

# A STUDY ON IMPACT OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION IN BHARTI AIRTEL TIRUCHIRAPPALLI-MATHUR

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## ABSTRACT

*Service quality is the difference between the service expectation of the customer and service received by the customer that is service perception. Various factors influence the customer perception. Also Customer satisfaction is influenced by customer perception. The telecom sector in India is now facing tremendous competition in providing quality service and ensuring customer satisfaction. The objective of this paper is to find the important service quality dimensions affecting customer satisfaction in telecom sector and to find the impact of these dimensions on customer satisfaction. Also this paper aims to find the gender wise perception of the dimensions. A modified questionnaire was prepared based on SERVQUAL instrument. It was found from percentage analysis that all the dimensions of service quality were positively and significantly impacted the customer satisfaction. Also, from chi-square analysis, it was found that for reliability, responsiveness and empathy, there was difference between male and female regarding the perception of these dimensions while for tangible, assurance and network quality, there was no difference. The results would help the service providers in taking major steps to improve the service quality.*

**Keywords:** Service quality, Customer satisfaction, Telecom sector, service quality dimensions, SERVQUAL instrument

## I. INTERODUCTION

In present time, the service sector is one of the most important sectors for almost all the countries and is a key contributor to the GDP. In today's competitive environment, any service organization cannot survive successfully without delivering high quality service. Hence, it has become necessary to analyse the impact of service quality dimensions of customer satisfaction because if customers are satisfied with the service of a company, then it can increase the market share of the company. Now-a-days, the telecommunication sector is one of the most important service sectors of a country, and delivery high quality service in this sector can lead to growth and long-term development of any country. Also quality in service acts as an antecedent of customer satisfaction. Service quality is different from goods quality because of three features unique to services: intangibility, heterogeneity and inseparability of production and consumption. In absence of ideal measurement method, an appropriate approach for assessing the service quality of a firm is to measure consumers' perceptions of quality.

## II. LITERATURE REVIEW

Although telecommunications industry has seen massive change around the world but the impact of service quality dimensions still needs further emphasis in this field [1]. A study conducted by Aali, A. et al. (2011) measured the service quality of mobile phone companies operating in Saudi Arabia by using the SERVQUAL instrument. It was found that there was difference in customers' perceptions in almost all the dimensions [1].

On the other hand, Abdullah, Md. Et al. (2011) identified the service quality gaps in external customer services in the banking services of private commercial banks (PCBs) of Bangladesh. Also, the most important dimensions of service quality that affect customer satisfaction in PCBs had been found out [2].

Hirmukhe, J. (2012) investigated the responses of 33 Tehsildars to a SERVQUAL questionnaire and found the gap between expectations and perceptions to provide a way to improve the services [4].

On the other hand, Khodayari, B. et al. (2011) conducted a research to measure the perceptions and expectations of perceived quality in higher education considering the case of Islamic Azad University. The results showed a gap between student's perceptions and student's expectations [5].

Chopra, R. et al. (2014) investigated the students' perceptions of service quality in higher education, using the service quality (SERVQUAL) instrument. The study has been done on 500 students of 10 institutions pursuing their post-graduation in management and education streams. A significantly negative gap was found in the expectations and perceptions of the service quality [6].

Chaudhary, A. et al. (2013) identified the major dimensions of Telecom Service Quality. The TOPSIS and AHP method with trapezoidal fuzzy numbers were used to identify the dimensions [7].

On the other hand, Bhargav, A. et al. (2014) investigated the gap between customers' expectations and perceptions in telecom sector. The primary data was collected with the help of a standardized questionnaire of service quality [8].

Munhurrun, P. R. et al. (2010) analysed the relationship between customer expectations of service and FLE (front-line employees) perceptions of customer expectations in a major public sector department in Mauritius by using SERVQUAL instrument

Sivanesan, R. (2013) studied the subscribers' attitude and perception on BSNL and AIRTEL services in Kanyakumari district. The researcher also identified the various problems faced by the customers in the district [10].

Arokiasamy, A. R. A. et al. (2013) studied the impact of service quality dimensions on customer satisfaction using the SERVQUAL model. It was found that customer satisfaction was impacted by all 5 service quality dimensions [11].

Katarne R. et al. (2010) analyzed the service quality level of an automobile dealership in an Indian city. A survey of respondents and owners was conducted and results were not found up to the mark [12].

Khan, M. A. (2010) investigated the users' perception of service quality of mobile telephone operators in Pakistan using a questionnaire survey covering SERVQUAL dimensions as well as network quality and convenience as an additional dimensions. Convenience and network quality was found to be relatively most important dimensions [13].

Gunarathne, U. (2014) examined the relationship between Services Quality and Customer Satisfaction in hotel industry of Sri Lanka. It was found that courtesy of attendants, comfort in guestroom, cleanliness and environment of hotel have significantly affected the customers' perception [14].

Chelliah, S. et al. (2010) measured the customer satisfaction through delivery of quality service in the banking sector in Malaysia. The study also furnished implications for marketers in banking sector for improvement in delivery of service quality [15].

A research conducted by Dabhade, N. et al. (2013) studied the impact of quality of service on customer satisfaction of mobile users by considering the case of Airtel and identified the factors that affect quality of services. This paper also analyzed improvements and measures which were followed up by the Airtel to enhance satisfaction level of their customer [16].

Patidar, G., et al. (2013) analysed the service quality of government and private banks in Indore by using SERVQUAL model [17]

### III. OBJECTIVE OF PRESENT WORK

The objective of the present work is to find the important service quality dimensions that affect customer satisfaction in telecom sector. Also the second objective is to construct the modified SERVQUAL instrument and validate it and the last objective is to statistically analyse the collected data to test various hypotheses

### IV. METHODOLOGY

Research methodology is a process of solving the research problem methodically. This paper is based on a survey research work. The survey was done to know the satisfaction level of the respondents and also to get some personal information of the respondents.

#### A. QUESTIONNAIRE DEVELOPMENT

For the present work, 22 items SERVQUAL instrument has been modified to suit the telecom sector. In addition to the original 5 dimensions: tangibles, reliability, responsiveness, assurance and empathy; the network quality dimension was incorporated due to its importance in telecom sector. Also the total number of items has been reduced to 19 in the questionnaire.

**1) Tangibles:** It refers to the appearance of physical facilities, equipment, personnel, documents etc. [3].

**2) Reliability:** It is the Ability to deliver the promised service perfectly and within a predefined time period [3].

**3) Responsiveness:** Responding to customer as and when required. In other word it requires Good customer care service with willingness to help [3].

**4) Assurance:** Knowledge and courtesy of employees and their ability to inspire trust and confidence. This builds a tight and positive bonding between the customer and the service provider [3].

5) **Empathy:** Empathy means understanding. The service provider must have a clear-cut understanding that what customer requires. Service providers must be Caring and should provide individual attention to customers [3].

**B. SAMPLE AND DATA COLLECTION**

Five Mobile Telephone Operators were selected for this study. A convenience sample of 265 mobile phone users has been collected. The survey was administered individually as well as through mail to the respondents. The survey covered the customers of Tiruchirappalli, Tamil nadu only.

**C. DATA ANALYSIS**

In this study, a 5 point Likert scale has been used. Respondents were asked to rate the items ranging from 1 to 5 according to their experience where 1 indicates much worse than expected and 5 represents much better than expected. The gathered data was processed with the help of statistical software SPSS 16. The processed data was then analyzed to get the research findings.

**V. Data Collection Tool**

The primary data was collected through a structured questionnaire through a survey based method.

**CHI-SQUARE TEST**

The Chi Square test is commonly used for testing relationships between categorical variables. It is used to evaluate tests of independence when using a cross tabulation.

**HYPOTHESIS 1:**

H0: Null Hypothesis: There is no significant association between the gender of the respondents and their preferences towards better service while choosing the Bharti Airtel Service Provider.

H1: Alternate Hypothesis: There is a significant association between the gender of the respondents and their preferences towards better service while choosing the Bharti Airtel Service Provider.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.272 <sup>a</sup>	4	.370
Likelihood Ratio	4.646	4	.326
Linear-by-Linear Association	1.466	1	.226
N of Valid Cases	145		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.26.

The Significance value is 0.370, which is greater than 0.05, hence, H0 is accepted. Therefore, there is no significance difference between the gender of the respondents and their preferences towards better service provider variable while choosing the Bharti airtel service provider.

		Response						
		strongly agree	agree	netural	disagree	strongly disagree	Total	
Gender	Male	Count	21	29	19	13	2	84
		Expected Count	21.4	31.3	20.3	9.3	1.7	84.0
	Female	Count	16	25	16	3	1	61
		Expected Count	15.6	22.7	14.7	6.7	1.3	61.0
Total		Count	37	54	35	16	3	145
		Expected Count	37.0	54.0	35.0	16.0	3.0	145.0

**HYPOTHESIS 2:**

H0: Null Hypothesis: There is no significant association between the educational qualification of the respondents and their preferences towards customer request while choosing the Bharti Airtel Service Provider.

H1: Alternate Hypothesis: There is a significant association between the educational qualification of the respondents and their preferences towards customer request while choosing the Bharti Airtel Service Provider.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.917 <sup>a</sup>	12	.452
Likelihood Ratio	15.111	12	.235
Linear-by-Linear Association	.024	1	.877
N of Valid Cases	145		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .19.

The Significance value is 0.452, which is greater than 0.05, hence, H0 is accepted. Therefore, there is no significance difference between the educational qualification of the respondents and their preferences towards customer request provider variable while choosing the Bharti airtel service provider.

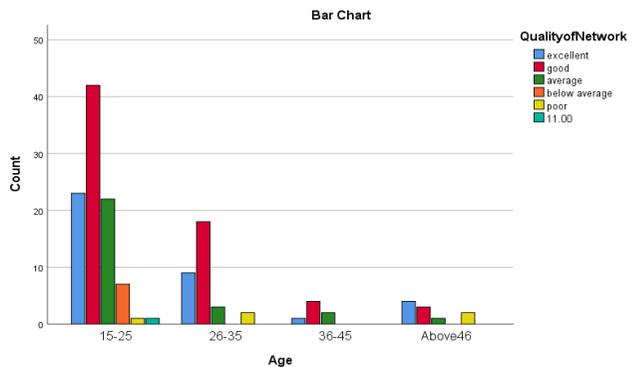
**HYPOTHESIS 3:**

H0: Null Hypothesis: There is no significant association between the Age of the respondents and their preferences towards quality of network connection while choosing the Bharti Airtel Service Provider.

H1: Alternate Hypothesis: There is a significant association between the Age the respondents and their preferences towards quality of network connection while choosing the Bharti Airtel Service Provider.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.571 <sup>a</sup>	15	.151
Likelihood Ratio	19.950	15	.174
Linear-by-Linear Association	.108	1	.742
N of Valid Cases	145		

a. 18 cells (75.0%) have expected count less than 5. The minimum expected count is .05.



The Significance value is 0.151, which is greater than 0.05, hence, H0 is accepted. Therefore, there is no significance difference between the Age of the respondents and their preferences towards quality of network connection provider variable while choosing the Bharti airtel service provider.

**VI. CONCLUSION**

The objective of the present work was to analyse the impact of service quality dimensions on customer satisfaction in telecom sector. A five point Likert scale was used to take responses from respondents according to their experience. From the preceding analysis, it is obvious that the customers' expectations from the mobile phone service providers are higher than the perceived quality of the services provided by them. Using the Parasuraman service model, we may deduce that the service quality of mobile phone service providers in India is low and that they need to take urgent steps to shore up the quality of their services to meet and if possible, transcend the customers' expectations.

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**A wise man gets more use from his enemies than a fool from his friends.**

**~ Baltasar Gracian**