

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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CUSTOMER SATISFACTION LEVEL TOWARDS LANDLINE SERVICE PROVIDED BY BSNL WITH REFERENCE TO COIMBATORE

V. SUMATHI
ASST. PROFESSOR

DEPARTMENT OF MANAGEMENT (UG)
KARPAGAM ACADEMY OF HIGHER EDUCATION
COIMBATORE

DR. K. GUNASUNDARI
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH
KARPAGAM ACADEMY OF HIGHER EDUCATION
COIMBATORE

ABSTRACT

Customer satisfaction is the main goal of every business organization. In this competitive business scenario each and every activity starts and ends with the customer. In the present scenario, the telecommunication is lifeblood for every business activity. Even in this industry there prevails a stiff competition between the service providers. In spite of a well-established network and infrastructure supporting, certain service providers weren't able to root their footsteps in the market due to lack in customer service and satisfaction. Due to this their promotional initiatives haven't yielded fruitful results. Since there is a marginal difference between the services rendered, there is more possibility for the subscriber to switch from one service provider to another based on their satisfaction. So it very essential for the service provider to understand the influence of various Demographic variables that influence the satisfaction level to win the hearts of the customers.

KEYWORDS

customer, satisfaction, tele communication.

INTRODUCTION

Telecommunication is recognized, world over, as a key factor in the development of social, economic, commercial and cultural activities. The development of telecommunication infrastructure is likely to play a greater role in meeting the diverse needs of people and improving their quality of life through inter-linked development of many other sectors. The term 'Telecommunication' in ITU parlance covers a very wide variety of services such as sound & television broadcasting, space communications, aeronautical and maritime mobile communications, radio-location and radio-navigation systems, radio astronomy, meteorological aids and services, radio amateurs, etc, besides the public telecommunications services. There are large telecommunication networks belonging to railways, defence and para-military organizations, law and order services (police etc), public utility organizations like electricity grids, transport organizations, municipal services, national and international telecommunications service providers – both government and private, civil aviation department and airlines, shipping & port authorities, sound and TV broadcasting organizations, meteorological department, oil exploration, processing and distribution companies, large private companies, etc.

The following factors are expected to contribute to the growth of the Indian Telecommunications Industry:

- Economic Growth and continued development of the Indian Economy;
- Higher growth rate of service oriented sector, leading to an increased demand for telecommunication services;
- Increased use of Information Technology and Internet, leading to a large demand for data communication services;
- Declining tariff reduced equipment cost and reduced handset costs over time.
- Increasing customer choice and demand for value added services.
- Increasing globalisation of the Indian Business, leading to increase international voice & data traffic.

OBJECTIVES OF THE STUDY

1. To study the customer satisfaction level towards Landline service provided by BSNL
2. To study the influence of Demographic variables of the respondents.
3. To study the satisfaction level of Customer Service provided by BSNL.
4. To identify the customer opinion about BSNL.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. In this market survey the design used is used Descriptive Research Design. It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present.

SOURCES OF DATA

The data were collected from both primary and secondary sources. Questionnaire method is used for collecting the primary data. The data were also collected from published records, Journals and Websites.

SAMPLE SIZE

To study the customer satisfaction towards land line (BSNL) 200 respondents were selected in Coimbatore by adopting convenience sampling method.

STATISTICAL TOOLS FOR ANALYSIS

The collected data were analyzed by employing the statistical tools like

- ❖ Percentage analysis
- ❖ Chi-square test
- ❖ Two-way table

LIMITATIONS OF THE STUDY

- The area of study is limited Coimbatore only; hence the results may not be true for other geographical areas.

- Validity & Reliability of the data are obtained depends on the responses from the customer.
- The time factor of the researcher is limited.
- The size of the sample comparing to the population is very less and hence it will not represent the whole population

REVIEW OF LITERATURE

S. Vishnuvarthani (2013) in her article entitled "Consumers' Awareness and Preference for Mobile Phone Services at Erode City" has pointed out that telecommunication is one of the most important growing service sectors in India. It plays an inevitable role in today's busy world. The telecommunication includes both mobile communication and fixed telephony lines. In recent days there is an upsurge in the use of mobile phones rather than land lines. The number of mobile phone subscribers outnumbered land line telephony system. It is because of certain advantages that mobile phone has for itself. Government and private operators are competing at close margin and are trying to provide multiple value added services to people.

M. Nandhini and D.Sivasakthi (2014) in their article entitled, "A Study on Customer Attitude Perception towards Branded Broad Band" have indicated that the broad band is the new oxygen. It opens up a large box of information with a single click of a button. Get ready to surf the world in the www with a high speed connection like access mails faster, download music, share multimedia instantly, video chat with friends and play games with someone at the other end of the globe. When broadband was first introduced as a method to connect to the web, many companies confidently expected it to capture the majority of the market share, and with good reason. Broadband tends to be faster, more efficient, and less problem-laden than other access methods such as dial-up. As the purchasing power of the people increases, requirements move towards convenience, though the expectations are towards quality, quantity and less price which lead to consumer satisfaction

ABOUT BSNL TELEPHONE SERVICES

BSNL is the largest telecom operator in India and is known to everybody for Basic Telephony Services for over 100 years. Presently the Plain old, Countrywide telephone service is being provided through 32,000 electronic exchanges, 326 Digital Trunk Automatic Exchanges (TAX), Digitalized Public Switched Telephone Network (PSTN) all interlinked by over 2.4 lakh km of Optical Fiber Cable, with a host of Phone Plus value additions to our valued Customers. BSNL's telephony network expands throughout the vast expanses of the country reaching to the remotest part of the country.

• NEW TELEPHONE CONNECTIONS

Permanent connections are available in the following eight categories to suit different subscribers,

• TEMPORARY CONNECTIONS

Temporary Connections are provided for short period for emergency requirements of purely temporary nature. Temporary connections are to be provided for a maximum period of 3 months at a time in the case of private individuals and 6 months at a time in the case of Government Offices. The charges for the entire period along with security deposit, installation charges and rentals will be collected in advance. No waiting list is maintained for this category.

• CASUAL CONNECTIONS

Casual connections are provided to applicants for social/religious functions, marriages, and exhibitions etc., for a period not exceeding 30 days.

SHIFTS ON ALL INDIA BASIS

Permissible if the telephone has worked for at least 18 months in respect of NON-OYT connection and 6 months in respect of OYT connection in the original exchange area or the date of registration for the connection to be shifted is prior to the release date of new lines of the specific category in the required exchange.

VALUE ADDED FACILITY

Gone are the days when basic telephones were used only to make and receive calls. With the aid of state-of-the-art digital exchanges, BSNL offers you a host of phone plus services, converting your old basic telephones to a sophisticated tool which can be used for a variety of applications.

CALL WAITING

This facility lets you receive incoming calls even when your telephone is busy. You will get a short duration pip-pip tone when you are busy talking, indicating that another call is waiting for you, provided you have activated this facility. You can talk to any one of the callers keeping the other waiting. Complete secrecy of communication between the two callers is maintained.

CALL TRANSFER (CALL FORWARD)

Useful for very mobile persons who may not want to miss incoming calls. Using this facility Calls can be forwarded to another telephone number designated by you.

NUMBER/CALL HUNTING SERVICE

If you have more than one telephone line, this facility is very helpful for your caller. If the called line is engaged, your caller does not have to disconnect and dial other line(s). This facility automatically transfers the incoming call to whichever line is free.

CALLING LINE IDENTIFICATION PRESENTATION (CLIP)

The subscriber has to buy separately the CLIP display device from market. Using this facility, you can see the number of the calling party before lifting your telephone. Very useful to trace malicious caller. However, the CLIP instrument shall be procured and installed by the users themselves.

PHONE BELL CHECK

Dial 161 and after a few second replace the hand set. Your phone will ring very soon. Useful for checking functioning or adjusting volume of bell of your phone.

ELECTRONIC LOCKING FOR STD/ISD:

For 100% protection against improper use, you can lock your telephone electronically. Here, you only know the secret code. You can lock/allow Local, STD or ISD calls in many way viz. all calls allowed, only local calls allowed, only STD & Local calls allowed, all outgoing calls barred etc.

CALL CONFERENCING

With this service telephonic conference can be set up within 3 or more parties. This service is available subject to technical feasibility.

CHANGES IN TELECOMMUNICATION ENVIRONMENT

FIG. 1

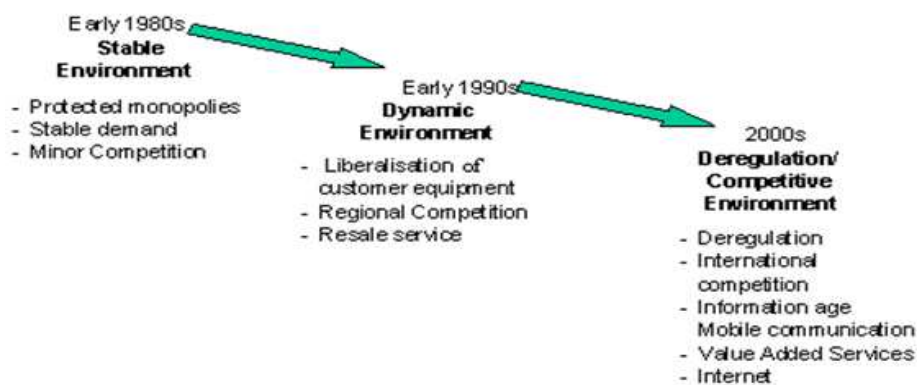


TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	CATEGORY	OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Age	Below 25 years	58	29
		25 to 35 years	70	35
		Above 35 years	71	36
		Total	200	100
2	Gender	Male	143	72
		Female	57	28
		Total	200	100
3	Educational Qualification	Primary Education	6	3
		SSLC / +2	77	39
		Graduates	117	58
		Total	200	100
4	Occupation	Government Employee	7	3
		Private Employee	117	59
		Professionals	18	9
		Self Employed	58	29
		Total	200	100
5	Monthly Income	Less than Rs. 5000	19	9
		Rs. 5000 – Rs. 10000	73	37
		Rs. 10000 – Rs. 15000	81	41
		More than Rs. 15000	27	13
		Total	200	100

From the above table, it shows that 36% of the respondents are above 35 years of age, 72% of respondents are male, 58% of respondents are graduates, 59% of the respondents are private employees, 41% of respondents have their monthly income ranging from Rs 10000 – Rs 15000.

TABLE NO. 2: PHONE RELATED FACTORS

S.NO	CATEGORY	OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE
6	Purpose of use	Residential	119	59
		Official	81	41
		Total	200	100
7	Availing STD Facility	Yes	152	76
		No	48	24
		Total	200	100
8	Number of calls per month	Less than 50 calls	8	4
		51 to 100 calls	34	17
		101- 150 calls	78	39
		More than 150 calls	80	40
		Total	200	100
9	Monthly bill Amount	Less than Rs. 500	10	5
		Rs. 501 to Rs. 1000	40	20
		Rs. 1001 to Rs. 1500	78	39
		More than Rs. 1500	72	36
		Total	200	100

From the above table it is found that 59% of the respondents are using calls for official purpose, 76% of the respondents are having STD facility, 42% of the respondents are making more than 150 calls per month, 39% of the respondents are paying their monthly bill amount between Rs. 1001 – Rs. 1500.

TABLE NO. 3: RESPONDENTS SATISFACTION RELATED FACTORS

S.no	Particulars	Highly satisfied	Satis-fied	Neutral	Dissatis-fied	Highly dissatisfied
1.	Satisfaction level towards features of the phone	49	97	51	3	-
2.	Satisfaction level towards voice clarity while communicating	118	61	21	-	-
3.	Satisfaction level towards Rent / free calls	26	117	54	3	-
4.	Satisfaction level towards Local/STD/ISD call tariff	8	131	61	-	-
5.	Satisfaction level towards Mode of payment	40	123	37	-	-
6.	Satisfaction level towards Delivery of bills	60	121	19	-	-
7.	Satisfaction level towards Attitude of staff and response to queries	127	51	19	3	-
8.	Satisfaction level towards providing information about the new schemes/services	27	129	39	5	-
9.	Satisfaction level towards transfer of phone connection	24	100	76	-	-
10.	Satisfaction level towards Call waiting facility	15	89	84	12	-
11.	Satisfaction level towards call divert facility	9	57	113	21	-
12.	Satisfaction level towards Caller id facility	11	41	117	31	-
13.	Overall Satisfaction Level Of BSNL Landline Service	14	148	35	3	-

The above table shows that most of the respondent's are highly satisfied with clarity of voice while communicating, local and STD tariff, attitude of staff with response to customer queries transfer of phone connection and service provided by the bill collection centers only few respondents are dissatisfied with call waiting and call diverting facility offered by the BSNL. The overall satisfaction level of BSNL Landline service is satisfied.

CHI - SQUARE ANALYSIS

TABLE NO. 4: AGE AND OVERALL SATISFACTION LEVEL TOWARDS BSNL LANDLINE SERVICE (TWO-WAY TABLE)

S.No.	Age	Level of satisfaction of BSNL landline service				Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	
1	Below 27 years	1	47	10	1	59
2	27 to 35 years	9	51	8	2	70
3	Above 35 years	4	50	17	0	71
	Total	14	148	35	3	200

Null Hypothesis (H_0) - There is no significant relationship between age and overall level of satisfaction towards BSNL landline service.

Alternative Hypothesis (H_1) - There is close relationship between age and overall level of satisfaction towards BSNL landline service.

CHI-SQUARE (χ^2) CALCULATION

Calculated χ^2 value = 11.491

Degree of freedom = 6

Table value = 12.592

INFERENCE

From the above analysis, we find that the calculated value of χ^2 is lesser than the table value and hence, the null hypothesis accepted. Hence, there is a no significant relationship between age and overall level of satisfaction towards BSNL landline service.

CHI-SQUARE (χ^2) CALCULATION

Calculated χ^2 value = 6.099

Degree of freedom = 3

Table value = 7.815

TABLE NO. 5: PURPOSE OF USING THE LANDLINE AND SATISFACTION LEVEL TOWARDS BSNL LANDLINE SERVICE (TWO-WAY TABLE)

S.No.	Purpose of Using	Level of satisfaction of BSNL landline service				Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	
1	Residential	3	57	18	3	81
2	Official	11	91	17	0	119
	Total	14	148	35	3	200

Null Hypothesis (H_0) - There is no significant relationship between purpose of using and overall level of satisfaction towards BSNL landline service.

Alternative Hypothesis (H_1) - There is close relationship between purpose of using and overall level of satisfaction towards BSNL landline service.

CHI-SQUARE (χ^2) CALCULATION

Calculated χ^2 value = 8.498

Degree of freedom = 3

Table value = 7.815

INFERENCE

From the above analysis, we find that the calculated value of χ^2 is greater than the table value and hence, the null hypothesis rejected. So, there is a close significant relationship between purpose of using and overall level of satisfaction towards BSNL landline service.

FINDINGS

- ❖ Most of the respondents belongs to the age groups 25-35 years and above 35 years and most of the respondents belongs to male category.
- ❖ Most of the respondents are educated as graduates and most of the respondents are working as private employee.
- ❖ Most of the respondents are earning Rs. 10000- Rs. 15000 per month.
- ❖ Most of the respondents are using for the official purpose and all are availed of STD facility.
- ❖ It is inferred that maximum respondents are making more than 150 calls per month and paying their bill amount from 1001-1500.
- ❖ It is found that most of the respondents are satisfied by getting their new connections immediately after submitting their applications.
- ❖ It is found that most of the respondents are satisfied with basic services provided by BSNL.
- ❖ It is found that most of the respondents are satisfied with billing services provided by BSNL.
- ❖ It is found that most of the respondents are satisfied with customer services and value added facility provided by BSNL.
- ❖ It is inferred that most of the respondents are not much satisfied with the features of the phone provided by BSNL.
- ❖ It is noted that among the various billing service provided by BSNL delivery of bills and mode of payment makes the respondents very much satisfied.
- ❖ It is noted that the demographic variables occupational status, monthly income level has relationship with the overall satisfaction level.
- ❖ It is inferred that other variables like usage of schemes, period of using, and purpose of usage also has relationship with the overall satisfaction level.
- ❖ There is a no significant relationship between age and overall level of satisfaction towards BSNL landline service
- ❖ There is a close significant relationship between purpose of using and overall level of satisfaction towards BSNL landline service.

SUGGESTIONS

- ❖ Most of the respondents are satisfied with the services provided by BSNL landline, steps to be taken to make the customers more satisfied.
- ❖ Few of the respondents are satisfied with call connectivity. It is suggested to the company to give importance to that and make the entire customer to be satisfied.
- ❖ It is noted that the demographic variables occupational status, monthly income level has relationship with the overall satisfaction level. So it is suggested while making changes in service/tariff these factors to be considered. It is noted from the above study that most of the respondents are not aware of various schemes. So it is suggested to the service provider to give more weightage to know about various schemes.

CONCLUSION

From the study the influence of Demographic variable in the level of satisfaction yielded by the user as well as the Behavioural pattern of the user is analyzed in this study. It is identified that the service provided by BSNL is at satisfactory level to the respondent's. But few of the respondents are not satisfied with the features of the phone. BSNL should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

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