

Impact of Customer Satisfaction in Telecom Sectors at Raipur District

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Received: 20th July 2021

Revised: 22nd September 2021

Accepted: 20th October 2021

Abstract: The Indian telecommunications business, particularly mobile phone services, is booming not only in India but around the world. This sector has made a noteworthy influence to the nation's Gross Domestic Product. To be competitive in the industry, telecom carriers had to focus more on customer pleasure and loyalty due to tight completion. The research data was carried out in Raipur district, a total city well-known as Chhattisgarh's trading center, where competition is fierce between Vodafone-Idea, Airtel, Reliance Jio, and BSNL. Slightly than racing down a new client, business development actions that use customer loyalty are more cost efficient. The customer satisfaction model was used to better understand perceptions of customers of telecommunication service providers. I have selected sixty respondents by convenient random selection as part of the descriptive study strategy. There is bitter rivalry among telecommunications companies these days, and sustaining customer satisfaction is vital if they want to grow their customer base and keep their existing customers. As a significance, the researcher tried to find out how customer pleasure affects customer loyalty.

Keywords: Satisfaction of Customer, Telecom sectors, Loyalty of Customer, Customer Care Service, CallService, BillingService and Network Services.

INTRODUCTION

Through 1.053 billion customers as of August 31, 2016, India's communications network is the world's second largest in terms of telephone users (including fixed and mobile). Mega telecom operators and hyper-competition among them have enabled it to have one of the lowest call tariffs in the world. (Shrivastava, 2019)¹In just 10 years, this sector has increased twenty-fold, from around 37 million members in 2001 to over 846 million customers in 2011. Telecommunications has supported India's socioeconomic development and has helped to close the digital divide between rural and urban areas to some extent. The telecom sector's rapid growth has been aided by the government's liberal policies, which give open market access for telecom equipment and a fair regulatory framework for providing telecom services to Indian consumers at reasonable pricing.²

The exponential progress of the telecommunications sector over the last decade has led to the development of telecommunications equipment manufacturing and other supporting industries. With the advent of next-generation technologies and the introduction of 3G and

¹ Namrata Shrivastava (2019), "CAUSAL FACTOR ANALYSIS OF FOREIGN DIRECT INVESTMENT INFLOWS INTO INDIA: AN ECONOMETRIC ANALYSIS", Scholarly Research Journal for Humanity Science & English Language, Online ISSN 2348-3083, VOL- 7/35, PAGE NO- Pg. 9376-9391).

²Wikipedia

wireless broadband access services by operators, the demand for communication equipment is increasing. To seize this opportunity, governments and policy makers are focusing on the development of domestic manufacturing. Plant construction in India has come a long way in recent years. It is slowly but steadily evolving from an import-oriented industry to a global centre for telecommunications equipment manufacturing. The government offers a variety of support programs to the industry to support the manufacture of electrical devices in the country. India's telecommunications services market is expected to grow 10.3% year-on-year to reach \$ 103.9 billion by 2020, according to a report from leading research firm Market Research Store.

Customer satisfaction is important today due to the close competition of competitors by offering affordable monthly replenishment plans and the portability of mobile networks at many facilities, unless subscribers are satisfied. With the current operator you have the right to switch to a mobile operator. The study is being conducted in the Raipur district of Chhattisgarh, where both public (BSNL) and private (Vodafone Idea, Airtel, Jio) are located. Low call / internet charges have benefited the general public with access to the latest technology at his fingertips. Competition between companies has forced us to offer higher customer satisfaction in order to make our customers more loyal.

REVIEW OF LITRATURE

Maran (2004) investigated the perception and satisfaction of fixed-line subscribers within the Chennai region and located problems among carrier subscribers. This study suggests that telecommunications providers must adopt additional methods to bridge the gap between promised and provided services. A.J. Berkhout and Patrick A. Van Der Duin (2007) found that new developments within the mobile telecom industry, like rising broadcast bandwidth and sector-crossing business alliances, modification the way within which mobile telcom's are innovating. Traditional innovation models, like the single-company linear model ('pipeline model'), do not describe how innovation occurs today. a motivating alternative is that the boundary-crossing Cyclic Innovation Model (CIM). It considers innovation processes as coupled 'cycles of change', connecting science with business, and technology with markets, in an exceedingly cyclic manner. CIM could also be considered a promising addition to the growing family of fourth-generation innovation models. Muhammad Mohsin Butt (2009) examined the factors that enhance customer satisfaction in Pakistan's telecommunications services and located that pricing and network coverage are the 2 most significant factors in enhancing customer satisfaction in Pakistan's telecommunications amenities discovered. during this study, through better collaboration with other networks, service providers will maximize price reductions, invest in infrastructure to confirm full strength, and ultimately voice intelligibility and branding. it absolutely was suggested that we want to boost our image and maximize customer satisfaction. Shahzad Khan and Saima Afsheen (2012) studied every organization wants to maximise the quantity of consumers through customer satisfaction. He identified major six hypotheses which are answerable for customer satisfaction in telecom industry. For analysis a part of the study a structured questionnaire was distributed. For the study university students were targeted. On random basis 150 students of 5 universities were targeted. The statistical a part of analysis relies on descriptive statistic, Correlation and multivariate analysis. Results were conducted through SPSS version 20. Results indicate that price fairness, customer services and coverage are major factors which may highly affect the customer satisfaction. The results of his paper proved that there's positive and significant relationship between variable quantity (customer satisfaction) and independent variables (customer service, price fairness, advertisement, coverage, signal strength & promotion). V. Umayaparvathi and K. Iyakutti (2016) observed that the sector of telecommunication faces complex challenges thanks to variety of vibrant competitive service providers. Consequently, it's converted very

difficult for them to retain existing customers. Meanwhile the charge of gaining new customers is way on top of the price of absorbent these customers, it's the time for the telecom industries to require necessary steps to retain the purchasers to stabilize their value. within the past decade, several data processing techniques are proposed within the literature for predicting the churners using heterogeneous customer records. He analysed the various categories of customer data available in open datasets, predictive replicas and recital metrics utilized in the literature for mix forecast in telecom industry.

OBJECTIVES

- To study the Customer Satisfaction of mobile phone operators in Raipur District, Chhattisgarh
- To study the Customer Loyalty of mobile phone operators in Raipur District, Chhattisgarh
- To study the impact of Customer Satisfaction on Customer Loyalty of mobile phone operators in Raipur District, Chhattisgarh

Methodology and Data Collection

This study used a descriptive survey approach to gather both primary data to attain the aim of the survey. A sample data collected for three years ranging from 2016 to 2018 of 60 respondents i.e., Customers of 15 Airtel, 15 BSNL, 15 Vodafone Idea, 15 Jio were drawn supported a convenient random sample of the Raipur district. The evaluation was done on a 5-point Likert scale Questionnaires, ANOVA and multivariate analysis were applied.

One-way ANOVA:

One-way ANOVA between customer employment status and customer loyalty. One-way ANOVA test was performed on the mean scores obtained for this variable. Of all the data presented within the "sig" column if the quantity found during this column is a smaller amount than the required critical value. The effect is then said to be significant since this value is typically set at 0.05. any value but this may end in a major effect, while any value greater than this can lead to a negligible effect.

Table 1.1 Analysis of the ANOVA between customer employment status and customer satisfaction.

Variables	Govt.		Private		Business		Students		Homemaker		F-value	Sign
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.		
Network Satisfaction Services	3.22	1.29	3.27	0.97	3.49	0.78	3.15	0.98	3.76	0.69	1.95	0.11
Call Service	3.45	0.97	3.38	0.64	3.57	0.45	3.20	0.79	3.36	0.57	1.83	0.13
Bill Service	3.78	0.98	3.65	0.80	3.56	0.70	3.35	0.83	3.82	0.35	2.80	0.02
Customer Care Service	3.70	0.89	3.53	0.60	3.49	0.53	3.35	0.69	3.49	0.63	1.79	0.14

According to table 1.1, the significant value of respondents' employment status and Customer Billing Service Satisfaction is less than 0.05. So, we reject null hypothesis (HO), there for customer's opinion on Customer Billing Service Satisfaction has significant association on Employment status of respondents.

Table 1.2 Analysis of the ANOVA between customer employment status and customer loyalty.

Variables	Govt.		Private		Business		Students		Homemaker		F-value	Sign
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.		
Behavioural loyalty	0.48	0.60	3.37	0.78	3.26	0.60	3.32	0.77	3.59	0.74	0.64	0.53
Attitudinal Loyalty	3.69	0.56	3.47	0.83	3.46	0.56	3.37	0.74	3.62	0.67	2.22	0.04
Cognitive Loyalty	3.26	0.76	3.15	0.80	3.25	0.65	3.16	0.81	3.27	0.66	0.24	0.74

As per the analysis by the above table 1.2, the significant value of respondents' employment status and Customer Attitudinal Loyalty is less than 0.05. As a result, we reject the null hypothesis (H₀) that customer attitudes toward customer loyalty have a significant relationship with respondents' employment status.

Multiple Regressions

Multiple regression analysis is used to figure out how numerous independent or predictor factors relate to a dependent or criterion variable. The goal of the study was to compare service quality to online consumer loyalty.

Customer Satisfaction and Customer Behavioural loyalty: A Multiple Regression Analysis

Customer satisfaction is the independent variable, and customer behavioural loyalty is the dependent variable, in order to find the above-mentioned relationship. The goal is to narrow down the scope of any relationship that may exist between these two variables. In Customer satisfaction variables like, Customer Care Service, Call Service, Billing Service and Network Service with their relationship with the Customer Behavioural loyalty.

Variables	Coefficient	Std. Error	T-Statistic	Significant
Network Satisfaction Services	0.60	0.23	2.60	0.0120
Call Service	0.44	0.28	1.57	0.0463
Bill Service	0.57	0.22	2.59	0.0231
Customer Care Service	0.67	0.21	3.19	0.001

F=9.29,P =0.00,R-Squared=0.99335,AdjustedR-Squared =0.9920

The R-Squared of the regression model is 0.99335, which represents 99% of the variance of the dependent variable. Behavioural customer loyalty variables were explained by customer satisfaction variables such as customer service, calling service, billing service, and network service. It also shows the adjusted R-Squared = 0.9920. This means that R- Squared will increase (albeit slightly) each time another independent variable is added to this model.

As a result of this regression model, ANOVA is given as F-ratio = 9.29 (p <0.00). This shows that a regression model of the behaviour of customer retention variables is important. As a result, it became clear that customer care service, network satisfaction service, call service, and billing service are important. Therefore, the null hypothesis is unacceptable and there is an important relationship between customer service, network satisfaction services, calling services, and billing services and customer behavioural loyalty.

Customer Satisfaction and Customer Attitudinal loyalty: A Multiple Regression Analysis

The independent variable in the above-mentioned relationship is Customer Satisfaction, and the dependent variable is Customer Attitudinal Loyalty. The goal is to fine-tune the extent of any relationship that exists between these two variables. In Customer satisfaction variables like, Customer Care Service, Call Service, Billing Service and Network Service with their relationship with the Customer Attitudinal loyalty.

Variables	Coefficient	Std. Error	T-Statistic	Significant
Network Satisfaction Services	0.62	0.43	1.44	0.12
Call Service	0.47	0.30	1.56	0.0463
Bill Service	0.57	0.29	1.96	0.063
Customer Care Service	0.65	0.20	3.25	0.000

F=7.35,P =0.00,R-Squared=0.7835,AdjustedR-Squared =0.7815

The R-Squared of the regression model is 0.7835, which represents 78% of the variance of the dependent variable. The customer loyalty variable "attitude" was explained by customer satisfaction variables such as customer service, calling service, billing service, and network service. It also shows the adjusted R-Squared = 0.7815. This means that R-Squared will increase (albeit slightly) each time another independent variable is added to this model.

This regression model provides an ANOVA reported as F-ratio = 7.35 (p <0.00). This shows that a regression model of customer retention variable attitudes is important. As a result, we found that billing and network services are not important. Therefore, the null hypothesis is accepted and there is no significant relationship between billing service and network service with customer attitude loyalty. That is, customer attitude loyalty is affected only by customer service and telephone service, not by other customer satisfaction variables such as billing and network services.

Customer Satisfaction and Customer Cognitive loyalty: A Multiple Regression Analysis

Variables	Coefficient	Std. Error	T-Statistic	Significant
Network Satisfaction Services	0.67	0.21	3.19	0.001
Call Service	0.46	0.25	1.84	0.0563
Bill Service	0.57	0.22	2.59	0.023

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Customer Care Service	0.62	0.40	1.55	0.102
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F=7.26,P =0.00,R-Squared=0.7245,AdjustedR-Squared =0.7225

The R-Squared of the regression model is 0.7245, which represents 72% of the variance of the dependent variable. The customer loyalty variable "cognition" was explained by customer satisfaction variables such as customer service, calling service, billing service, and network service. It also shows the adjusted R-Squared = 0.7225. This means that R-Squared will increase (albeit slightly) each time another independent variable is added to this model.

This regression model provides an ANOVA reported as F-ratio = 7.26 ($p < 0.00$). This shows that a regression model of customer retention variable attitudes is important. As a result, we found that customer service and call service are not important to us. Therefore, the null hypothesis is accepted and there is no significant relationship between customer care service and call service and customer attitude loyalty.

CONCLUSION

Even though we say that customer loyalty is important for retaining current customers and expanding business, there are several other factors that influence customer loyalty. According to the findings of this study. It is obvious that customer satisfaction is an important factor when it comes to loyalty. As a result, if this component is missing, loyalty will suffer. This study itself provides that customer satisfaction is also an important component of customer loyalty and if this element is missing, it will be showing a great difference in loyalty. Increasing the element identified in this study may also increase customer loyalty. We were able to identify one driver of customer loyalty as a result of this study, and future researchers would like to test other drivers of customer loyalty.

This study concludes by focusing on only one determinant of service loyalty that influences customer satisfaction. Furthermore, for future research, we can identify more variables that influence customer loyalty. This study was limited to customers in the Ernakulam District of Kerala. However, the study can be expanded to a state, national, or global scale.

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