



CUSTOMER SATISFACTION ON BSNL LANDLINE: A STUDY

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Abstracts

Customer satisfaction is the main goal of every business organisation. In this competitive business scenario each and every activity starts and ends with the customer. In the present scenario, this telecommunication is lifeblood for every business activities. 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 were not 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.

Telecommunication is recognised world over, as a key factor in 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 cover a very wide variety of services such as sound and television broadcasting , space communication, 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 organisations, law and order services (police etc.), public utility organisations like electricity grids, transport organisations, municipal services , national and international telecommunications service providers both government and private, civil aviation department and airlines, shipping and port authorities, sound and TV broadcasting, meteorological department, oil exploration, processing and distribution companies, large private companies, etc.

Objectives

1. To know the profile of BSNL landline service in the study area.
2. To analyse the customers satisfaction level in the BSNL landline service in the study area.

Methodology

Primary data was collected by using structured questionnaire. The structured questionnaire consists of both open ended and closed ended questions. The primary data has been collected through the questionnaire by means of personal interview. The questionnaire consists of number of questions printed in a definite order on a form. The primary data was collected from individuals residing in Shivamogga town, with the help of questionnaire. Secondary data are sourced from various telecommunications websites.

Sampling Design

The random sampling method is used to collect data. Data has been collected from the sample chosen from the directory randomly. The size of the sample is 200. The respondents of Shivamogga. Each individual is considered to be the sampling unit.

The study area is about BSNL landline service Shivamogga town only. Not concerned other regions like rural, urban and also not about any other private networks and internet connections. Validity and reliability of the data are obtained depends on the responses from the customer. Structured questionnaire are base for collecting the data, it may have disadvantages of not being to probe deep into the respondents thoughts. The time of the



disposal 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.

Any active support given by the government in the form of orders placed is likely to change the present findings of the study.

It is noted from table that maximum (35.5%) of the respondents are being to above 35 years of age group, 35% of the respondents are belong to 27-35 years of age group and 29.5% of the respondents are belong to below 27 years of age group.

It is identified from this table that 71.5% of the respondents 28.5% of the respondents are female.

It is identified from this table that maximum (58.5%) of the respondents are educated till sslc+2 level and 3% of the respondents are educated till primary education level.

It is inferred from this table that 3.5% are working as government employee, 58.5% are working as private employee, 9% are working as professionals and 29% are self-employed. As is clear from the table about 41% of earn Rs. 10000-rs 15000 per month followed by the 37% earning less than Rs. 5000 per month.

It is inferred from the table-2 that the factor 'voice clarity while communicating', gets first rank, second and third rank goes to the factor 'getting a new phone connection after submitting the application' and 'call connectivity (local, STD/ISD)' respectively. Fourth and last rank goes to the factor 'features of the phone' and 'rent/free various tariff package' respectively. It is concluded from this analysis that maximum of the respondents' opinion that BSNL provides best voice clarity while communicating.

It is found from table-3 that the factors 'delivery of bills' gets the first rank, the second and third rank goes to the factors 'mode of payment' and 'issuing itemized bills' respectively. Fourth and fifth rank goes to the factor 'issuing duplicate bills' and 'local call tariff rates' respectively. Last rank goes to the factor 'STD/ISD call tariff rates'. The analysis reveals that maximum numbers of the respondents are satisfied with 'delivery of bills'.

It is understood from table-4 that the factor 'attitude of staff and response to their quarries' is the best service and it ranked first by the respondents with score of 902 points. Second and third rank goes to the factor 'bill collection centres' and 'providing information about the new schemes/services with score of 837 and 778 points. Fourth and fifth rank goes to the factor 'fault complaint redressal' with score of 759 and 752 points. Sixth and seventh rank goes to the factor 'transfer of phone connection' and 'call waiting facility' with score of 748 and 707 points. Eighth and ninth rank goes to the factor 'dynamic locking facility' and 'cell divert option' with score of 691 and 654 points. Last rank goes to the factor 'caller id facility' with score of 632 points.

Suggestions

1. Most of the respondents are satisfied with the services provided by BSNL landline, steps to be taken to make the customers more satisfied.
2. Most of the customers are not aware of the phone plus facility, steps to be taken to create awareness about these facilities.
3. It is inferred that most of the respondents are not much satisfied with the features of the phone provided by BSNL when compare to other private landline providers, significant weight age should be given by the BSNL.
4. 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.

Conclusion

From the study of the influence of demographic variables in the level of satisfaction yielded by the user as well as the behavioural pattern of the user is analysed in this study. It is found that the service provide by BSNL is at satisfactory level to the respondents. But most of the respondents are not satisfied with the features of the phone. BSNL should focus on the private service providers to enhance their service activity to satisfy their customers.

Table-1 Profile of Respondents inShivamogga Town

Particulars	Factors	Total		Grant Total	
		T.N.R	Percentage	T.N.R	Percentage
Age	Bellow 27 years	59	29.5	200	100
	27 to 35 years	70	35.0		
	Above 35 years	71	35.5		
Gender	Male	143	71.5	200	100
	Female	57	28.5		
Qualification	Primary education	6	3.0	200	100
	SSLC/+2	77	38.5		
	Collegiate education	117	58.5		
Occupational Status	Govt. employee	7	3.5	200	100
	Private employee	117	58.5		
	Professionals	18	9.0		
	Self-employed	58	29.0		
Monthly Income	Less than Rs. 5000	19	9.5	200	100
	Rs.5001-Rs.10000	73	36.5		
	Rs.10001-Rs.15000	81	40.5		
	More than Rs. 15000	27	13.5		

Table-2 Basic Services Provided By BSNL

Sl No.	Particulars	weights Score	Age	Rank
1.	Getting a new phone connection after submitting our application	846		II
2.	Call connectivity (local, STD/ISD)	831		III
3.	Voice clarity while communicating	897		I
4.	Features of the phone	792		IV
5.	Rent/free various tariff package	766		V

Source: Primary Data 2017

Table-3 Billing Services Provided By BSNL

Sl no	Billing Services Factors	weights Age Score	Rank
1.	local call tariff rates	769	V
2.	STD/ISD call tariff rates	747	VI
3.	Mode of payment	803	II
4.	Issuing duplicate bills	771	IV
5.	Issuing itemised bills	797	III
6.	Delivery of bills	841	I

Source: Primary Data 2017

Table-4 Customer's Service Provided by BSNL

SI No	Customer Service Factors	weights Age Score	Rank
1.	Attitude of staff and response to their queries	902	I
2.	Providing information about the new schemes	778	III
3.	Transfer of phone connection	748	VI
4.	Call waiting facility	707	VII
5.	Caller divert options	654	IX
6.	Caller ID facility	632	X
7.	Dynamic locking facility	691	VIII
8.	Bill collection centers	837	II
9.	Fault complaint redressal	759	IV
10.	Other general complaint redressal	752	V

Source: Primary data 2017

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