

An Empirical Study on Customer Satisfaction Related to Telecommunication Services (A Comparative Analysis of Airtel and Jio Services)

AYUSHI MISHRA¹, DR IMRAN N. SIDDIQUI²

¹ MBA Student, Amity Business School, Amity University Chhattisgarh

² Assistant professor, Amity University Chhattisgarh

Abstract- This study's primary goal is to analyse and comprehend consumer satisfaction with regard to Bharti Airtel, a well-known Indian provider of telecommunications services. The study's objectives are to pinpoint the major variables that affect customer satisfaction and investigate the link between that component and loyalty. This study intends to provide useful insights that can help Bharti Airtel in enhancing their service quality, improving client experiences, and cultivating long-term customer loyalty by performing a thorough investigation of customer perceptions and experiences. A mixed-methods approach is used in the research design, integrating quantitative surveys and qualitative interviews. The quantitative surveys are carried out to collect information from a sample of Bharti Airtel customers that is representative, enabling a systematic examination of their satisfaction levels across many dimensions like service quality, network performance, and other factors.

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

I. INTRODUCTION

Customers now have a wide range of options for their communication needs thanks to the telecommunications industry's recent expansion and competitiveness. Customer satisfaction has become an essential component for telecommunication service providers to stand out in this highly competitive market and keep their clientele. For businesses to create effective strategies that improve service quality, customer experiences, and customer loyalty over the

long term, a thorough understanding of customer satisfaction is a necessity.

One of the top telecom service providers in India, Bharti Airtel, has been active in this competitive and dynamic sector for a number of years. Bharti Airtel must evaluate and comprehend the aspects that lead to customer satisfaction as consumer expectations continue to change. The business can so identify potential areas for development and put plans in place that are in line with client preferences to acquire a competitive edge in the market.

There are several justifications for doing this study on customer satisfaction with Bharti Airtel. First off, analyzing customer satisfaction reveals the benefits and drawbacks of the services provided by the business. With the help of this knowledge, Bharti Airtel is better equipped to improve the quality of its services, respond to client issues, and efficiently meet changing needs.

Second, this study intends to shed light on the primary forces behind customer loyalty by examining the variables that affect consumer satisfaction. Customers who are happy with the services are more likely to stick with the company and refer others, which helps Bharti Airtel build its customer base and revenue.

Additionally, there are ramifications for Bharti Airtel that go beyond the corporation itself.

Objectives of this study:

1. To determine the critical variables affecting consumer satisfaction.
2. To investigate the link between loyalty and consumer pleasure.

3. To assess client satisfaction with the level of service.
4. To examine how network performance affects consumer satisfaction.

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

The goal of this study on Bharti Airtel's customer happiness is to better understand and assess the variables that affect both customer satisfaction and the entire customer experience. Insights from customers are gathered and their thoughts, experiences, and impressions of Bharti Airtel's services are analysed in this study. The scope include:

Customer Satisfaction: The survey attempts to investigate how satisfied Bharti Airtel customers are with their service. It looks into a number of elements that affect customer satisfaction, including service quality, customer service, service features and options, invoicing and pricing, the digital experience, and value-added services.

Customer Experience: The study explores the total Bharti Airtel customer experience, looking at elements other than satisfaction alone. It aims to comprehend how clients view the company's offerings, how they deal with customer support agents, how they use the services, and how they generally connect with Bharti Airtel.

Elements Affecting Satisfaction The primary determinants of customer satisfaction at Bharti Airtel are examined in the study. It examines the relative weights of many factors, including network quality, responsiveness of customer support, pricing, and service options.

Qualitative Analysis: To obtain rich and thorough insights into customers' perspectives and experiences, the study makes use of qualitative analysis approaches, such as focus group sessions and in-depth interviews. To detect common themes and draw out important facts, it involves coding, theme development, and interpretation.

Recommendations: The goal of the study is to make suggestions for Bharti Airtel that will improve

customer happiness and enhance the overall customer experience in light of the findings. These suggestions can include particular tactics to boost client loyalty and deal with identified improvement areas.

Restrictions: The study is aware of some restrictions, including as the study's focus on the particular Bharti Airtel situation and the findings' generalizability. It acknowledges that the scope may not encompass the entire industry or other regional differences because it is narrowly focused on one particular telecoms service provider.

- **THEORITICAL FRAMEWORK:**

The following theories and models can serve as the foundation for the theoretical framework for the study on customer satisfaction with Bharti Airtel in the telecom industry:

Expectation-Confirmation idea: According to this idea, a customer's pleasure is affected by whether or not their initial expectations for a good or service are confirmed or disproved. Customers will be satisfied if Bharti Airtel meets or surpasses their expectations. In determining satisfaction levels, the theory emphasizes the significance of pre-purchase expectations and post-purchase confirmation.

Service Quality Theory: This theory emphasizes the connection between customer satisfaction and service quality. It makes the claim that improved customer happiness is a result of better service quality. Customers' views of service quality are influenced by elements including dependability, responsiveness, assurance, empathy, and tangibles, as described in the SERVQUAL model.

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.

Customer Relationship Management (CRM) Framework: To increase customer satisfaction, the CRM framework emphasises the significance of

comprehending and maintaining client interactions. It entails gathering client data, examining needs and preferences, and adjusting services as necessary. Customer satisfaction levels may rise as a result of implementing successful CRM procedures.

Loyalty-Attitude-Behaviour (LAB) Model: According to the LAB model, customer pleasure affects client loyalty, which in turn affects behaviour and intentions for repeat business. It draws attention to how consumer loyalty mediates the link between behaviour and satisfaction. In order to comprehend the relationship between customer happiness, loyalty, and following consumer behaviour, Bharti Airtel can investigate the LAB model.

The study can provide a thorough grasp of the aspects impacting customer satisfaction by utilising various theoretical views and model

II. LITERATURE REVIEW

Goyal K, Kar A.K(2020): For this study 4 lakh tweets were collected from Twitter by using popular hashtags and @ mention for telecommunication companies in India. The result indicates that there is a positive relationship between independent variables (network quality, service interaction quality, and customer support) and dependent variables (customer satisfaction). Topic modelling and sentiment mining were done on these 4 lakhs tweets. The statistical analysis indicated that network quality, service interaction quality and customer support play a customer in the telecommunication industry in the telecommunication industry.

Yadav R.K, Dab hade N (2019): This research study was an effort to ascertain some implicit factors that influenced customer satisfaction in the Indian mobile service industry. Various satisfaction measures like communication services, network issues, technology, price, brand image, and customer care services were analyzed. With the introduction of Reliance Jio in December 2015, the Indian telecom market got distracted and stimulated in Madhya Pradesh as Jio offered various free communication services, lower data packs and free voice calls without roaming. This step of Reliance Jio created a cold war among the mobile service providers and put immense pressure on

competitors to offer similar services at comparatively lower prices. This research study was exploratory in nature. Primary data were collected through a questionnaire from 500 mobile service users. Factor analysis was employed to analyses the data through SPSS 21.0 software, which was randomly collected from Bhopal, India. Ten factors were identified out of 32 items of seven variables. The findings showed that diversity of plans and quality of network signals were two important foretellers of customer satisfaction in the mobile service industry

Hao T.K, Ngoc L.T.B (2020): This study was aimed at investigating three factors (service quality, brand image and price perception) and assessed the degree of the impact of each factor on customer satisfaction, especially the relationship between customer satisfaction and customer loyalty in Vietnamese mobile telecom sector where there have been the existence of the fierce competition, mature market and internationally integrated economy, ultimately struggling for market share and survival. The results indicated that each factor (service quality, brand image, price perception) has a positive impact on customer satisfaction at the different level as well as a significantly positive relationship between customer satisfaction and customer loyalty in mobile telecommunication industry in Vietnam. The results of this study are consistent with the findings and evidence in the extant literature. The study provides the important feedback from customers to mobile telecom suppliers. Research findings are expected to be marketing insights for Vietnamese mobile telecom managers so that they can develop sound marketing strategies in today's competitive and costly market.

Nourish N, Nagai N, Fah B.C.Y(2019): This study was an acknowledgement to the request by previous researchers on the need to examine the important factors such as perceived value and service quality that can directly affect the customer satisfaction in Malaysian mobile phone operators. The moderating effect of attractiveness of alternatives has been also tested between variables. Therefore, the empirical findings, which are based on quantitative research and further multiple regression analysis, shows that both perceived value and service quality has positive relationship towards customer

Kalpna and Chinandega (2020) in their study titled “Promotional Strategies of Cellular Services: A Customer Perspective” analyzed that the increasing competition and changing taste and preferences of the customer’s all over the world are forcing companies to change their targeting strategies. The study revealed the customer attitude and their satisfaction towards the cellular services in Coimbatore city. It was found that advertisement play a dominant role in influencing the customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented

Kalavati (2019) in their study analyzed that majority of the respondents have given favourable opinion towards the services but some problems exist that deserve the attention of the service providers. They need to bridge the gap between the services promised and services offered. The overall customers’ attitude towards cell phone services is that they are satisfied with the existing services but still they want more services to be provided.

Paulose J, Sharma momentous factor in the satisfaction of V, Joseph S (2018): This study was to check a model of various factors such as loyalty, satisfaction and switching barriers (customer relationship management, alternative attractiveness and switching cost) influencing consumer retention strategies in Indian telecom service industry. A structured and undisguised questionnaire and a convenient sampling method was used to collect the data from respondents from three most populous cities (Indore, Bhopal, and Ujjain) of Central India. Around 450 questionnaires were distributed, out of which 318 usable responses were received for final analysis. The instrument was checked for validity and reliability and the hypotheses were tested through Structure Equation Modelling (SEM) for direct effect, and Multiple Moderating Regression Analysis (MMRA) for moderating effect. The results suggested that loyalty, satisfaction, switching barriers and customer relationship management are positively related and have a direct influence on consumer retention, but the relationship with alternative attractiveness has been found weak. Switching cost, as moderating variable, was found to be very effective and showed significant deviation in the relationship between independent and dependent variables.

AnithaRajathiD.V.M, MS (2018): This study helped to improve the SERVQUAL model as the foremost framework for investigating service quality and the relationships among customer satisfaction and service quality variables. The results exposed that all the service quality items were decent forecasters of customer satisfaction. For managers, this finding has significant implications with concern to brand building strategies.

Zahoor, 2015 interviewed 100 HNI, Janak Corporate plan and Dongle customers of Srinagar, to classify customer satisfaction of Aircel customers. In this study the customer’s expectation from the various segments and the problems faced by them were identified. In this study majority of customer had suggested to improve network coverage, improve internet speed and improve customer service. Finding of the study shows that Aircel is doing extremely well in the area of tariff plan and brand image, but the company also have broad scope of improvement in the field of network coverage and internet speed

III. RESEARCH METHODOLOGY

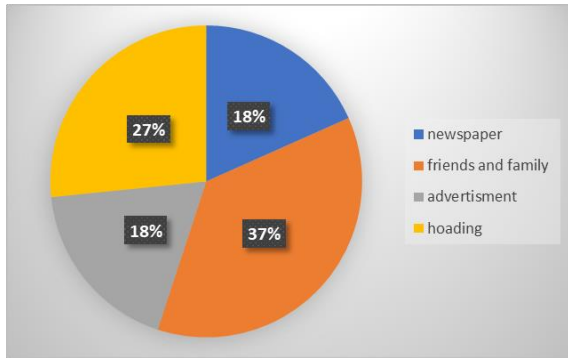
The secondary data has been from various research articles from several journals’ primary data has been collected from 130 respondent from the Raipur.

Data analysis and interpretation

Table 1 From which source did you come to know about your current service provider?

S.no	Percentage	Frequency
Newspaper	20%	26
Friends and family	40%	52
Advertisement	20%	26
Hoarding	20%	26
Total	100%	130

Fig 1.

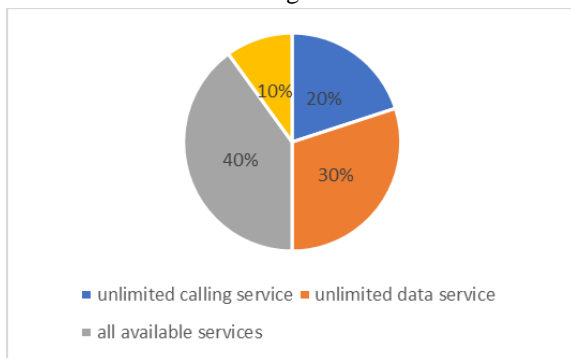


The above table shows the source of information for buying the service provider. Among respondents, 20% got information through newspaper, 20% from advertisement and 40% through friends and family. 20% from hoardings.

Table 2 Why did you choose this service provider?

S.no	Percentage	frequency
Unlimited calling service	20%	26
Unlimited data service	30%	39
all available services	40%	52
Unlimited SMS services	10%	13
Total	100%	130

Fig 2

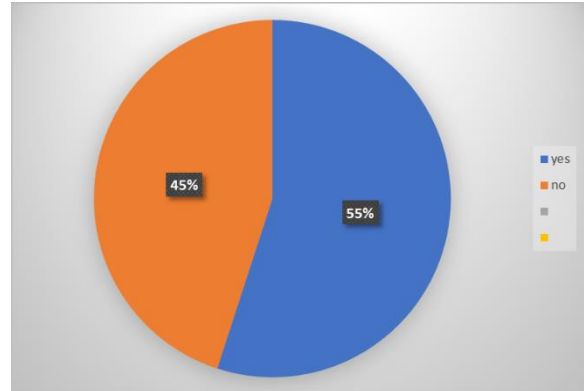


The above table shows that among respondents, 20% avail the service for unlimited calls, 30% for unlimited data, 10% for unlimited SMS and 40% for all available services.

Table 3 Are you fully aware about the scheme provide by your service provider?

s.no	Percentage	Frequency
Yes	55%	71.5
no	45%	58.5

Fig 3

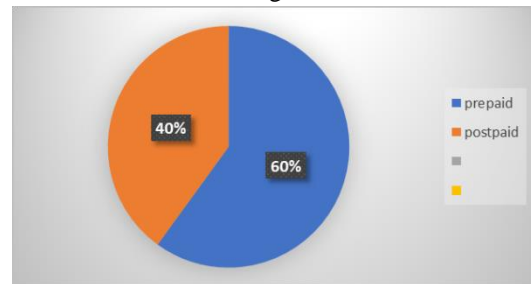


The above table shows that among respondents, 55% have used the scheme, while 45% have not. The scheme are given by company.

Table 4 Which service scheme are you currently using?

Prepaid	60%	78
Postpaid	40%	52
TOTAL	100%	130

Fig 4



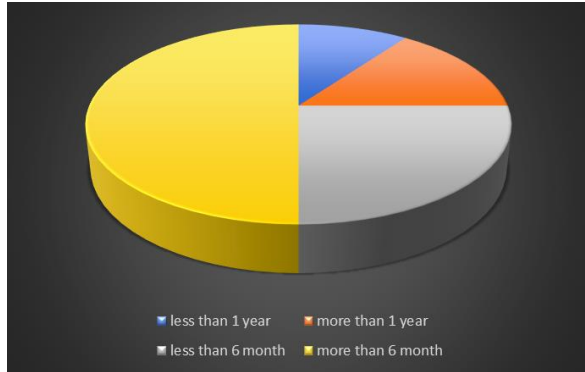
The above table shows that among respondents, 60% are prepaid users while 40% are post-paid users.

Table 5 How long have you been using the current service provider?

s.no	Percentage	Frequency

Less than 1 year	10%	13
More than 1 year	15%	19,5
Less than 6 months	25%	32,5
More than 6 months	50%	65

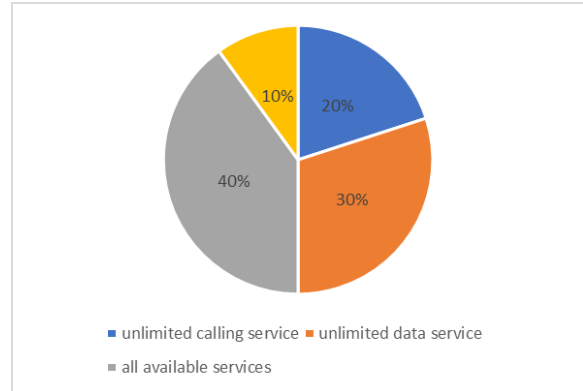
Fig 5



The above table shows that among respondents, 10% have been recent buyers, 50% have been using for more than 6 months and 15% have been users more than a year. 50% have been using for more than 6 months and 15% have been users more than a year.

Table 6 Why did you choose this service provider?

S.no	Percentage	frequency
Unlimited calling service	20%	26
Unlimited data service	30%	39
all available services	40%	52
Unlimited SMS services	10%	13
Total	100%	130

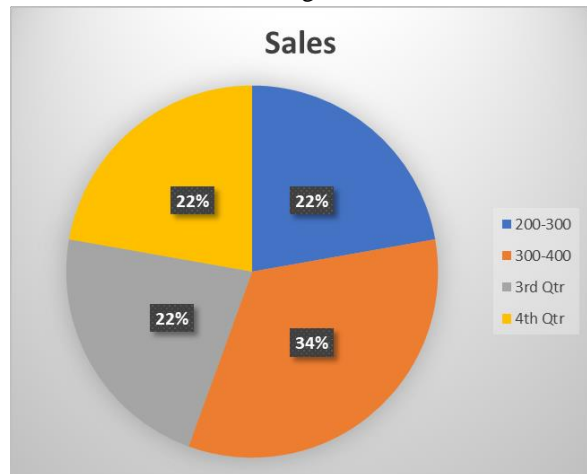


The above table shows that among respondents, 20% avail the service for unlimited calls, 30% for unlimited data, 10% for unlimited SMS and 40% for all available

Table 7 What is your average monthly expenditure on your mobile bill (in RS)?

Price	Percentage	frequency
100-200	20%	26
200-300	30%	39
300-400	30%	39
More than 500	20%	26
total	100%	130

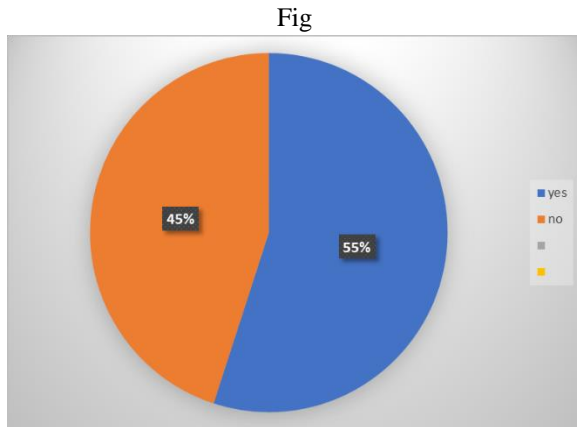
Fig



The above table shows that among respondents, 20% recharge for Rs.100-200, 30% for Rs.200-300,30% for Rs.300-400 and 20% above Rs.500.

Table 8 Are you fully aware about the scheme provide by your service provider?

s.no	Percentage	Frequency
Yes	55%	71.5
no	45%	58.5



The above table shows that among respondents, 55% have used the scheme, while 45% have not. The scheme are given by company.

CONCLUSION

This study on customer happiness at Bharti Airtel uses an integrated analysis of qualitative and quantitative data to offer important insights into the variables affecting customer satisfaction and the entire customer experience. A complete picture of customer satisfaction has been attained by merging the results from focus group meetings and survey questionnaires. From the investigation, the following comprehensive findings may be made:

Service quality and dependability: Customers place a high value on quick data speeds and dependable network coverage. They place a high priority on minimizing call dropouts and network outages. To sustain and raise the caliber of its services and eventually increase consumer happiness, Bharti Airtel should keep investing in its network infrastructure and technological capabilities.

Excellent customer service: prompt, cordial, and knowledgeable. **Excellence in customer service:** Customer satisfaction depends on prompt, polite, knowledgeable customer care agents who can handle

problems in a timely manner. To provide great service and effectively handle customer inquiries and complaints, Bharti Airtel should concentrate on empowering and educating its customer service personnel.

Service Features and Options: Customers value a range of service features and options that are tailored to their individual requirements and usage habits. Customer satisfaction is influenced by various price options, value-added services, and customizable programmers. Bharti Airtel should keep providing a wide variety of service options and should periodically evaluate client preferences in order to tailor their services.

Pricing and Billing Transparency: Customers value precise, straightforward billing that is devoid of hidden fees. They look for reasonable prices and good value. For Bharti Airtel to offer cost-effective plans while preserving profitability, transparent billing practices and regular pricing strategy reviews are essential.

Customer expectations for a seamless and user-friendly digital experience include simple access to online services, self-service choices, and mobile applications. To meet and exceed customers' expectations for digital experiences, Bharti Airtel should priorities user experience, invest in digital platforms, and improve their functioning.

RECOMMENDATIONS

Improve Service Quality: Bharti Airtel should priorities raising the standard of its services in all areas, such as network coverage, call quality, internet speed, and billing accuracy. Their infrastructure should be regularly inspected and maintained to provide dependable and consistent service delivery.

Invest in thorough training programmers for customer service professionals to improve their responsiveness and problem-solving abilities. They will be able to successfully handle client inquiries and complaints as a result, giving customers a satisfying experience.

Personalized Offerings: Look into the idea of providing customized plans and service alternatives to

cater to the various needs of customers. Identify unique needs and preferences through market research and customer input, then create tailored offers in response.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. Transparent Billing Practices: Provide clear and thorough invoices to ensure transparency in billing procedures. Make it simple for clients to comprehend the fees and services they are paying for by streamlining the invoicing process. To prevent misunderstandings and invoicing inconsistencies, be proactive in communicating any changes to price or programmers.

Foster a culture of constant innovation by keeping up with the most recent technology developments in the telecom sector. Introduce new functions and offerings that cater to customer preferences and improve the user experience overall.

Promote Customer Feedback: Create avenues for customers to easily offer feedback and suggestions. Encourage customers to openly discuss their opinions and suggestions for change. To address any issues and raise customer satisfaction, regularly analyses customer feedback and take appropriate action

REFERENCES

- [1] Akter, S., Damara, J., & Ray, P. (2010). Service quality of telecommunication networks: A study of Bharti Airtel. *Journal of Services Research*, 10(1), 21-38.
- [2] Nguyen, N. T. L., LeClerc, A., & LeBlanc, G. (2018). Determinants of customer satisfaction in the telecommunication industry: The case of Bharti Airtel. *International Journal of Business and Management*, 13(9), 127-142
- [3] Singh, A., & Srivastava, R. (2017). An empirical investigation of customer satisfaction with network performance in the Indian telecommunication industry. *International Journal of Engineering and Management Research*, 7(2), 21-26.
- [4] Kim, J., Lee, J., & Kim, Y. (2019). The effect of network quality on customer satisfaction and loyalty: Focusing on the mediation effect of trust and perceived value. *Journal of Convergence Information Technology*, 14(10), 219-229.
- [5] Holten, P., & Kinnear, N. (2018). Pricing strategies and customer satisfaction in the telecommunication industry: A systematic review. *Journal of Marketing Management*, 34(13-14), 1264-1290.
- [6] Greenrooms, C. (2007). Service management and marketing: Customer management in service competition. John Wiley & Sons.
- [7] Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.
- [8] Etemad-Sajadi, R., hemihedries, N., & Asali, A. (2019). The impact of technological innovations on customer satisfaction in the telecommunication industry: A study of Bharti Airtel. *International Journal of Engineering Business Management*, 11, 1-9.
- [9] Sinha, R., & Banerjee, S. (2019). An empirical study of customer satisfaction with Bharti Airtel's mobile services. *International Journal of Marketing, Financial Services & Management Research*, 8(6), 1-13.
- [10] Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- [11] Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.
- [12] Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: A re-examination and extension. *Journal of Marketing*, 56(3), 55-68.
- [13] Reichheld, F. F., & Sasser Jr, W. E. (1990). Zero defections: Quality comes to services. *Harvard Business Review*, 68(5), 105-111.
- [14] Bitner, M. J., Booms, B. H., & Tetreault, M. (1990). The service encounter: Diagnosing favourable and unfavourable+ incidents. *Journal of Marketing*, 54(1), 71-84.

- [15] Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- [16] Furnell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- [17] Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351-370.
- [18] Kim, Y. J., & Kim, J. K. (2004). Consumer segmentation on perceived value and usage experience in e-commerce. *International Journal of Electronic Commerce*, 9(2), 135-162.