

Customer Satisfaction Towards Telecommunication Service Provider: A Study on Bharti Airtel

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Abstract- This research study focuses on examining and understanding customer satisfaction towards Bharti Airtel, a prominent telecommunications service provider in India. The aim of the study is to identify the key factors that influence customer satisfaction and explore the relationship between customer satisfaction and loyalty. By conducting a comprehensive analysis of customer perceptions and experiences, this study aims to provide valuable insights that can guide Bharti Airtel in enhancing their service quality, improving customer experiences, and fostering long-term customer loyalty. The research design incorporates a mixed-methods approach, combining quantitative surveys and qualitative interviews. The quantitative surveys are conducted to gather data from a representative sample of Bharti Airtel customers, enabling a systematic analysis of their satisfaction levels across various dimensions such as service quality, network performance, pricing strategies, and customer support. Additionally, qualitative interviews are conducted to delve deeper into customer perspectives and gain a richer understanding of their experiences and expectations. The results and analysis section of this study presents the findings obtained from the survey data and qualitative interviews. It includes a descriptive analysis of customer satisfaction levels and an evaluation of the factors influencing customer satisfaction. The analysis encompasses the assessment of service quality, network performance, pricing perceptions, customer support evaluation, and the impact of technological innovations on customer satisfaction. Furthermore, the study explores the relationship between customer satisfaction and loyalty to gain insights into the drivers of long-term customer retention. The discussion section interprets the results in the context of existing literature, highlighting the implications for Bharti Airtel and the broader telecommunication industry. The findings provide a basis for understanding customer preferences, identifying

areas for improvement, and formulating strategies to enhance customer satisfaction and loyalty. The managerial implications address specific actions Bharti Airtel can undertake to improve service quality, network performance, pricing strategies, customer support, and leverage technological innovations to enhance the overall customer experience. Based on the research findings, the study offers recommendations for Bharti Airtel to enhance customer satisfaction. These recommendations include strategies to improve service quality, optimize network performance, optimize pricing strategies, strengthen customer support, and leverage technological innovations to deliver superior services. Implementing these recommendations will enable Bharti Airtel to enhance customer satisfaction, foster long-term customer loyalty, and maintain a competitive edge in the telecommunication industry. In conclusion, this research study provides valuable insights into customer satisfaction towards Bharti Airtel. The findings contribute to enhancing the understanding of customer preferences, identifying areas for improvement, and formulating effective strategies for improving service quality and customer experiences. The study's outcomes have implications for Bharti Airtel's market position and competitiveness, as well as broader implications for the telecommunication industry as a whole.

Indexed Terms- Customer Satisfaction, Bharti Airtel, Telecom Industry, Service Quality, Customer Experience, Customer Perception, Service Reliability, Network Coverage

I. INTRODUCTION

The telecommunication industry has witnessed significant growth and competition in recent years, with customers having numerous options to choose from for their communication needs. In this highly

competitive landscape, customer satisfaction has emerged as a crucial factor for telecommunication service providers to differentiate themselves and retain their customer base. Understanding customer satisfaction is essential for companies to develop effective strategies that enhance service quality, improve customer experiences, and foster long-term customer loyalty.

Bharti Airtel, one of the leading telecommunication service providers in India, has been operating in this dynamic and competitive market for several years. As customer expectations continue to evolve, it becomes imperative for Bharti Airtel to assess and understand the factors that contribute to customer satisfaction. By doing so, the company can identify areas of improvement and implement strategies that align with customer preferences, thereby gaining a competitive edge in the market.

The rationale for conducting this research on customer satisfaction towards Bharti Airtel is multi-fold. Firstly, studying customer satisfaction helps identify the strengths and weaknesses of the company's service offerings. This understanding enables Bharti Airtel to enhance its service quality, address customer concerns, and meet evolving needs effectively.

Secondly, by exploring the factors that influence customer satisfaction, this research aims to provide insights into the key drivers of customer loyalty. Satisfied customers are more likely to remain loyal and recommend the services to others, contributing to Bharti Airtel's market expansion and revenue growth. Moreover, investigating customer satisfaction towards Bharti Airtel has implications not only for the company but also for the broader telecommunication industry. Findings from this study can serve as a benchmark for other telecommunication service providers, helping them understand the factors that drive customer satisfaction and develop strategies accordingly.

Furthermore, as the telecommunications industry plays a crucial role in enabling connectivity and communication in various sectors, including business, education, healthcare, and social interactions, improving customer satisfaction in this sector has broader societal benefits. By delivering high-quality

services and meeting customer expectations, Bharti Airtel can contribute to the overall development and growth of India's telecommunications infrastructure.

In conclusion, conducting research on customer satisfaction towards Bharti Airtel is essential for the company to remain competitive in the telecommunication industry. By understanding customer preferences, identifying areas for improvement, and enhancing service quality, Bharti Airtel can foster customer loyalty and gain a sustainable market position. Additionally, the findings of this research have implications for the broader telecommunication industry, as they contribute to the understanding of customer satisfaction drivers and strategies for enhancing customer experiences.

Objectives of this study:

1. To identify the key factors influencing customer satisfaction.
2. To explore the relationship between customer satisfaction and loyalty.
3. To evaluate service quality from the customer's perspective.
4. To analyze the impact of network performance on customer satisfaction.
5. To examine the effect of pricing strategies on customer satisfaction.
6. To assess customer satisfaction with customer support services.
7. To explore the role of technological innovations in enhancing customer satisfaction.

• SCOPE OF RELATIONSHIP MARKETING IN IMPROVING BRAND LOYALTY WITH REFERENCE TO ONLINE SHOPPING.

The scope of this study on customer satisfaction at Bharti Airtel encompasses several aspects related to understanding and evaluating the factors influencing customer satisfaction and the overall customer experience. The study focuses on gathering insights from customers and analyzing their perceptions, opinions, and experiences with Bharti Airtel's services. The scope includes:

1. Customer Satisfaction: The study aims to explore the levels of customer satisfaction among Bharti Airtel's customers. It investigates various factors that

contribute to customer satisfaction, such as service quality, customer service, service options and features, billing and pricing, digital experience, and value-added services.

2. Customer Experience: The study delves into the overall customer experience at Bharti Airtel, examining aspects beyond satisfaction alone. It seeks to understand customers' perceptions of the company's services, their interactions with customer service representatives, their usage patterns, and their overall journey as Bharti Airtel customers.

3. Factors Influencing Satisfaction: The study investigates the key factors that influence customer satisfaction at Bharti Airtel. It explores the relative importance of different aspects, such as network quality, customer service responsiveness, pricing, service options, and technological innovations.

4. Quantitative Analysis: The study incorporates quantitative analysis through the use of survey questionnaires to gather numerical data on customer satisfaction levels, preferences, and demographics. This allows for statistical analysis to identify trends, correlations, and patterns in customer responses.

5. Qualitative Analysis: The study employs qualitative analysis techniques, including focus group sessions and in-depth interviews, to gather rich and detailed insights into customers' perceptions and experiences. It involves coding, theme development, and interpretation to identify common themes and extract meaningful findings.

6. Recommendations: The study aims to provide recommendations based on the findings to improve customer satisfaction and enhance the overall customer experience at Bharti Airtel. These recommendations may include specific strategies to address identified areas of improvement and enhance customer loyalty.

7. Limitations: The study acknowledges its limitations, such as the specific context of Bharti Airtel and the generalizability of findings. It recognizes that the scope is focused on a particular telecommunications service provider and may not capture the entire industry or other regional variations.

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LIMITATION:

Here are a few potential drawbacks to consider:

- Time and Resource Intensive
- Costly implementation
- Cultural Differences
- Biasness
- Geographic constrains

• THEORITICAL FRAMEWORK:

The theoretical framework for the study on customer satisfaction towards Bharti Airtel in the telecom industry can be based on the following theories and models:

1. Expectation-Confirmation Theory: This theory suggests that customer satisfaction is influenced by the confirmation or disconfirmation of their initial expectations regarding a product or service. If Bharti Airtel meets or exceeds customer expectations, it leads to satisfaction. The theory emphasizes the importance of pre-purchase expectations and post-purchase confirmation in determining satisfaction levels.

2. Service Quality Theory: This theory highlights the relationship between service quality and customer satisfaction. It posits that higher service quality leads to higher customer satisfaction. Factors such as reliability, responsiveness, assurance, empathy, and tangibles, as outlined in the SERVQUAL model, contribute to customer perceptions of service quality and subsequently influence their satisfaction levels.

3. Relationship Marketing Theory: This theory emphasizes the significance of building and maintaining long-term customer relationships for customer satisfaction and loyalty. It focuses on strategies such as personalized communication, customer engagement, and trust-building to enhance customer satisfaction. Bharti Airtel can employ relationship marketing principles to foster strong customer relationships and increase satisfaction levels.

4. Technology Acceptance Model (TAM): The TAM examines the factors influencing the acceptance and

adoption of technology by customers. It considers perceived usefulness and perceived ease of use as key determinants of customer satisfaction. Bharti Airtel can leverage the TAM to understand how customers perceive and adopt their technological innovations, thereby influencing satisfaction levels.

5. Customer Relationship Management (CRM) Framework: The CRM framework emphasizes the importance of understanding and managing customer relationships to enhance satisfaction. It involves capturing customer information, analyzing customer needs and preferences, and tailoring services accordingly. Implementing effective CRM practices can lead to higher customer satisfaction levels.

6. Loyalty-Attitude-Behavior (LAB) Model: The LAB model suggests that customer satisfaction influences customer loyalty, which, in turn, affects customer behavior and repeat purchase intentions. It highlights the mediating role of customer loyalty in the relationship between satisfaction and behavior. Bharti Airtel can explore the LAB model to understand the link between customer satisfaction, loyalty, and subsequent customer behavior.

By adopting these theoretical perspectives and models, the study can provide a comprehensive understanding of the factors influencing customer satisfaction towards Bharti Airtel in the telecom industry. It will help identify the key drivers of satisfaction and provide insights for Bharti Airtel to improve their services, enhance customer experiences, and foster long-term customer loyalty.

II. LITERATURE REVIEW

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III. RESEARCH METHODOLOGY

- RESEARCH METHOD USED: CONVENIENCE SAMPLING

Convenience sampling, a non-probability sample technique, is applied in research when participants are chosen based on their easy accessibility and availability. Convenience sampling entails choosing people who are readily available and willing to engage in the study, as opposed to randomly selecting participants from a larger community.

Sample is collected from the individuals who are readily available. Questionnaire survey has been circulated among the people of the age group between 18-45 and above. Individuals those who filled the form were either individuals or working professionals.

For convenience sampling method questionnaire was circulated through various social media platform. Sample size was 200 in which 180 was filled out of which 175 responses was correctly filled. So final sample size which was taken is 175.

- RESEARCH DESIGN

The qualitative study is primarily based upon primary data collected by conducting a survey using a structured questionnaire. The study of the research design is descriptive in nature. It involves the collection of information from any given samples of population elements. The data collect for the research is primary data through survey technique. Questionnaires have been made with 'Google Forms', most of the respondents had been reached through Social Networking Platforms. Research Design:

The research design for this study on customer satisfaction at Bharti Airtel combines a focus group approach and quantitative analysis through a survey questionnaire. This mixed-methods design allows for a comprehensive exploration of customer satisfaction, incorporating both qualitative insights and quantitative data.

1. Qualitative Phase:

The qualitative phase involves conducting focus group sessions with Bharti Airtel customers. This phase aims to gain in-depth insights into customers' perceptions, experiences, and satisfaction levels. The focus groups will be facilitated by a skilled moderator who guides the discussions using a pre-defined set of open-ended questions. The focus group sessions will explore various aspects of customer satisfaction, including service quality, customer service experiences, pricing, service options, and overall perceptions of Bharti Airtel. The qualitative phase provides rich and detailed qualitative data, allowing for a nuanced understanding of customer satisfaction.

2. Quantitative Phase:

The quantitative phase involves the administration of a survey questionnaire to a larger sample of Bharti Airtel customers. The survey questionnaire will be designed based on the themes and insights gathered from the qualitative phase. It will consist of closed-ended questions and rating scales to quantify customers' satisfaction levels, preferences, and demographic information. The survey questionnaire will be administered using appropriate methods, such as online surveys or paper-based surveys. The quantitative phase provides statistical data that can be analyzed to measure the overall satisfaction levels,

identify trends, and examine relationships between variables.

The research design outlined above combines qualitative and quantitative approaches to comprehensively explore customer satisfaction at Bharti Airtel. This mixed-methods design allows for a more robust and holistic understanding of customer perceptions, experiences, and satisfaction levels, providing valuable insights to inform strategies for enhancing customer satisfaction and improving the overall customer experience at Bharti Airtel.

- DATA

- QUANTITATIVE RESEARCH

For Quantitative research purpose both primary and secondary data have been used. Primary data was used to collect information about the perception of the business owners and the employees about the factors affecting customer satisfaction. For this purpose, Questionnaires were formed and circulated and for which 175 responses were received.

Secondary data was also used for the research purpose. Secondary data was used to understand the concept of customer satisfaction and the factors that influence customer satisfaction. Focus group sessions will be conducted as the primary data collection method for this study.

QUALITATIVE RESEARCH:

1. Focus Group Sessions: The sessions will involve bringing together a group of Bharti Airtel customers who meet the defined selection criteria. A moderator will facilitate the discussions and guide participants through the topics related to customer satisfaction at Bharti Airtel. The focus group sessions will provide a platform for participants to express their opinions, share their experiences, and engage in interactive discussions.
2. Purposive Sampling: Initially, participants for the focus group sessions will be selected using purposive sampling. This sampling technique allows for the intentional selection of participants who meet specific criteria, such as being Bharti Airtel customers for a certain period, representing different age groups, geographic locations, and

usage patterns. This ensures a diverse range of perspectives and experiences.

- SAMPLE SIZE

FOR QUANTITATIVE STUDY:

Sample size is the subset of the population on which the research is being conducted. For research purposes 175 sample sizes were taken. The nature of samples was either they were business owners, or they were professionals, or they were working in some or the other organization. Convenience sampling method was used to collect the data from the sample. A structured questionnaire with two sections is developed as an instrument for this study. The first section has questions to collect demographic data of the respondents and the second section has questions to collect responses on the different attributes. All the attributes are measured by responses on a 5-point rating Likert scale, where rating 1 would mean Totally Disagree and rating 5 would mean Totally Agree. It also include: Multiple choice Questions, Open/Close ended question.

FOR QUALITATIVE STUDY:

In the case of customer satisfaction at Bharti Airtel, a reasonable sample size for each focus group was around 8 to 10 participants. This size allows for a diverse range of perspectives and ensures adequate participation and interaction among the participants during the discussion. The focus group includes existing customer of airtel who owned different businesses in Raipur city who were further interviewed for this study.

CONCLUSION

In conclusion, this study examined customer satisfaction towards Bharti Airtel in the telecom industry. Through the analysis of customer feedback and data, several key findings have emerged.

Firstly, the study identified the factors that significantly influence customer satisfaction, including service quality, network coverage, call quality, internet speed, billing accuracy, and customer service responsiveness. These factors play a crucial role in shaping customers' overall satisfaction with Bharti Airtel's services.

Furthermore, the study revealed a strong positive relationship between customer satisfaction and loyalty. Satisfied customers are more likely to remain loyal to Bharti Airtel, continue using their services, and even recommend them to others. This underscores the importance of prioritizing customer satisfaction as a means to foster long-term customer relationships and promote brand advocacy.

The findings also highlighted the significance of service options offered by Bharti Airtel. Customers appreciated the wide range of plans and packages, affordability, reliable network coverage, advanced features, and user-friendly interfaces. These aspects contributed to their overall satisfaction and met their specific needs and requirements.

While this study provides valuable insights into customer satisfaction towards Bharti Airtel, it is important to acknowledge certain limitations. The sample used in the study may not represent the entire customer population, and self-reported data may be subject to biases. Additionally, the study focused solely on Bharti Airtel and did not compare satisfaction levels across multiple telecom providers.

Nonetheless, the findings of this study have practical implications for Bharti Airtel and the telecom industry as a whole. By addressing the factors that influence customer satisfaction, Bharti Airtel can enhance its service quality, network coverage, customer service responsiveness, and billing accuracy. This, in turn, can lead to increased customer loyalty and market competitiveness.

Ultimately, customer satisfaction is a crucial aspect of business success, and this study provides valuable insights into understanding and improving customer satisfaction in the context of Bharti Airtel's services. By leveraging these findings, Bharti Airtel can strengthen its position in the telecom industry and continue to provide exceptional services that meet and exceed customer expectations. Integrated Conclusions:

• **INTEGRATED CONCLUSION FOR BOTH STUDY:**

The integrated analysis of qualitative and quantitative data in this study on customer satisfaction at Bharti

Airtel provides valuable insights into the factors influencing customer satisfaction and the overall customer experience. By combining the findings from focus group sessions and survey questionnaires, a comprehensive understanding of customer satisfaction has been achieved. The following integrated conclusions can be drawn from the study:

1. **Service Quality and Reliability:** Customers highly value reliable network coverage and fast data speeds. They prioritize uninterrupted service with minimal call drops or network disruptions. Bharti Airtel should continue to invest in network infrastructure and technology to maintain and improve service quality, ultimately enhancing customer satisfaction.

2. **Customer Service Excellence:** Prompt and courteous customer service representatives who possess in-depth knowledge and can effectively resolve issues are crucial to customer satisfaction. Bharti Airtel should focus on training and empowering its customer service team to deliver exceptional service and handle customer queries and complaints efficiently.

3. **Service Options and Features:** Customers appreciate a variety of service options and features that cater to their specific needs and usage patterns. Customizable plans, value-added services, and flexible pricing options contribute to customer satisfaction. Bharti Airtel should continue to offer a diverse range of service options and regularly assess customer preferences to align their offerings accordingly.

4. **Billing Transparency and Pricing:** Customers value transparent and accurate billing, free from hidden charges. They seek competitive pricing and value for money. Bharti Airtel should ensure transparent billing practices and regularly review pricing strategies to provide affordable plans while maintaining profitability.

5. **Digital Experience:** Customers expect a seamless and user-friendly digital experience, including easy access to online services, self-service options, and mobile applications. Bharti Airtel should invest in digital platforms, enhance their functionality, and prioritize user experience to meet customers' digital expectations and enhance satisfaction.

6. Rural Network Coverage: Improving network coverage in rural areas is crucial for enhancing customer satisfaction among customers residing in those regions. Bharti Airtel should focus on expanding its network infrastructure in rural areas to bridge the digital divide and provide reliable connectivity to all customers.

7. Value-added Services: Offering value-added services, such as special offers, discounts, loyalty rewards, and partnerships, contributes to customer satisfaction and loyalty. Bharti Airtel should explore opportunities to provide innovative and personalized services that go beyond basic connectivity to add value to customers' lives.

8. Continuous Improvement: The study highlights the importance of actively seeking customer feedback, regularly assessing satisfaction levels, and implementing necessary improvements. Bharti Airtel should adopt a customer-centric approach and continuously monitor customer satisfaction metrics to identify areas for improvement and enhance the overall customer experience.

These integrated conclusions provide Bharti Airtel with valuable insights into the factors that drive customer satisfaction. By taking into account these findings, Bharti Airtel can make informed decisions and implement strategies to enhance customer satisfaction, strengthen customer loyalty, and maintain a competitive edge in the telecommunications industry.

RECOMMENDATIONS

1. Enhance Service Quality: Bharti Airtel should focus on improving service quality across all aspects, including network coverage, call quality, internet speed, and billing accuracy. Regular monitoring and maintenance of their infrastructure can help ensure consistent and reliable service performance.
2. Customer Service Training: Invest in comprehensive training programs for customer service representatives to enhance their responsiveness and problem-solving skills. This will enable them to address customer queries and

complaints effectively, providing a positive experience to customers.

3. Personalized Offerings: Explore the possibility of offering personalized service options and tailored plans to meet the diverse needs of customers. Conduct market research and gather customer feedback to identify specific requirements and preferences, and develop customized offerings accordingly.
4. Proactive Issue Resolution: Implement proactive measures to identify and resolve service-related issues promptly. Regularly monitor customer feedback, conduct satisfaction surveys, and use advanced analytics to detect potential problems and address them before they impact customer satisfaction.
5. Transparent Billing Practices: Ensure transparency in billing practices by providing clear and detailed invoices. Simplify billing procedures and make it easy for customers to understand the charges and services they are paying for. Proactively communicate any changes in pricing or plans to avoid confusion and billing discrepancies.
6. Continuous Innovation: Foster a culture of continuous innovation by staying updated with the latest technological advancements in the telecom industry. Introduce new features and services that align with customer preferences and enhance their overall experience.
7. Encourage Customer Feedback: Establish channels for customers to provide feedback and suggestions easily. Actively encourage customers to share their experiences and ideas for improvement. Regularly analyze and act upon customer feedback to address any pain points and enhance customer satisfaction.
8. Competitive Pricing: Continuously evaluate pricing strategies to ensure they remain competitive in the market. Regularly benchmark against industry standards and competitors to provide affordable pricing options without compromising on service quality.

9. Build Brand Advocacy: Foster positive customer experiences to generate brand advocacy. Encourage satisfied customers to share their positive experiences through testimonials, social media, and word-of-mouth referrals. Implement loyalty programs and incentives to reward and retain loyal customers.
10. Long-term Customer Relationship Management: Develop strategies for long-term customer relationship management. Invest in customer retention initiatives, such as loyalty programs, personalized communication, and exclusive offers for existing customers, to build lasting relationships and minimize customer churn.
11. By implementing these recommendations, Bharti Airtel can further enhance customer satisfaction, foster customer loyalty, and strengthen its position in the competitive telecom industry. Continuous efforts to understand and meet customer expectations will contribute to long-term business success and a positive brand reputation.

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