



## ASSESSMENT OF CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY DIMENSIONS OF IDEA MOBILE NETWORK WITH REFERENCE TO VIJAYAWADA CITY (AP)

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### **Abstract**

#### **Introduction**

The history of Indian Telecommunication has its roots in the dawn of the of the independence era India attained independence in the year 1947. When India had around 84,000 Telephone lines for its population of 350 million. After 33 years, by 1980 India's Telephone service increased with only 2.5 million Telephones and 12,000 public phones for a population of 700 million only. 3% India's 5, 75,976 Villagers enjoyed Telephone service.

#### **Need for the Study**

At present, several companies are proffers mobile services in India. We can't imagine the world without mobile phone today. This sudden transformation has taken place due to technological development and also the Government of India's policy towards mobile phones.

#### **Scope of the Study**

The scope of the study strictly confined to Vijayawada city, where mobile network companies have witnessed the tremendous growth of their business in the city.

#### **Methodology of the Study**

The sample size is confined to 250 between the age group of 18-25, 100 and 150 from both the sexes. This study used a quantitative survey recall research design to recognize their satisfaction levels and also used personal interview method just to collect the views about the reasons for their dissatisfaction.

#### **Findings and Discussions**

Overall Satisfaction Level: About 57 per cent respondents conveyed their disappointment on the overall performance of the Idea mobile network.

**Keywords: Tele Communications, Mobile Networks, Idea.**

#### **Introduction**

The history of Indian Telecommunication has its roots in the dawn of the of the independence era India attained independence in the year 1947. When India had around 84,000 Telephone lines for its population of 350 million. After 33 years, by 1980 India's Telephone service increased with only 2.5 million Telephones and 12,000 public phones for a population of 700 million only. 3% India's 5, 75,976 Villagers enjoyed Telephone service. However, in the late 1990's, a vast change was seen in the Telecommunications scenario. By 1999, India had installed network of more than 25million Telephone lines that spread across 300 cities. 4869 towns and 5, 75,976 villages making India's Telecommunications network, which is the 9th largest in the world. Especially notable is the fact that more than 80% of this national Telecommunications infrastructure counting up to approximately 20million Telephone lines was added in 1990 alone. In India, the Ministry of Posts and Telegraphs focused on improving the delivery of telegrams and telexes while other countries were embracing digital telephony and facsimile machines. India missed the opportunity of by passing old fashioned Technologies. In 1880, two telephone companies namely the oriental Telephone Company Ltd., and the Anglo-Indian Telephone Company Ltd., Approached the Government of India to establish Telephone Exchanges in India. The 3 permission was refused on the grounds that establishing of telephones was a Government monopoly and that the Government itself would start the work. By 1881, the Government changed its earlier decision and eventually a license was granted to the oriental Telephone Company Ltd., of England for opening telephone exchanges at Calcutta, Bombay, Madras and Ahmadabad. January 28, 1882 is a historical milestone in Indian Telecommunications. The telephone is also viewed as a way of maintaining close family ties. Thus, looking into these requirements most advertisements for telephony services feature mothers talking to their sons and daughters or grandparents talking to grand children. Tele- Phone expansion in India thus serves a strong socio-cultural function for it's in addition to commercial one. Indian Telecommunications portrays the real sense of transferring the information between the two distant points in space.

#### **Need for the Study**

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towards mobile phones. Hence, mobile user's satisfaction is more important and depends on their choices, preferences and other service quality dimensions. Companies are going to add many more services from time to time. Hence, the desperate need arises to study about mobile network services and consumer's satisfaction towards it.

### Scope of the Study

The scope of the study strictly confined to Vijayawada city, where mobile network companies have witnessed the tremendous growth of their business in the city. The mobile users in the city are especially youth, vigorously using varied mobile phones and frequently switching to various mobile networks because of alluring schemes and traffic congestion, hence, there is an ample scope to analyse various services offered to various customers.

### Objectives of the Study

1. The main objective of the study is to understand the satisfaction level of customers in Vijayawada city towards IDEA network services.
2. To analyse and understand the motive of customers towards selection of mobile networks especially youngsters.
3. To analyse and suggest appropriate findings and suggestions to customers as well as companies.

### Methodology of the Study

The entire data was collected through primary and secondary sources, primary data can be collected through distribution of questionnaires regarding service quality dimensions of idea mobile network for youth especially, secondary data collected through magazines, textbooks, websites, journals etc; convenient random sample was selected for random selection of customers. All the questionnaires were filled then and there it self by the customers. The sample size is confined to 250 between the age group of 18-25, 100 and 150 from both the sexes. This study used a quantitative survey recall research design to recognize their satisfaction levels and also used personal interview method just to collect the views about the reasons for their dissatisfaction. Structured questionnaire were used for primary data collection. Statistical analysis techniques frequency was applied to compute percentages and other quantitative data to analyze and interpret the outputs. The analysis was done using frequency distribution and percentages to show which part of the service delivery were more accountable for the dissatisfaction of customers in idea network. The questions which were asked to know the satisfaction levels about employees' interaction, service delivery processes, customer complaint handling procedure and its outcome, overall evaluation of customers' satisfaction and finally about improvement of service quality regarding idea network.

### Literature Review

#### Customer Satisfaction

The concept of customer satisfaction occupies a central position in marketing thought and practice. Many companies today are aiming for TCS- Total Customer Satisfaction. Satisfaction is a major outcome of marketing activity and serves to link processes culminating in purchase and consumption with post purchase phenomena such as attitude change, repeat purchase and brand loyalty. Satisfaction is defined as a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under-or-over-fulfillment (Oliver, 1981). According to Tse and Wilton (1988), satisfaction is the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption. Attitude also shapes consumer expectations and expectations are, therefore, either positively or negatively inclined. Expectations, according to the disconfirmation paradigm, exert an important influence on customer satisfaction with the service encounter and thus on service quality perceptions (Bitner, 1990). Customer satisfaction will occur only through conscious efforts to alter the way the firm's approach to work. Service firms must not only change their attitudes but also change the way they organize their effort. Therefore, organizations must rethink how they do business as customers move from the periphery to center stage, old ways of doing business no longer work. Every company would be wise to measure customer satisfaction regularly because one key to customer retention is customer satisfaction. Understanding what customers expect from a service organization is necessary for service managers, because expectations provide a standard of comparison against which consumers judge an organization's performance. Customers of services have expectations about what they will receive from the delivery system. Undoubtedly, customer satisfaction is the key to survival and thriving in the competitive time is to win the customer and to keep them in our service or product range. Obsession with customer satisfaction is what driving change is today particularly in service sector. Customer satisfaction will occur only through conscious efforts to alter the way we approach our service delivery process. Service companies must not only change their attitudes towards market but also change their way in providing services with market expected parameters like quality, reliability, tangible evidences, responsiveness, assurance, empathy, price, availability, accessibility, etc. Therefore, organizations in general, service firms in particular must rethink how they do business as customers move from the periphery to center stage, old ways of doing business no longer work. During the service encounter there are a variety of things that can go wrong. Since the service provisions need real time performance, customer involvement, and people as part of the product greatly increase the chance

of service failure. Service failures can be due to unprompted employee actions (e.g. rudeness), failure to respond to specific customer needs or preferences, or core service failures, e.g. unavailable or unreasonably slow service (Bitner, 1990). These service failures can vary in severity, frequency, and timing, resulting in dissatisfied customers (Kelly and Davis, 1994). Many companies have recognized their customers are valuable assets and take steps to ensure that when service failures do occur, there are processes in place to respond quickly. Service recovery consists of those actions a service provider takes in response to a service failure (Gronroos, 1988). Zemke and Bell (1990) note that a good service recovery enhances customers' perceptions of the firm's competence, the services already purchased, and the value of the organization's other offerings. As such, converting dissatisfied consumers to satisfied (i.e. recovered) customers is an important objective for most companies. Particularly, in competitive environment the types of service recovery strategies companies are using directly impact organizational profitability and future successes. Although the actual performance of services takes place in service encounters at an operational level, services management is crucial to the overall strategic and tactical management of business ephemeral and heterogeneous; their production, distribution, and consumption are simultaneous processes; they are essentially activities or processes; they represent a core value that is created in buyer-seller interactions; customers participate in their production; they cannot be kept in stock; many services are difficult for customers to evaluate; the time factor assumes greater importance; and there is no transfer of ownership.

### Findings and Discussions

Considered Parameters	Male		Female		Total	
	Satisfied (%)	Dissatisfied (%)	Satisfied (%)	Dissatisfied (%)	Satisfied (%)	Dissatisfied (%)
1. Service Interaction	53	47	70	30	59	41
2. Service Delivery Process	48	52	60	40	53	47
3. Customer Grievance Handling	20	80	48	52	30	70
4. Overall Customer satisfaction Level	37	63	54	46	43	57

**Service Interaction:** Out of 250 respondents, only 41 per cent expressed their dissatisfaction about the interactive expertise of the front desk employees of the idea network. One important point in this facet, when compared to female customers, male customers was more dissatisfied about the service interaction skills.

**Customer Service Delivery Process:** Another 47 per cent respondents articulated their displeasure on service delivery process. They was treated the process has lot of complications and clumsy one in the areas of applying, and receiving telecom service, bill payments etc.

**Customer Grievance Handling:** Significantly 70 per cent of customers uttered their unhappiness about this issue. They were thinking complaint handling procedure was lengthy and time taking, most of the timings the outcome also in favor of service provider.

**Overall Satisfaction Level:** About 57 per cent respondents conveyed their disappointment on the overall performance of the Idea mobile network.

### Conclusion

In view of the above, the boardroom, senior professionals, the marketing and maintenance professionals are required to assign due weightage to the areas of dissatisfaction and introduce radical changes in their existing practices for meeting the telecom needs of customers. For this they have to once again review their existing plans, policies, procedures, programs, strategies, and even budgets for offering confident and market expected telecom services to win the hearts of IDEA Telecom Customers.

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