

SERVICE QUALITY FOR MOBILE SERVICES IN THE TELECOM SECTOR

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ABSTRACT

The Posts and Telegraphs department occupied a small corner of the Public Works Department at that time. Subsequently, the construction of 4,000 miles (6,400 km) of telegraph lines connecting Kolkata (then Calcutta) and Peshwar in the north along with Agra, Mumbai (then Bombay) through Sindwa Ghats, and Chennai (then Madras) in the south, as well as Ootacamund and Bangalore was started in November 1853. Objectives of the study, .To explore the key dimensions of service quality for mobile services in the telecom sector. Methodology of the study, Data was gathered by researcher using questionnaire and by interviewing variety of customer directly. This direct input in form of customer voice has brought in the conceptual clarity. Secondary source of data used by researcher includes: published articles, research papers, published books, different research work done previously, relevant papers or journals, magazine etc., suggestion of the study, BSNL should pay more attention also on tangible aspect; they should modify the facilities, pay attention to employees' wear. They should try to create a more appealing environment by replacing the worn out equipments with new equipments. Conclude this study, the study revealed that out of 400 respondents, the majority of the customers have dissatisfied with the mobile phone services provided by the BSNL in the study area.

Keywords: Service quality, tangibles, reliability, etc.,

INTRODUCTION

The history of Indian telecom can be started with the introduction of telegraph. The Indian postal and telecom sectors are one of the worlds oldest. In 1850, the first experimental electric telegraph line was started between Kolkata and Diamond Harbour. In 1851, it was opened for the use of the British East India Company. The Posts and Telegraphs department occupied a small corner of the Public Works Department at that time. Subsequently, the construction of 4,000 miles (6,400 km) of telegraph lines connecting Kolkata (then Calcutta) and Peshwar in the north along with Agra, Mumbai (then Bombay) through Sindwa Ghats, and

Chennai (then Madras) in the south, as well as Ootacamund and Bangalore was started in November 1853. William O. Shaughnessy, who pioneered the telegraph and telephone in India, belonged to the Public Works Department, and worked towards the development of telecom throughout this period. A separate department was opened in 1854 when telegraph facilities were opened to the public. In 1880, two telephone companies namely the Oriental Telephone Company Ltd. and The Anglo-Indian Telephone Company Ltd. approached the Government of India to establish telephone exchanges in India. The permission was refused on the grounds that the establishment of telephones was a Government monopoly and that the Government itself would undertake the work.

STATEMENT OF THE PROBLEM

The problem statement is generated from the consideration that service quality is an important matter to bring more customers, retain the existing ones and create loyalty among customers. The problem of this study is driven by the need to empirically measure service delivery of mobile telecommunication operators in Coimbatore district. The position of customer satisfaction with service quality is not so clear, as to what extent customers are satisfied with the service quality they are delivered. Furthermore, there is not such evidence from documentation or any previously done research in measuring customer satisfaction with service quality in mobile telecommunication industry, especially public sector mobile phone service provider in the study area. BSNL is one of the largest and leading public sector units providing comprehensive range of telecom services in India. Therefore, this study represents a first research in the area of customer satisfaction with service qualities provided by the BSNL, a public sector mobile phone service operator, in Coimbatore district of Tamilnadu.

OBJECTIVES

1. To explore the key dimensions of service quality for mobile services in the telecom sector.
2. To find results and suggest remedial measures to the study unit.

HYPOTHESIS

1. There is no positive and significant relationship between service quality dimensions such as tangible, reliability, responsiveness, assurance, empathy and overall service quality.

METHODOLOGY OF THE STUDY

In order to have an accurate data, this study has gathered data through Primary and secondary sources of data. Data was gathered by researcher using questionnaire and by interviewing variety of customer directly. This direct input in form of customer voice has brought in the conceptual clarity. Secondary source of data used by researcher includes: published articles, research papers, published books, different research work done previously, relevant papers or journals, magazine etc. Researcher also used other different types of reports from Internet sites. Four hundred BSNL respondents for the study. Structured Interview schedule has been used this study. The population of the study constitutes the total number of mobile phones users in the study area. The study was conducted from February 2019 to August 2019, during which the required data were collected for the study. The statistical test used in the analysis of data includes, Simple Percentage, Chi-square test, t-test, correlation and regression analysis. SPSS (Statistical Package for Social Sciences) version 16.0 was used to compute and analyze the data.

LIMITATIONS OF THE STUDY The study on its face appears to be limited as it is carried out in a single Indian industry, i.e. telecommunication industry. Thus, its findings cannot be generalized to other industry. The study was confined to public sector mobile phone service provider only. The private sector mobile phone service providers were not considered for the study. The study was carried out in Coimbatore district of Tamilnadu state. Thus, its finding cannot be generalized to other area due to geographical variation.

ANALYSIS AND INTERPRETRATION

OVERALL CUSTOMER' PERCEPTION SERVICE QUALITY

The summary of customer' perception, expectations and gap scores for all the service quality dimension such as tangibles, reliability, responsiveness, assurance and empathy is analyzed in table

TABLE 1**OVERALL CUSTOMER' PERCEPTION ABOUT SERVICE QUALITY**

Dimension	Perception		Expectation		Gap
	Mean Score	Mean Score (%)	Mean Score	Mean Score (%)	Mean Score
Tangibles	14.76	55.22	21.02	77.54	-6.26
Reliability	20.74	52.11	28.16	73.31	-3.14
Responsiveness	13.77	50.75	22.07	80.96	-8.3
Assurance	16.53	61.61	22.92	75.43	-6.39
Empathy	14.94	44.54	28.30	82.71	-13.36
Average (N=400)	84.74	54.68	127.47	82.42	-42.73

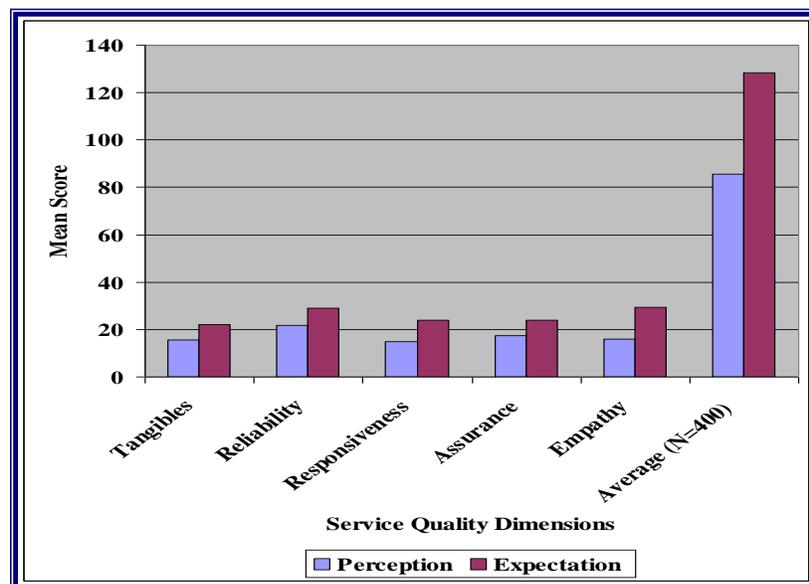
Source: Primary data

Table 4.12 shows the difference between customers' expectations and perceptions of the service quality in mobile phone services provided by the BSNL in the study area. Out of maximum score of 154, the average expectation and perception score obtained by the respondents for overall service quality was 128.47 and 85.74. The difference between expectation and perception score was -83.42, which indicates wide service quality gap perceived by the respondents.

The highly perceived Service Quality Factors among the customers is Reliability since its mean score is 21.74. The second Service Quality Factor perceived by the customer's is Assurance since their mean score is 17.53. The next three Service Quality Factors perceived by the customers is Tangibles, Empathy and responsiveness since their mean scores are 15.76, 15.94 and 14.77 respectively. However, the highest negative gap score was found in empathy (mean score of -13.36) followed by Responsiveness (mean score of -9.30). The gap score obtained for Tangibles, Reliability, and Assurance was -6.26, -7.42 and -6.39 respectively. Table further revealed that the respondents have secured negative mean gap score for all five service quality

dimension such as Tangibles, Reliability, Responsiveness, Assurance and Empathy. Therefore, it can be inferred from the table that the customers have high expectation whereas they perceived low towards the quality of service provided by the study unit. The mobile phone services provided by the BSNL is not upto the expectations of mobile phone users. The perception and expectation mean score for service quality dimensions and for overall service quality is also given in figure 1.

FIGURE 1 **OVERALL CUSTOMER' PERCEPTION ABOUT SERVICE QUALITY**



SUGGESTIONS

BSNL should pay more attention also on tangible aspect; they should modify the facilities, pay attention to employees' wear. They should try to create a more appealing environment by replacing the worn out equipments with new equipments. The findings suggest that all customers regardless of their demographic characteristics put Reliability as the most important factor for their satisfaction with service quality delivery. Therefore, the reasons for these customers' opinions need to be analyzed by the management of the BSNL thoroughly in

order to make their customers more satisfied and to close their expectation gaps with perceived quality. Furthermore, company need to be more effective and efficient in order to do services on time, as promised and right on the first time. This can be done if the management increases their employees' performance regarding service delivery, by monitoring, coordinating and controlling their activities. BSNL should improve communication amongst staff members, using updated systems to process complaints, and ensuring error-free transactions.

It is also suggested to BSNL that to lessen the degree of mixed feelings following a poor service recovery, BSNL might consider sending customized communication messages to disgruntled customers. Reminding the customer about the positive aspects of the service operation might be enough to bolster positive feelings, and thereby reduce attitude ambivalence that can lead to customer satisfaction.

CONCLUSION

The study revealed that out of 400 respondents, the majority of the customers have dissatisfied with the mobile phone services provided by the BSNL in the study area. It is observed from the study that there is a significant positive association between service quality and customer satisfaction. It is evident that overall service qualities are highly contributing to the enhancement of customer and also all service quality dimensions concerned in the study are contributing to improvement of customer satisfaction with BSNL mobile phone services. In conclusion, mobile phone service providers can benefit from the fact of knowing how customers perceive the service quality and knowing the way of how to measure service quality.