



**A STUDY ON CUSTOMER SATISFACTION OF SERVICE QUALITY ON
AIRTEL SERVICE PROVIDER IN KANJIRAMATTOM, AMBALLUR
PANJAYATH**

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INTRODUCTION

Airtel is the second largest mobile and fixed telephone provider in India after JIO Ltd. Airtel also provides broadband and subscription television services. Telecom services are provided under the Airtel brand and are managed by Sunil Bhart Mittal. Telecommunication is the act of transmitting information over a distance for the purpose of communication. It may have been necessary to use smoke signals, drums, semaphore, flags or heliographs in the past. Nowadays, telecommunication is typically carried out through electronic devices such as telephones, televisions, radios, and computers. Globally, telecommunication services are recognized as an important indicator of a nation's socio-economic development, and the telecom infrastructure in India is considered a crucial factor in realizing and achieving socioeconomic objectives. During the past few years,

telecommunications services in India have undergone phenomenal changes, and the use of information technology has significantly altered day-to-day activities of the average individual. The trend for mobile phone offerings inside the Sub-continent is increasing drastically. preserving excessive patron call for into consideration, some of primary gamers like Airtel, BSNL, Jio, Vodafone Idea etc. have launched their offerings in the market. India, the second most populated us of a in the international, is set to achieve another milestone of getting a billion wi-fi connections and becomes the second biggest institution of cell phone users in the international, subsequent most effective to China. In fewer than fifteen years in the past, cell phones had been considered to be rare and expensive pieces of gadget utilized by prosperous humans, however now they have got come to be a commonplace house-keep item. With the

permission of the personal zone telecom provider carriers, India witnesses a stiff opposition many of the carrier providers to win over new customers and hold the existing ones. With the increase in the range of gamers, cellular mobile corporations are seeking new ways to woo new clients and there by using, increase the subscribers base and market proportion. however, the capability to earn new clients and keeping the prevailing customers is an important hobby and can be accomplished most effective through imparting commendable first-rate services to the client.

STATEMENT OF THE PROBLEM

The rapidly changing technologies, consumer desires are increasing like the stage of cognizance and it turns into vital to review the nice of service Parameters for exceptional styles of offerings which include Broadband, Landline, and cell communication carrier. moreover, the force of liberalization and globalization of the telecommunication marketplace have pressurized the corporations to keep their market share by means of focusing on keeping their contemporary patron base. If the context of the comparative efforts towards positioning of telecom businesses in the market, this study tries to evaluate

the carrier exceptional perceptions on the Airtel carrier which is one of the leading private gamers in telecom sectors and providing services which include Telecommunication (Landline and cell) and Broadband services (constant Line and Wifi) which can be considered as high precedence services in telecommunication sectors of the examine. to assess the services excellent provided by means of Airtel, six dimensions are taken to measure the services inclusive of Tangibility, Reliability, Responsiveness, guarantee, Empathy and Technical high-quality. consequently it turns into crucial to understand whether or not the belief of the clients have wonderful effect on all of the measurement leading to carrier satisfactory of Airtel Telecom carrier.

OBJECTIVES OF THE STUDY

- To pick out the consumer delight of Airtel offerings.
- To understand the perception of customers has a positive impact on all the dimensions leading to service quality of airtel service.
- To provide appropriate suggestions to airtel offerings.

RESEARCH METHADODOLOGY

A research methodology is a systematic plan of conducting research. Here survey method is used for conducting research. The survey method is a technique of collecting data by asking questions to the respondents.

There are mainly two sources of data collection. They are 1. Primary Data 2. Secondary Data. Here both the sources are used for data collection.

SAMPLING SIZE

Sample of 50 respondents were chosen for study. The data was collected through

structured questionnaires and convenient sampling method was used.

ANALYSIS OF DATA

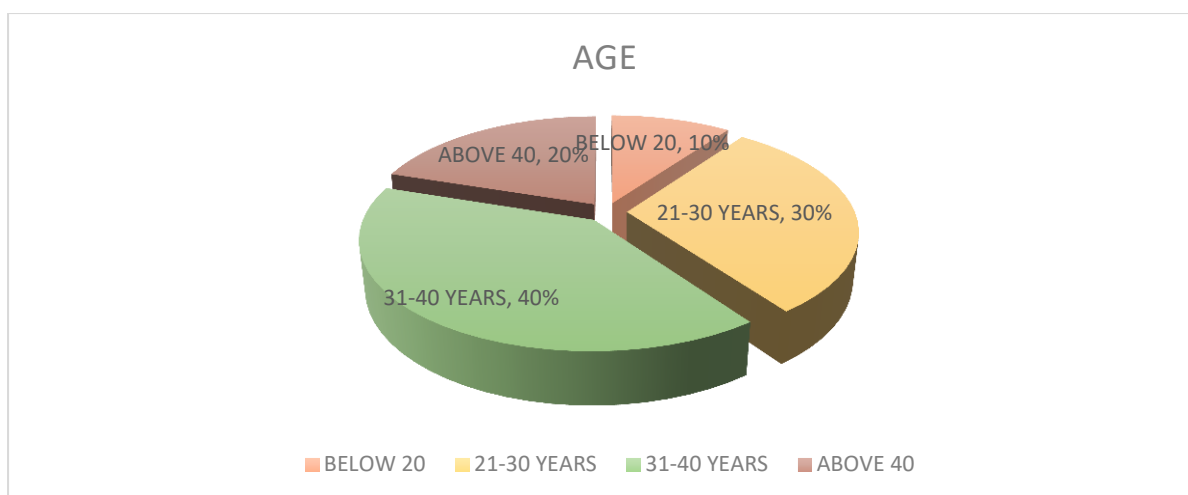
The collected data were analysed with the help simple frequency tables and chart to classify the level of consumer satisfaction.

LIMITATION OF THE STUDY

- The survey is conducted only in selected areas of Amballur Panjayath, Kanjiramattom Ernakulam.
- Dynamic nature of customers may make this study invalid over time and place.
- Time and Budgetary constraints.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR AGE

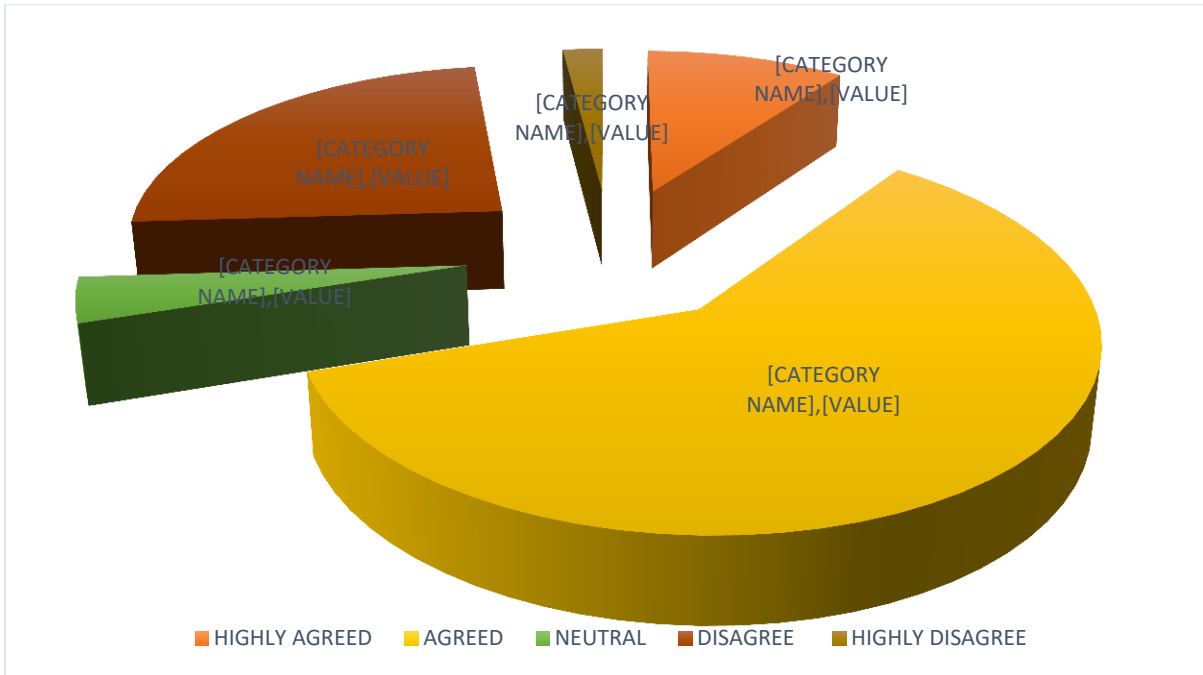
SL NO.	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	BELOW 20	5	10%
2	21-30 YEARS	15	30%
3	31-40 YEARS	20	40%
4	ABOVE 40	10	20%
	TOTAL	50	100



From the above table shows that only 10% of the respondents were below 20 years of age, 30% were the age group of 21-30, 40% were the age group of 31-40 and 20% were above 40 years of age.

DISTRIBUTION OF RESPONDENTS RESPONSE BASED ON THE STATEMENT “AIRTEL IS BETTER THAN ANY OTHER CONNECTION”

SL NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	Highly Agreed	5	10%
2	Agreed	30	60%
3	Neutral	2	4%
4	Disagree	12	24%
5	Highly Disagree	1	2%
	Total	50	100%



The above diagram shows that 10% of respondents highly agreed that Airtel is better connection than any other service provider, 60% favour the opinion of Airtel is better connection, 4% neutral in their opinion, 24 % disagree with that and only 2% says that airtel is not a extreme good service provider.

RANKING ANALYSIS

Ranking method is one of the simplest performance evaluation methods. In this method employed are ranked from best to worst in a group. The simplicity of this method is overshadowed by the negative impact of assigning a ‘Worst’ and the ‘best’ rating to an employee. Such

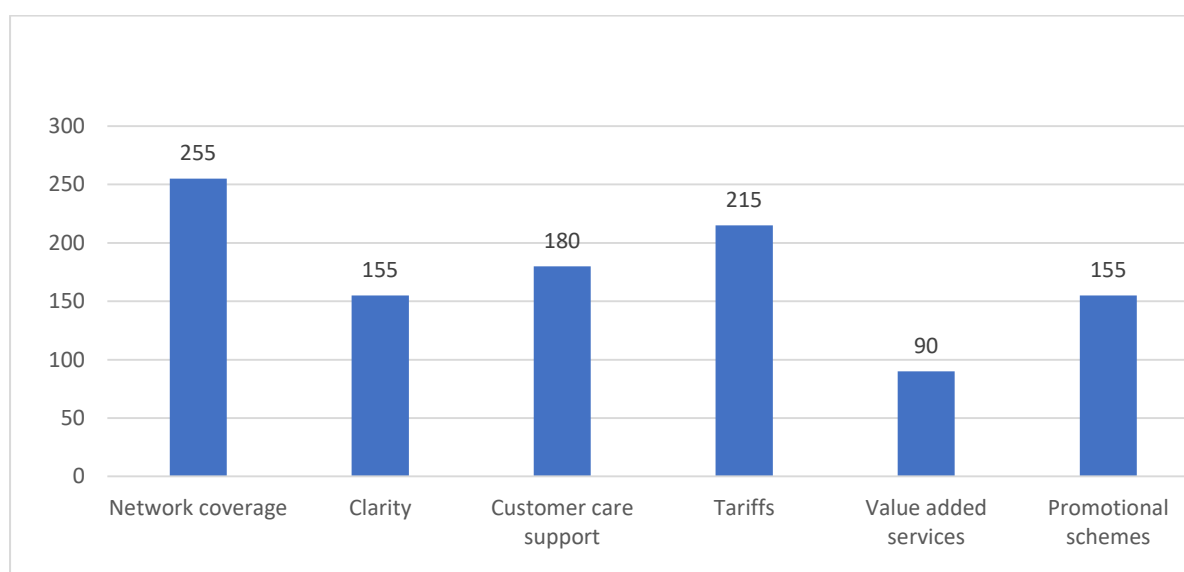
discriminations lead to negativity within a group and have a negative impact on performance. Ranking is a question response format used when a researcher is interested in establishing some type of priority among a set of objects, whether they be policies, attributes, organisations, individuals, or some other topic or property of interest.

RANKING RELATED TO THE FACTORS THAT THE SERVICE OF AIRTEL

	RANK 1 (6)	RANK 2 (5)	RANK 3 (4)	RANK 4 (3)	RANK 5 (2)	RANK 6 (1)
Network coverage	25	10	10	5	0	0
Clarity	0	10	10	15	5	10

Customer care support	5	10	10	10	15	0
Tariffs	15	5	15	10	5	0
Value added services	0	0	5	5	15	25
Promotional schemes	5	15	0	5	10	15

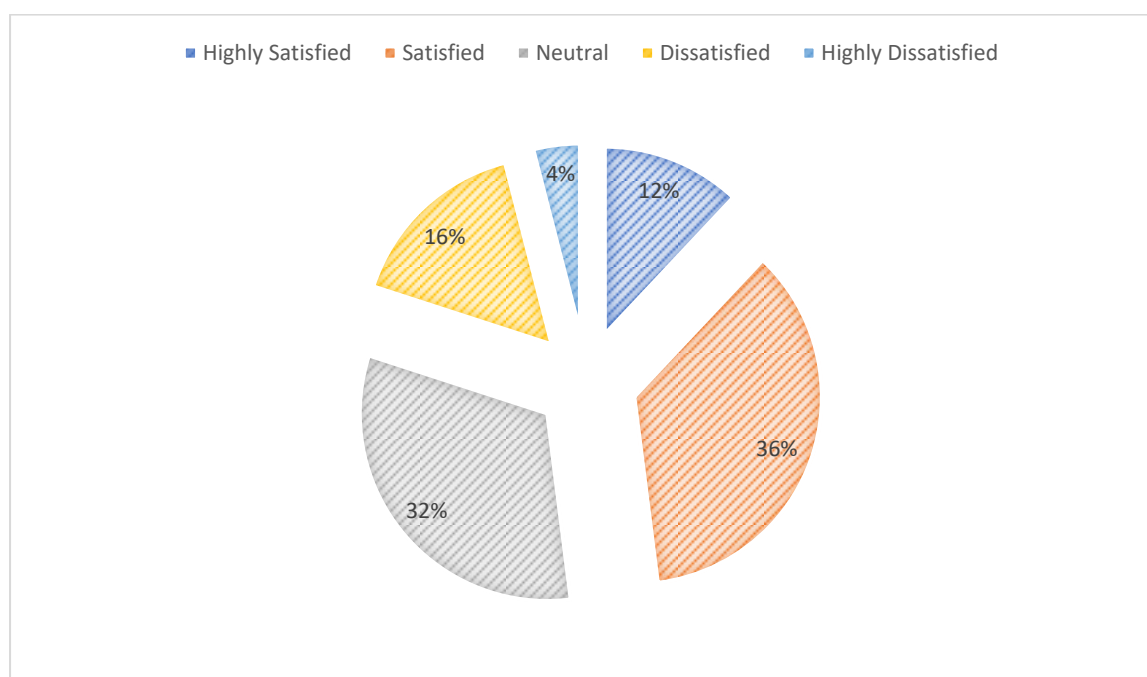
							Total	Rank
Network coverage	150	50	40	15	0	0	255	1
Clarity	0	50	40	45	10	10	155	4
Customer care support	30	50	40	30	30	0	180	3
Tariffs	90	25	60	30	10	0	215	2
Value added services	0	0	20	15	30	25	90	6
Promotional schemes	30	75	0	15	20	15	155	4



From the diagram, it is clear that most of the respondents give 1st rank to availability of network, 2nd rank for tariff, 3rd rank for customer care support, 4th rank for clarity of voice and promotional schemes, 6th rank for value added services.

RESPONDENTS OVERALL SATISFACTION LEVEL OF OFFERS

SL NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	Highly Satisfied	6	12%
2	Satisfied	18	36%
3	Neutral	16	32%
4	Dissatisfied	8	16%
5	Highly Dissatisfied	2	4%
	Total	50	100%



The above analysis shows that 12% of the respondents highly satisfied with the offers provided by the Airtel, 36% were satisfied, 32% were neutral in their opinion, 16% were dissatisfied and only 4% were highly dissatisfied with the offers.

FINDINGS OF THE STUDY

- Most of the Airtel customers of respondents were in the age group of 31–40.

- 60% of respondents were agreed that Airtel is better connection than any other service provider.
- Respondents give 1st rank to availability of network.
- 36% of the respondents were satisfied with the offers provided by the Airtel.

SUGGESTIONS

- The various respondents are the use of Airtel pay as you go services best, therefore the carrier provider can also additionally make the clients to apply the post-paid offerings by way of giving offers.
- Please make your reference to rural areas. it is too difficult while we are in the one those areas.
- Care must be taken for efficient and timely response to the issues.
- Greater numbers of Airtel users feel that the starter pack amount for purchasing a cellular connection is average however inside the case of Airtel it's far excessive so the Airtel organization has to reduce its starter pack amount to increase its consumer.

CONCLUSION

The Indian telecommunication market has grown at a rapid velocity in the final

decade. Declining the call tariffs and beneficial regulatory rules have brought about a exquisite increase inside the subscribers' base. right identification of the customer choices will facilitate the favourableness in the direction of the numerous cell carrier vendors. non-stop research on purchasers will beautify purchaser pleasure. The present studies focuses on the observe of consumer options with the special reference to the cellular community users in Kanjiramattom, Ernakulam. The examine has been accomplished to discover the most preferred cell network carrier provider and the elements influencing to use the precise cell community service. The results revealed that Airtel, jio bsnl and vodafone are the maximum desired cellular community service providers. provider fine, value introduced offerings and client care carrier are the maximum influencing factors inside the choice of a specific cell community provider issuer. If these recommendations are taken into consideration by the respective cell network provider vendors, it might actually help to improve the carrier quality of the cell community service providers and additionally it improves the level of pride of the cell community customers.

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