with its customers. With the use of these encounters and exchanges, businesses may better understand, identify, and cater to the demands of each individual consumer. High retention rates are provided by contentment, even when the products are comparable in rival markets. To increase customer happiness, for instance, shoppers and retailers participate in frequent shopping and credit card usage. Many high-end businesses also offer membership cards and discount privileges on those cards to encourage client loyalty. Customers will have a strong emotional bond with the supplier and that particular brand of product if customer satisfaction is high. This promotes the development of a solid and positive customer-supplier connection. Due to this strong relationship, there is virtually little possibility that the client will switch suppliers. Therefore, a key factor that every supplier should concentrate on in order to gain recognition in the worldwide market, grow their business, and increase their profit is customer happiness. The aim of the study was to assess the level of customers satisfaction towards the services of 4G service providers.

### **Literature review**

The research study of G.S Popli and Manish Madanin 2013 provided Determinants of Customer Satisfaction in Telecom Industry - A Study of Indian Telecom industry The purpose of this study is to find out those determinants and factors which it can affect and have an impact on the satisfaction level of customers in the telecom industry in the National Capital Region of Delhi, India especially the cellular sector. By satisfying the customers, the organization can maximize the number of users. The main objective of this kind of study is to search and find the factors influencing the satisfaction level of the customers in the telecom industry. The study has identified major six factors through which are responsible for customer satisfaction in telecom industry (Popli&Manish,2013).



Anantha Raj et al in 2013 using SERVQUAL model, this study attempts to examine the impact of service quality dimensions on customer satisfaction. 225 current users of a GSM provider participated in this study. The research explained that the management's strategy should be directed to focus on improving customer responsiveness to strength loyalty. This study examined service quality factors in only two cellular telecommunication service providers in Penanag (Anantha Raj et al, 2013). Biljana and Jusuf Zekiri in 2011, done a research on customer satisfaction with service quality using ACSI model. The researcher used the quantitative data collection methods to collect the necessary data. They used a structured questionnaire with the close – ended questions to customers. Out of 1150 questionnaires, 1048 were analyzed using excel and SPSS 17 to administer this study (Biljana & Jusuf, 2011). This study finds that customers were not satisfied with service quality offered by the mobile operators. Companies can benefit from the fact of knowing how customers perceive the service quality and knowing the way of how to measure service quality

### **Research methodology**

This was a survey-based study. The participants were customers of 4G service providers- Reliance Jio, Airtel and Vodafone Idea. This a quantitative study, the Primary data was obtained through a survey designed to understand the customers behavior intentions. Questionnaires were distributed and gathered from various groups of people. Sampling technique adopted for the study will be Non-Probability Purposive and Conveniences sampling. Spreadsheet software was used to examine the data that was collected. Age, gender, and address are the specific demographic variables that are displayed together with their respective frequency and percentages of customers of 4G service providers.

### **Results**

1000 participants of Mean  $\pm$  SD of age  $19.16 \pm 3.19$  years were included in the study. Table 1 represents the classification of respondents on the basis of area, gender to assess the customer satisfaction of 4G service providers. This table represents there is no significant differences in responsiveness between the married and unmarried, and rural and urban participants respondents ( $P > 0.05$ ). There is a significant difference between male and female participants ( $< 0.001$ ).



Table 1 classification of respondents on the basis of area					
	N	Mean	Std deviation	f test	sig.
Rural	701	18.70	2.368	1.064	.303
Urban	299	18.16	2.325		
classification of respondents on the basis of gender					
Male	583	18.61	2.040	40.534	.000
Female	417	18.44	2.759		
classification of respondents on the basis of marital status					
Married	731	18.56	2.353	.028	.867
Unmarried	269	18.47	2.407		

Sources: primary source

Table 2 classification of respondents on the basis of age groups

Ages	N	Mean	Std. Deviation	Std. Error
21-30	320	18.45	2.305	.129
31-40	245	18.44	2.468	.158
41-50	180	18.77	2.376	.177
51-60	135	18.42	1.910	.164
>60	120	18.77	2.740	.250

Sources: primary source

Table2 represents the classification of respondents on the basis of age group for assessing the customer satisfaction of 4G service provider. Based on ANOVA statistical test, there is no significant difference within the groups and between the groups ( $P>0.05$ ).



**Table 3 Qualification wise classification of respondents**

Qualification	N	Mean	Std. Deviation	Std. Error
+2	302	18.93	2.357	.136
BA	338	18.33	2.607	.142
PG/PhD	221	17.91	2.271	.153
Dip	139	19.19	1.457	.124

Sources: primary source

Table 3 represents the qualification wise classification of respondents to assess the customer satisfaction of 4G service provider. Based on ANOVA statistical test, there is a significant difference within the groups and between the groups ( $P < 0.001$ ).

**Table 4 Profession wise classification of 4G respondents**

Profession	N	Mean	Std. Deviation	Std. Error
Student	215	18.50	2.703	.184
PrivteEmp	312	18.61	2.308	.131
Govt.Emp	208	18.46	1.895	.131
Business	199	18.41	2.211	.157
Retired	66	18.94	3.157	.389

Sources: primary source

Table 4 represents the profession wise classification of respondents to assess the customer satisfaction of 4G service provider. ANOVA statistical test, there is no significant difference within the groups and between the groups ( $P > 0.05$ ).

**Table 5 Annual household income wise classification of respondents**

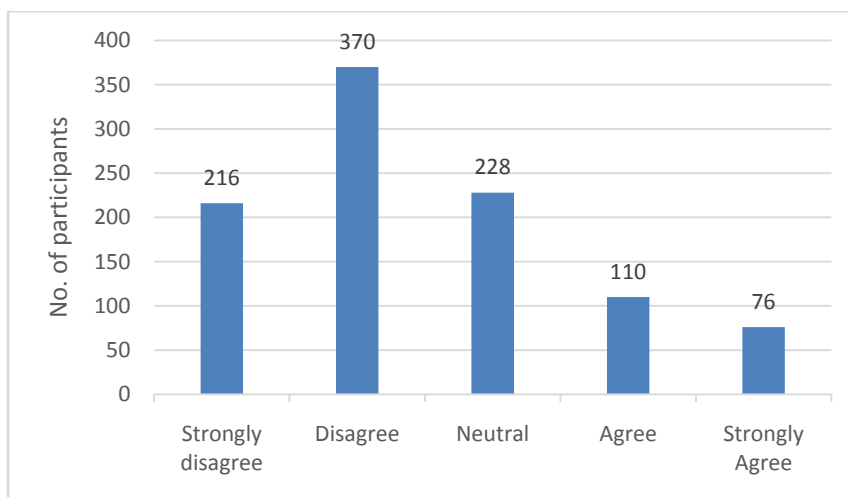
Annual income	N	Mean	Std. Deviation	Std. Error
<2,00,000	224	18.59	2.684	.179
2,00,000-4,00,000	279	18.68	2.459	.147
4,00,000-6,00,000	337	18.47	2.313	.126
>6,00,000	160	18.38	1.773	.140

Sources: primary source

Table 5 represents the annual household income wise classification to assess the customer satisfaction of 4G users. ANOVA statistical test, there is no significant difference within the groups and between the groups ( $P > 0.05$ ).

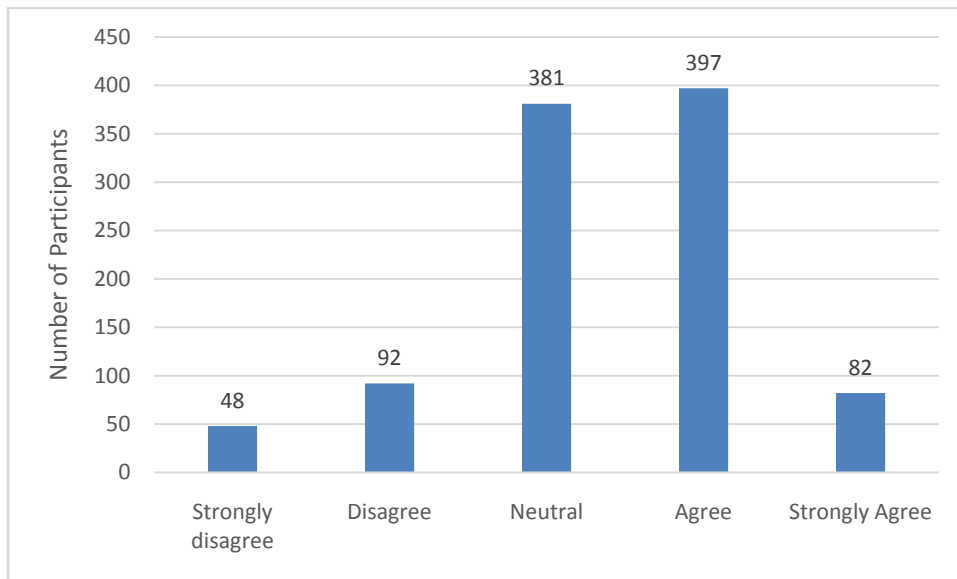
Interpretation of Responses for survey about customer satisfaction towards 4G service providers:

1. My 4G service provider always meets my all the expectations.



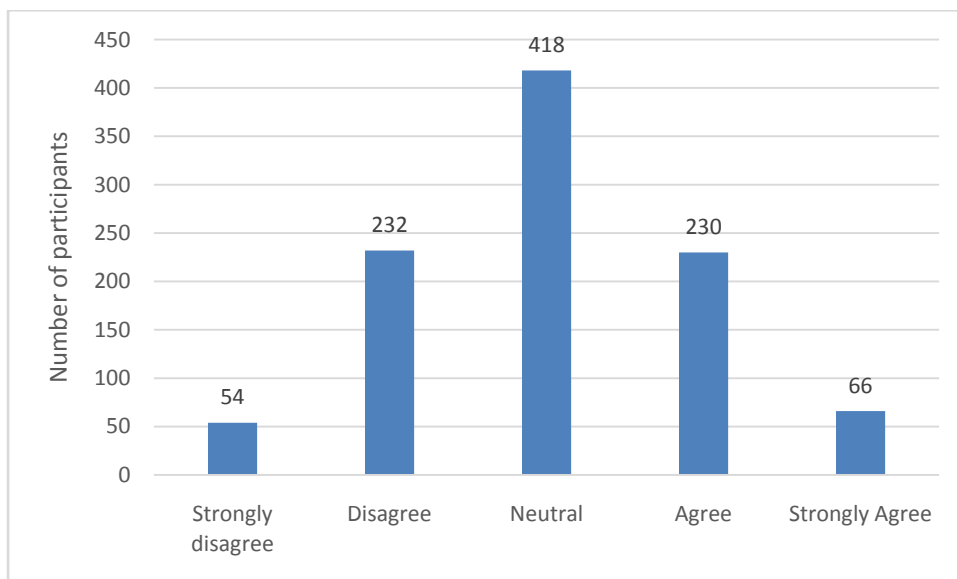
370 participants disagreed and 228 participants reported Neutral to the statement 4G service provider always meets my all the expectations.

2. I am satisfied with complaint procedure with my current 4G telecom service provider.



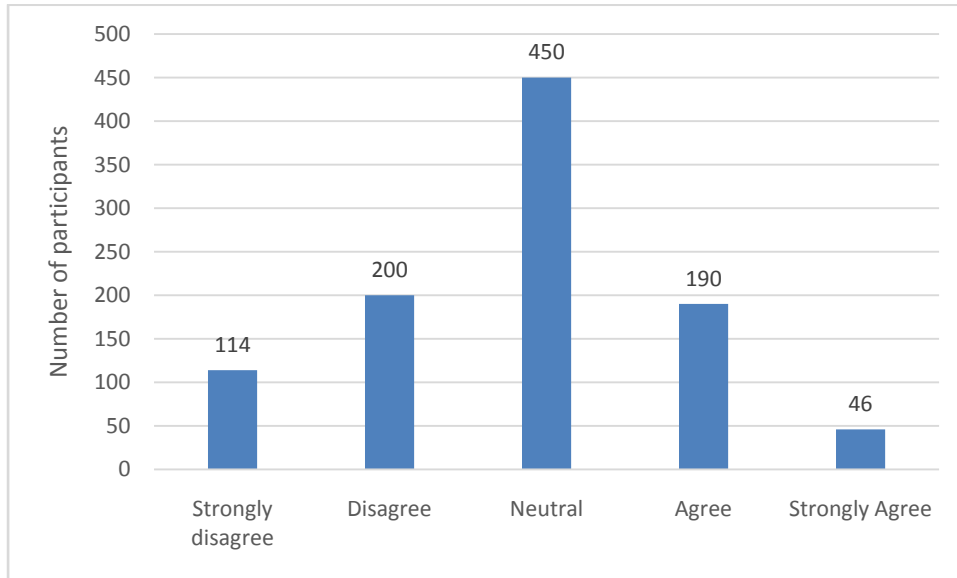
397 participants agreed and 381 participants gave neutral responses for asking about the satisfaction of complaint procedure with their current 4G telecom service provider

3. I am satisfied with tariff/ schemes offered by my 4G telecom service provider



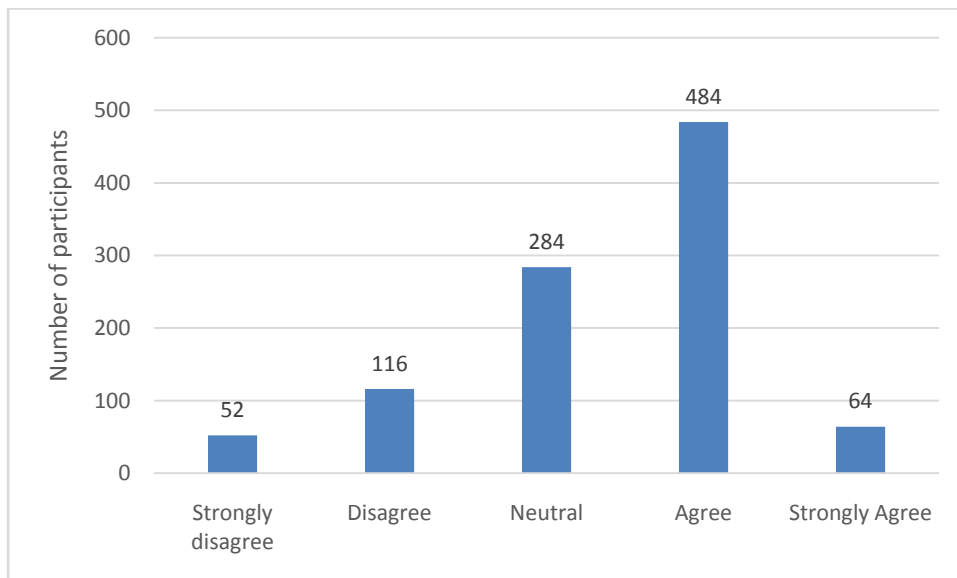
418 participants gave neutral responses and 230 participants agreed to the state - I am satisfied with tariff/ schemes offered by my 4G telecom service provider

4. I am satisfied with all the aspects of service quality of my existing 4G telecom service provider



450 participants gave neutral responses about their satisfaction with all the aspects of service quality of existing 4G telecom service provider

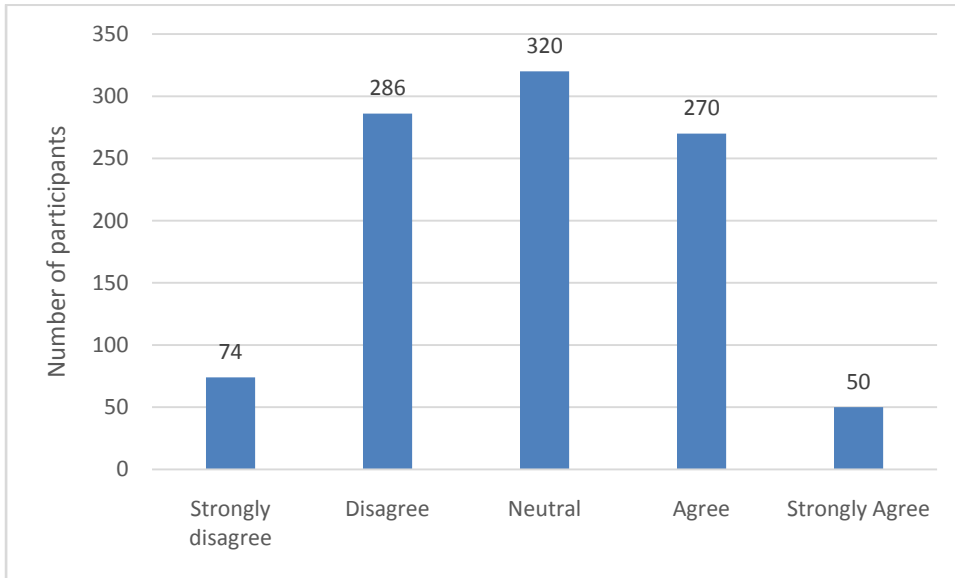
5. I am satisfied with the overall experience with value added services provided by my 4G service provider



484 participants agreed that they were satisfied with the overall experience with value added services provided by 4G service provider

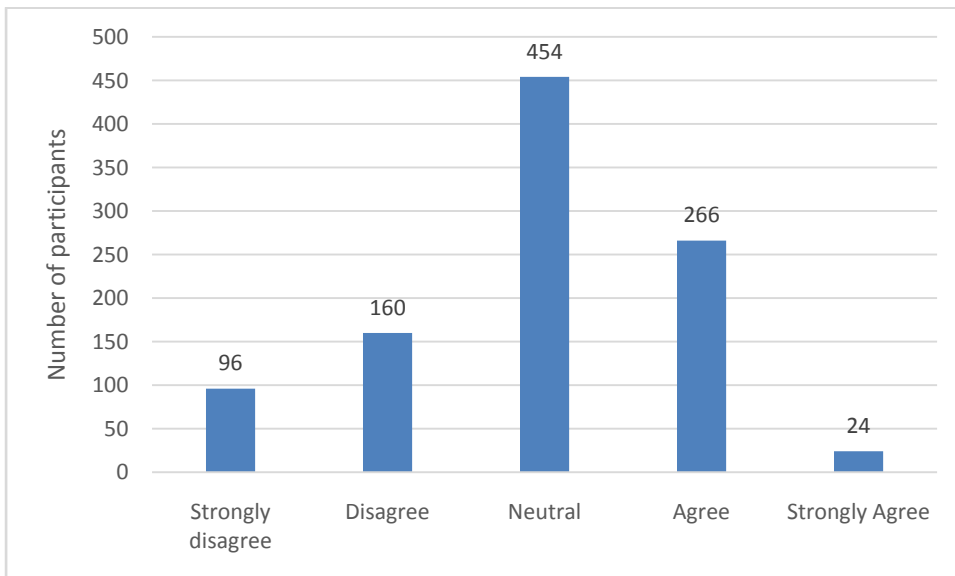
6. I am satisfied with network coverage of my 4G service provider.





320 participants gave neutral responses and 286 participants disagreed and 270 participants agreed when asked about their satisfaction with network coverage of my 4G service provider.

7. I will give rating the overall my experience of using the data and networking services provided my 4G telecom service provider.



454 participants gave neutral responses and 266 participants agreed that they will give rating for overall my experience of using the data and networking services provided my 4G telecom service provider.



## **Discussion**

The degree to which a company's goods and services live up to consumer expectations is gauged by customer satisfaction. By demonstrating how well the items are connecting with consumers, it indicates the health of your firm. Customer satisfaction is crucial since it shows that your audience approves of the work you are producing. Increased customer retention, increased lifetime value, and a stronger brand reputation all result from satisfied customers. Based on the survey responses it shows that the customers have neutral responses with the 4G service providers. Though the customers were happy about the overall experience and customer complaint services with 4G services, still few people gave neutral responses regarding the tariffs and network coverage which needs improvement. Further analysis on the customer satisfaction for each service provider might give a better understanding to identify the areas of improvement to implemented by the 4G service companies.

## **Conclusion**

This study aimed in understanding the customers satisfaction towards 4G service providers. The study revealed that customer's needs vary depending on age, marital status, education and profession. According to the report, though customers were satisfied overall with 4G service providers but still customers wanted affordable call rates and a large network coverage area.

## **References**

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