CUSTOMER SATISFACTION TOWARDS JIO NETWORK SERVICES IN GUDIYATTAM TOWN

Dr.V.PALANISAMY, Assistant Professor
PG Department of Commerce
Government Thirumagal Mills College
Gudiyattam, Tamil Nadu

Abstract

The customers are important stakeholders in any business organizations and the satisfaction of the customers is the main concern to business. Customer satisfaction is a very important subject to great interest to business and researchers alike. In recent years, telecommunication sector has emerged as an important sector and render services in addition to their offers. The quality of service has become an important aspect of customer satisfaction. In the present study is regarding the preferences and satisfaction of customer towards JIO network services in Gudiyattam town. The results indicate that network quality, voice calls and data are the most important factors of the respondents to prefer JIO network services.

Key words: JIO network, telecom services, mobile phone services, service quality, customer relationship management, etc.

1. Introduction

The telecommunication industry witnessed nowadays, no one is living without mobile phone services. There are many network service providers providing telecommunication services to the customers. The present study focuses on 'Reliance JIO' network services. It is a voice over long-term evolution mobile network operator in India. It is the own subsidiary of Reliance quartered in Mumbai which provides wireless 4G LTE service network and is the only 100 per cent volte operator in the country.

2. Telecom sector: An overview

The telecommunication industry witnessed a fast increase of subscribers from 54.62 million in 2003-04 to 1193.72 million in November 2018. The number of telephone subscribers in the urban area is 664.54 million and telephone subscribers in the rural area are 529.18 million in India at the end of November 2018. The total wireless subscribers are 1171.76 million and wire line subscribers are 21.96 million at the end of November 2018. In Tamil Nadu, the overall wireless subscribers are 82395112 in October 2018 of which the wireless subscriber in Reliance JIO is 16953120.

3. Importance of the study

Customers are always to seek to get maximum satisfaction from the products or services that they buy. The success of business in the marketplace is necessary to build good relationship and not just building the products; building customer relationship means delivering superior value over

competitors to the target customers. Whether an organization provides quality services or not depend on feedback of the customers' on the satisfaction they get from consuming the products. Since, higher satisfaction levels depend on higher quality of products or service. Many companies are adopting quality measurement which aims to improve quality of their products or services in the market. In this context, the research has made an attempt to study the preferences and satisfaction of customer towards JIO network services in Gudiyattam town.

4. Objectives of the study

The following are the objectives of the present study:

1. To measure the customer preferences towards Reliance JIO telecommunication services.

2. To analyze the level of customer satisfaction towards Reliance JIO network services in Gudiyattam town.

3. To offer valuable suggestions to improve the services of the Reliance JIO network services.

5. Testing of hypotheses

The following null hypotheses are formulated and tested:

H_{01}: There is no significant association between the purpose of using mobile phone and satisfaction in the JIO network services.

H_{02}: There is no significant difference between the demographic profile of the respondents and customer satisfaction in the JIO network services.

6. Research design

The study is empirical in nature based on survey method. The primary data were collected from the users of Reliance JIO network services through structured questionnaire. The secondary data were collected from published sources. The target population of the study is individuals who are using JIO network services in Gudiyattam town. Samples of 180 customers were selected from the study area. Out of 180 customers, 31 questionnaires were rejected due to incomplete. The data collected were analyzed using simple percentage, mean, standard deviation, chi-square test, analysis of variance and student t test.

7. Analysis and interpretations

TABLE 1

Socio-economic Profile of the Respondents

Socio-economic Profile		No. of Respondents	Percentage
Gender	Male	94	63.09
	Female	55	36.91
Age (years)	18 to 20	83	55.70
	21 to 23	39	26.17
	Above 23	27	18.12
Education	Undergraduate	96	64.43
	Postgraduate	26	17.45
	Professional	27	18.12
Occupation	Employed	54	36.24
	Business	37	24.83
	Others	58	38.93
Income (Rs.)	Upto 20000	114	76.51
	20001to 40000	20	13.42
	More than 40000	15	10.07

Source**:** Primary data

Out of 149 respondents, 63.09 per cent of the respondents are male and the rest of 36.91 per cent are female. 55.70 of the respondents are in the age group of 18 to 20 years, 26.17 per cent are in the age group of 21 to 23 years and 18.12 per cent are in the age group of above 23 years. 64.43 per cent of the respondents are undergraduates, 17.45 per cent of the respondents are postgraduates and 18.12 per cent of the respondents have professional qualification. Out of 149 respondents, 36.24 per cent are employed, 24.83 per cent are businessmen and 38.93 per cent are engaged in other occupation. Out of 149 respondents, 76.51 per cent of the respondents earn upto Rs. 20000 as monthly income. 13.42 per cent and 10.07 per cent of the respondents earn Rs.20001 to 40000 and more than Rs.40000 per month respectively.

TABLE 2

Purpose of Using Mobile Phones

S. No.	Purpose	No. of Respondents	Percentage
1	Business	28	18.79
2	Education	29	19.46
3	Entertainment	47	31.54
4	Personal use	45	30.20
Total		149	100.00

Out of 149 respondents, 31.54 per cent the respondents are using mobile phone for entertainment purpose, 30.20 per cent are using for personal purpose, 18.79 per cent are using for educational purpose and 18.79 per cent are using business purpose in Gudiyattam town.

TABLE 3
Customers' Satisfaction towards Services of the JIO Network

Variables	HS	S	N	DS	HDS	Total	Mean
Network coverage	83	23	6	18	19	149	3.89
	55.70	15.44	4.03	12.08	12.75	100.00	
Tariff Plan	72	26	6	22	23	149	3.68
	48.32	17.45	4.03	14.77	15.44	100.00	
Billing practice	70	33	14	18	14	149	3.85
	46.98	22.15	9.40	12.08	9.40	100.00	
Schemes and offers	69	30	8	24	18	149	3.72
	46.31	20.13	5.37	16.11	12.08	100.00	
Promotional offers	64	40	8	27	10	149	3.81
	42.95	26.85	5.37	18.12	6.71	100.00	
Recharge shop/bill payment option	54	20	9	16	50	149	3.08
	36.24	13.42	6.04	10.74	33.56	100.00	
Voice call	92	24	4	16	13	149	4.11
	61.74	16.11	2.68	10.74	8.72	100.00	
Data services	76	32	10	15	16	149	3.92
	51.01	21.48	6.71	10.07	10.74	100.00	

Source**:** Primary data

It is inferred from the above analysis that majority of the respondents (77.85 per cent) are satisfied with voice calls, followed by data services (72.48 percent), and promotional offers in JIO network (69.80 per cent).

TABLE 4
Purpose of Using and Satisfaction

Purpose		Local Call/ STD Call					
		HDS	DS	N	S	HS	Total
Business	Observed frequency	14	2	17	43	16	92
	Expected frequency	4.9	5.2	12.0	39.6	30.3	92.0
	% within highest degree purpose of using	15.2	2.2	18.5	46.7	17.4	100.0
Education	Observed frequency	0	13	36	66	57	172
	Expected frequency	9.2	9.7	22.4	74.0	56.7	172.0
	within purpose of using	.0	7.6	20.9	38.4	33.1	100.0
Entertainment	Observed frequency	17	16	17	128	85	263
	Expected frequency	14.0	14.8	34.2	113.2	86.8	263.0
	within purpose of using	6.5	6.1	6.5	48.7	32.3	100.0
Personal use	Observed frequency	5	7	18	54	65	149
	Expected frequency	7.9	8.4	19.4	64.1	49.2	149.0
	within purpose of using	3.4	4.7	12.1	36.2	43.6	100.0
Total	Observed frequency	36	38	88	291	223	676
	Expected frequency	36.0	38.0	88.0	291.0	223.0	676.0
	within purpose of using	5.3	5.6	13.0	43.0	33.0	100.0

Source**:** Primary Data

Out of 149 respondents, 33%, 43%, 13%, 5.60% and 5.3% of the respondents are highly satisfied, satisfied, dissatisfied, highly dissatisfied and no idea about with the JIO network services.

TABLE 5
Chi-Square Tests

	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.996[a]	12	0.001
Likelihood Ratio	72.512	12	0.001
Linear-by-Linear Association	14.327	1	0.000
N of Valid Cases	676		

a. 0 cells (0.0) have expected count less than 5. The minimum expected count is 35.33.

Source**:** Primary Data

The calculated chi-square value is greater than the table value at 5 per cent level of significance. This means that there is a significant association between purpose of using the mobile phone and satisfaction of the respondents JIO network. Hence, the null hypothesis is rejected.

TABLE 6

Age of the Respondents and Satisfaction towards JIO Network

Age (years)		N	Mean	S.D.	Std. Error	F-Value	Sig.
To prefer best network coverage	18 to 20	83	3.13	1.73	0.19	3.581	0.030*
	21 to 23	39	3.69	1.54	0.25		
	Above 23	27	2.59	1.60	0.31		
To prefer attractive plans	18 to 20	83	2.89	1.50	0.16	7.572	0.001*
	21 to 23	39	3.97	1.22	0.20		
	Above 23	27	3.30	1.51	0.29		
Varity of services (hello tone, missed call alert, etc.)	18 to 20	83	3.12	1.62	0.18	3.624	0.029*
	21 to 23	39	3.87	1.30	0.21		
	Above 23	27	3.59	1.34	0.26		
Large number of promotional offers	18 to 20	83	2.96	1.39	0.15	4.425	0.014*
	21 to 23	39	3.79	1.59	0.25		
	Above 23	27	3.37	1.45	0.28		
Value added service	18 to 20	83	2.77	1.68	0.18	5.131	0.007*
	21 to 23	39	3.72	1.69	0.27		
	Above 23	27	2.67	1.41	0.27		
Voice call	18 to 20	83	3.35	1.59	0.17	6.638	0.002*
	21 to 23	39	2.74	1.39	0.22		
	Above 23	27	4.11	1.37	0.26		
Data services	18 to 20	83	3.61	1.38	0.15	3.779	0.025*
	21 to 23	39	3.23	1.27	0.20		
	Above 23	27	4.11	0.93	0.18		

Source**:** Primary Data

The calculated F values are greater than the table value at 5 per cent level of significance. It means that there is a relationship between age of the respondents and their satisfaction towards JIO network services. Hence, the null hypothesis is rejected.

TABLE 7
Education of the Respondents and Satisfaction towards JIO Network

Education		N	Mean	S.D.	Std. Error	F-Value	Sig.
To prefer best network coverage	Under graduate	96	3.01	1.63	0.17	2.565	0.080
	Post graduate	26	3.85	1.71	0.34		
	Professional	27	3.15	1.77	0.34		
To prefer attractive plans	Under graduate	96	3.45	1.46	0.15	3.891	0.023*
	Post graduate	26	3.23	1.48	0.29		
	Professional	27	2.56	1.50	0.29		
Varity of services (hello tone, missed call alert, etc.)	Under graduate	96	3.32	1.53	0.16	3.820	0.024*
	Post graduate	26	3.00	1.30	0.25		
	Professional	27	4.07	1.54	0.30		
Large number of promotional offers	Under graduate	96	3.24	1.55	0.16	1.862	0.159
	Post graduate	26	2.88	1.21	0.24		
	Professional	27	3.67	1.44	0.28		
Value added service	Under graduate	96	3.31	1.72	0.18	5.718	0.004*
	Post graduate	26	2.15	1.08	0.21		
	Professional	27	2.70	1.71	0.33		
Voice call	Under graduate	96	3.26	1.54	0.16	3.797	0.025*
	Post graduate	26	2.88	1.37	0.27		
	Professional	27	4.00	1.62	0.31		
Data services	Under graduate	96	3.40	1.36	0.14	3.613	0.029*
	Post graduate	26	4.04	0.96	0.19		
	Professional	27	3.93	1.27	0.24		

Source**:** Primary Data   ***Significant at 5 percent level

The calculated F values are greater than the table value at 5 per cent level of significance. It means that there is a significant relationship between education of the respondents and their satisfaction towards attractive plans, variety of services, value added service, voice call and data services of the JIO network. Hence, the null hypothesis is rejected. On the other hand, the calculated F values are less than the table value at 5 per cent level of significance. It means that there is no significant relationship between education of the respondents and their satisfaction towards network coverage and promotional offers in JIO network. Hence, the null hypothesis is accepted.

TABLE 8
Income of the Respondents and Satisfaction towards JIO Network

Income		N	Mean	S.D.	Std. Error	F-Value	Sig.
To prefer best network coverage	Up to 20000	114	3.18	1.67	0.16	0.023	0.977
	20001to 40000	20	3.15	1.93	0.43		
	More than 60000	15	3.27	1.58	0.41		
To prefer attractive plans	Up to 20000	114	3.43	1.47	0.14	4.452	0.013
	20001to 40000	20	2.40	1.31	0.29		
	More than 60000	15	3.00	1.60	0.41		
Varity of services (hello tone, missed call alert, etc.)	Upto 20000	114	3.46	1.54	0.14	1.398	0.250
	20001to 40000	20	2.90	1.52	0.34		
	More than 60000	15	3.67	1.35	0.35		
Large number of promotional offers	Up to 20000	114	3.36	1.48	0.14	1.279	0.281
	20001to 40000	20	3.00	1.45	0.32		
	More than 60000	15	2.80	1.61	0.42		
Value added service	Up to 20000	114	3.04	1.72	0.16	2.331	0.101
	20001to 40000	20	2.35	1.42	0.32		
	More than 60000	15	3.53	1.51	0.39		
Voice call	Up to 20000	114	3.21	1.55	0.15	1.450	0.238
	20001to 40000	20	3.65	1.42	0.32		
	More than 60000	15	3.80	1.70	0.44		
Data services	Up to 20000	114	3.52	1.36	0.13	1.071	0.345
	20001to 40000	20	3.90	0.91	0.20		
	More than 60000	15	3.87	1.30	0.34		

Source: Primary Data

The calculated F values are less than the table value at 5 per cent level of significance. It means that there is no significant relationship between income of the respondents and their satisfaction towards JIO network services. Hence, the null hypothesis is accepted.

TABLE 9
Gender of the Respondents and Satisfaction towards JIO Network

Gender		N	Mean	S.D.	Std. Error	t-Value	Sig.
To prefer best network coverage	Male	94	3.39	1.65	0.17	2.729	0.047*
	Female	55	2.82	1.70	0.23		
To prefer attractive plans	Male	94	3.57	1.49	0.15	2.542	0.000*
	Female	55	2.69	1.35	0.18		
Varity of services (hello tone, missed call alert, etc.)	Male	94	3.67	1.36	0.14	2.729	0.008*
	Female	55	2.95	1.67	0.23		
Large number of promotional offers	Male	94	3.49	1.45	0.15	2.542	0.012*
	Female	55	2.85	1.48	0.20		
Value added service	Male	94	3.13	1.69	0.17	1.219	0.226
	Female	55	2.78	1.66	0.22		

Voice call	Male	94	3.53	1.54	0.16	2.101	0.038*
	Female	55	2.98	1.55	0.21		
Data services	Male	94	3.90	1.07	0.11	3.520	0.001*
	Female	55	3.09	1.51	0.20		

Source**:** Primary Data *****Significant at 5 percent level

The calculated t values are greater than the table value at 5 per cent level of significance. It means that there is a significant relationship between gender of the respondents and their satisfaction towards JIO network services. Hence, the null hypothesis is rejected.

8. Suggestions

In this study, the satisfaction of respondents towards variables such as voice call, network coverage, data services and billing options was measured. It is found that customers are more satisfied with voice call and data services, followed by network coverage. Customers have low level of satisfaction with recharge shop/bill payment option. The study suggests that the JIO network operator should introduce attractive sales promotion offers and tariff plan options.

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