CUSTOMER SATISFACTION OF MOBILE PHONE NETWORK SERVICES

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Abstract

The present study is to understand the major customer experience parameters with respect to customer satisfaction and perception of the mobile phone network service providers. Indian telecom market plays a very tough strategy providing lowest voice and data tariff plans and unlimited free data voice combo to its customer in order to retain. Since there is a need to study the customer experience and find out the key drivers which makes the customer to stay with their operator irrespective of market changes. With the sample size of 580 customers selected from Thanjavur district, Tamilnadu. The findings definitely help the service providers by changing their strategy and improve the service quality for better customer satisfaction.

Keywords: Customer satisfaction, network service providers, service quality, cost of service, customer care, billing convenience

Introduction

Customer satisfaction is more inclusive and perceived according to product quality, service quality, price, situational and personal factors. Fulfillment is an individual's feelings of joy or disappointment coming about because of looking at product's perceived execution in connection to his or her desires. If that the execution not achieves the mark concerning desires, the customer is disappointed, if the execution coordinates the desires, the customer is fulfilled, if the execution surpasses desires, and the customer is profoundly fulfilled or delighted. High satisfaction or joy makes an emotional bond with the brand of organization, not only a rational preference. Customers get fulfillment from a product or a service dependent on whether their need is met easily, in a convenient way that makes them faithful to the firm. Consequently, customer satisfaction is a critical step to gain up customer loyalty.

As a result of initiatives taken by government the telecom sector experiencing a tremendous growth. By way of upgradation of technology the service providers to reassess their existing business practices in the competitive environment. Customers carry an experience for their purchase and they not just want to purchase something, they would like a good experience that complements the product/service.

No customer satisfaction = No retention $\Longrightarrow$ No retention = No revenue

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Literature Review

Mohsin Butt and Cyril E. Run (2008) have done a research on mobile cellular customer satisfaction in Pakistan. Their study was with an objective at finding the factors which influence to customer satisfaction. The outcomes confirmed a multidimensional construct of customer satisfaction. The findings recommend that customer satisfaction of mobile cellular customers of Pakistan establishes four factors – cost, transmission quality, utilization comfort and service support.

Amzad Iqbal and Sazid Bashir (2009) studied about antecedents and results of customer satisfaction in prepaid mobile telecom service customers of Pakistan. Their study focused on assessing and comparing the perceived desires and the actual satisfaction level of prepaid mobile telecom customers in Pakistan. Perceived quality, perceived value and perceived desires are best indicators for customer satisfaction.

Chada and Kapoor (2009) examined the influence of switching cost, service quality and customer satisfaction on customer loyalty in the mobile telecom service industry. The research outcome showed that the switching cost, service quality and customer satisfaction have positive relation with customer loyalty. However, they found that the customer satisfaction was the best indicator of customer faithfulness.

Jawaria Fatima Ali et al. (2010) conducted a study to examine the factors which can help retain existing customers. The research found that overall customer satisfaction is having highly significant and positive connection with customer retention in mobile telecom industry of Pakistan. In order to retain customers the service providers ought to be constantly satisfying its customer. As long as the fulfillment level of customer remains high, he/she will utilize the services of the firm.

Ishfaq Ahmed et al. (2011) examined the quality of services given by mobile telecom companies in Pakistan, and its impact on the level of fulfillment and the decisions of customer to stay with the same telecom service provider. Research outcomes suggest that there is positive connection between elements of service quality and both customer satisfaction and repurchase decisions. Findings also explored a positive connection between customer fulfillment and their repurchase decisions. The results revealed that greater the customer will be satisfied higher will be chance of their repurchase decisions with the same telecom service provider.

Izyan Munyanti and Maslin Masrom (2018) investigated that factors determined the

customers' satisfaction factors on Malaysian mobile network service operators. Important factors for customer satisfaction are service quality, billing and price, network connectivity, customer services and delighting promotion. Data collected from 163 customers through structured questionnaire by adopting simple random sampling technique. The finding of the study helps the companies to improve the service quality for the satisfaction of customers by implementing new policy.

Methodology

The study conducted in Thanjavur district, Tamil Nadu and the sample size consists of 580 respondents. The study target to find out the customer satisfaction with regards to mobile phone network services offered in five point likert scale.

Table-1: Reliability and Validity

Constructs	Mean	Variance	Coefficient alpha	No. of items
Customer Satisfaction towards Network services	3.806	0.062	0.777	53

The pre-test was conducted with 580 samples and the reliability analysis was done. Internal consistency based on correlations among the items (constructs) of the instrument was done. The Cronbach's alpha (reliability coefficient) values for the rating scale was obtained using SPSS and the Cronbach's alpha (reliability coefficient) values 0.777, alpha value above 0.7 indicates good reliability.

Objective of the Study

To analyze the relationship between customer satisfaction and network services.

Hypothesis

There is no significant relationship between customer satisfaction and network services.

Analysis

Table-2: Customers' Network Profile

S.No.		Category	Frequency	Percentage
1.	**Landline**	No	468	80.7
		Yes	112	19.3
		Total	**580**	**100.0**
2.	**No. of SIM Used**	1	219	37.8
		2	306	52.7
		3	55	9.5

		Total	**580**	**100.0**
3.	**Purpose of Mobile and Landline**	Personal	499	86.0
		Business	27	4.7
		Others	54	9.3
		Total	**580**	**100.0**
4.	**Mobile Connection Preferred**	Airtel	153	26.4
		Jio	246	42.4
		Vodafone	82	14.1
		BSNL	99	17.1
		Total	**580**	**100.0**
5.	**Type of Connection**	Prepaid	528	91.0
		Postpaid	52	9.0
		Total	**580**	**100.0**
6.	**Buy a SIM**	Retailer outlet	207	35.8
		Road shows	187	32.2
		Customer care	133	22.9
		Door canvassing	53	9.1
		Total	**580**	**100.0**
7.	**Recommend the Service Provider**	Yes	540	93.1
		No	40	6.9
		Total	**580**	**100.0**
8.	**Monthly Expenditure**	< 100	219	37.8
		100-200	302	52.0
		200-300	55	9.5
		> 300	4	0.7
		Total	**580**	**100.0**
9.	**Basic Use of Mobile**	Both incoming & outgoing	177	30.5
		Internet/ Data	268	46.2
		SMS	43	7.4
		Social Network	92	15.9
		Total	**580**	**100.0**
10.	**Telecom Service**	Essential	200	34.5
		Personal	288	49.7
		Status symbol	43	7.4
		Optional	49	8.4
		Total	**580**	**100.0**

The table-2 shows information about customers' network related services. Out of 580 respondents, majority of them are not having landline connection, 52.7 per cent of respondents have 2 SIM card, personal purpose is the main reason for usage, Jio is the preferred connection, prepaid dominate among the respondents, retailer is the preferred outlet, they recommend to others, spend Rs.100-200 monthly as expenditure, mostly they use for internet with data pack, and majority of the respondents use the services for personal purpose.

Abbreviation	Dimensions
PS	Provision of Services
BC	Billing Convenience
CS	Cost of Service
CC	Customer Care
RS	Responsiveness
RG	Redressal of Customer Grievances
UIS	Uninterrupted Service
OVRSAT	Overall Satisfaction

Table-3: Co-variances Matrix of Customer Satisfaction towards Network Services

	RG	RS	CC	CS	BC	UIS	PS	OVRSAT
RG	.453							
RS	-.016	.537						
CC	-.096	.156	.417					
CS	-.055	.162	.105	.425				
BC	-.045	.076	.098	.099	.268			
UIS	.030	.054	.041	.061	.052	.592		
PS	-.014	.149	.107	.103	.105	.074	.562	
OVRSAT	.009	.134	.127	.120	.100	.086	.109	.176

The above table interprets covariance relationship of customer satisfaction towards network services. Three relationships only not significant the p-value is greater than 0.05 that is uninterrupted service and redressal of customer grievances, provision of services and redressal of customer grievances and responsiveness and redressal of customer grievances. Remaining relationships are highly significant the p-value is less than 0.05, that is cost of service and responsiveness, customer care and responsiveness, provision of services and responsiveness and provision of services and customer care the estimate values are 0.162, 0.156, 0.149 and 0.107 respectively. The result is concluded that the customer satisfaction of network services dimensions cost of service and responsiveness and customer care and responsiveness are highly interrelated.

Table-4: Co-variances of Customer Satisfaction towards Network Services

Co variances			Estimate	S.E.	C.R.	P
PS	<-->	UIS	.074	.024	3.070	.002
UIS	<-->	BC	.052	.017	3.114	.002
UIS	<-->	CS	.061	.021	2.926	.003
UIS	<-->	CC	.041	.021	1.989	.047
UIS	<-->	RS	.054	.024	2.278	.023
UIS	<-->	RG	.030	.022	1.410	.158

PS	<-->	RG	-.014	.021	-.655	.512
BC	<-->	RG	-.045	.015	-3.057	.002
CS	<-->	RG	-.055	.018	-2.997	.003
CC	<-->	RG	-.096	.018	-5.178	***
RS	<-->	RG	-.016	.020	-.775	.438
PS	<-->	RS	.149	.024	6.298	***
BC	<-->	RS	.076	.016	4.722	***
CS	<-->	RS	.162	.021	7.730	***
CC	<-->	RS	.156	.021	7.517	***
PS	<-->	CC	.107	.021	5.195	***
BC	<-->	CC	.098	.014	6.755	***
CS	<-->	CC	.105	.018	5.842	***
PS	<-->	CS	.103	.021	4.976	***
BC	<-->	CS	.099	.015	6.803	***
PS	<-->	BC	.105	.017	6.283	***

Table-5: Correlation of Customer Satisfaction towards Network Services

Correlation			Estimate
PS	<-->	UIS	.129
UIS	<-->	BC	.131
UIS	<-->	CS	.122
UIS	<-->	CC	.083
UIS	<-->	RS	.095
UIS	<-->	RG	.059
UPS	<-->	RG	-.027
BC	<-->	RG	-.128
CS	<-->	RG	-.126
CC	<-->	RG	-.220
RS	<-->	RG	-.032
PS	<-->	RS	.271
BC	<-->	RS	.200
CS	<-->	RS	.339
CC	<-->	RS	.329
PS	<-->	CC	.221
BC	<-->	CC	.293
CS	<-->	CC	.250
PS	<-->	CS	.211
BC	<-->	CS	.295
PS	<-->	BC	.270

Table-6: Implied Correlations Matrix of Customer Satisfaction towards Network Services

	RG	RS	CC	CS	BC	UIS	PS	OVRSAT
RG	1.000							
RS	-.032	1.000						
CC	-.220	.329	1.000					
CS	-.126	.339	.250	1.000				
BC	-.128	.200	.293	.295	1.000			
UIS	.059	.095	.083	.122	.131	1.000		
PS	-.027	.271	.221	.211	.270	.129	1.000	
OVRSAT	.031	.438	.470	.438	.462	.267	.348	1.000

The table-6 explains the value of correlation between customer satisfaction of network services. The result reflects that cost of service and responsiveness are highly correlated among the variables, the correlate value is 0.339, and the next higher correlate value 0.329 is customer care and responsiveness. Next positive correlation relationship are billing convenience and cost of service, billing convenience and customer care and provision of services and responsiveness the correlated values are 0.295, 0.293 and 0.271 respectively. The remaining relationship like customer care and redressal of customer grievances, billing convenience and redressal of customer grievances, cost of service and redressal of customer grievances are having highly negative correlated.
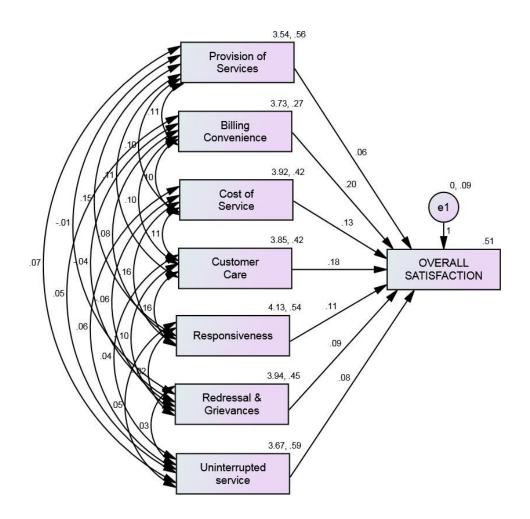
Figure-1: Path Relationship of Customer Satisfaction towards Net Work Services

Table-7: Regression Weights of Customer Satisfaction towards Network Services

Regression Weights of Customer Satisfaction towards Network Services	Estimate	S.E.	C.R.	P
Overall Satisfaction<--- PS	.061	.018	3.449	**
Overall Satisfaction<--- BC	.204	.026	7.800	**
Overall Satisfaction<--- CS	.134	.021	6.418	**
Overall Satisfaction<--- CC	.182	.021	8.506	**
Overall Satisfaction<--- RS	.106	.019	5.638	**
Overall Satisfaction<--- RG	.095	.019	5.002	**
Overall Satisfaction<--- UIS	.079	.016	4.823	**

The path analysis model represents the relationship of customer satisfaction towards network services. The network services includes various dimension like provision of services, billing convenience, cost of service, customer care, responsiveness, redressal of customer grievances and uninterrupted service influence the customers' overall satisfaction. The result shows that, all seven dimensions are highly significant with overall satisfaction. Compare the estimate

values first and foremost satisfied dimension is billing convenience the estimate value is 0.204, second dimension is customer care (estimate value is 0.182), third dimension is cost of service the estimate value is 0.134, the fourth dimension is responsiveness the estimate value is 0.106, the fifth dimension is redressal of customer grievances the estimate value is 0.095, the sixth dimension is uninterrupted service the estimate value is 0.079 and the last and least dimension is provision of services the estimate value is 0.061.

Conclusion

The mobile network service providers face a stiff competition due to technology, customer expectation, usage pattern etc. If the service providers attract the customers (existing and new) by fulfilling their needs and wants then only they survive in the market. The findings indicate that customers are highly satisfied with billing convenience, customer care and cost of service. More over the customers expect to improve the provision of services and uninterrupted service from the service providers. Hence the service providers should concentrate on this aspect and make sure to retain the customer.

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