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Customer Satisfaction towards Wired Internet Service Provided by Jio Fiber

M. Mohamed Arief

*Ph.D Full Time Research Scholar,
PG & Research Department of Commerce,
Jamal Mohamed College (Autonomous),
(Affiliated to Bharathidasan University),
Tiruchirappalli.*

Dr. M. Habeebur Rahman

*Assistant Professor and Research Advisor,
PG & Research Department of Commerce,
Jamal Mohamed College (Autonomous),
(Affiliated to Bharathidasan University),
Tiruchirappalli.*

Abstract

Broadband is defined as a fast connection to the internet that is always on. It allows the user to send e - mails, download images and music, watch videos, etc. This study analyzes the factors that influence the customers to go for JIO Fiber, customers opinion on JIO Fiber and also study the problems faced by JIO Fiber subscribers. The results show that the brand name and low charges are the main factors which influence the customers to subscribe JIO Fiber. But the company should improve the quality of service, the internet access speed, the download limit and also the Internet speed.

Keywords: Internet, Jio Fiber, customers, etc.,

I. INTRODUCTION

In this modern world all are using internet for various purposes. Broadband refers to high-speed internet access and fast connection to the internet that is always on. The broadband refers to the wide bandwidth characteristics of a transmission medium and the medium can be optical fiber, coax, or wireless. Internet allows a user to download images, music, films, send e-mails, watch videos, join web conference etc.

Scope of the Study

This study may help to understand the satisfaction level of customers towards JIO Fiber broadband. The aim of the research is to find out the factors which influencing the customers to go for JIO Fiber broadband. To findout whether the customers are satisfied with the services provided by the JIO Fiber broadband. This study may also help to know what type of application is mostly used by consumers in home or business.

Objectives of the Study

The main objective of the study is to findout the customer satisfaction towards JIO Fiber broadband facilities in Coimbatore. Also to analyze the factors that influence the customers to go for JIO Fiber broadband,analyze the problems faced by JIO Fiber subscribers and to know the customers opinion on JIO Fiber broadband connection.

Limitation of the Study

This study is conducted with the help of questionnaire. So, it has all the limitations of questionnaire method. The size of the sample comparing to the population is less and hence it will not represent the whole population. There is a chance of hiding the real information by customers.

Research Methodology

Research methodology is a way of generating dependable data being derived by a process that are conducted personally. This can be used reliably for managerial decision making. Its helps in generating a frame work for the study. The type of research used for the study is descriptive research. In this research both primary data and secondary data were used. Thesample size was 150 and the sampling technique used in this research is convenient sampling. The tools used for the study is Chi-square test and Analysis of variance.

Review of Literature

Le Thi Mai Huong et. al (2023) has studied on primary data source collected through direct survey of 250 users of public internet service in Vietnam; based on theory and research hypotheses, authors have proposed a research model consisting of seven influencing factors with 33 observed variables. The study used quantitative analysis such as: Cronbach's alpha test, exploratory factor analysis, multivariate regression analysis and testing the existence of regression models to determine the factors affecting customer satisfaction for public fibre optic internet service.

Research results have shown that there are seven factors affecting customer satisfaction regarding public fibre optic internet service quality in the following order of importance: quality of core service, promotion, and advertising, convenience of joining service, brand image, price of service, add-on service, and customer support service. Based on that several important implications were drawn for the policy makers and business managers to improve the quality of this service in Vietnam.

Zahayu Md Yusof (2022) has examined that the connectivity of the internet in Malaysia has greatly improved over the past decade, which has contributed to the nation's increased competitiveness and economic expansion. The number of Internet Service Providers (ISPs) has been consistently growing, which has resulted in an increase in the level of competition. Because of this, it is quite important to know the reasons why customers remain loyal to a specific service provider. The purpose of this study is to evaluate how satisfied customers are with their internet service providers in Malaysia, paying particular attention to the role that service quality plays. The responses came from 181 Malaysian post-paid mobile subscribers who filled out a Google form to submit their information. The results of structural equation modelling indicate that the quality of the service provided is a significant predictor of the degree to which a client is satisfied, which in turn leads to tangibles and responsiveness. The findings provide helpful managerial recommendations on how to manage the satisfaction and loyalty of their customers. It is essential for businesses to have the ability to evaluate these aspects from the perspective of the purchasers in order to achieve the goal of better comprehending the wants of the purchasers and, as a result, meeting those requirements.

H. M. U. S. Hendeniya et.al (2022) has investigated that the customers may switch to a different service provider if they are displeased with the standard, hence tracking service quality is crucial for a firm. The influence of Internet Service Quality (ISQ) on Customer Satisfaction will be studied in detail by the researcher. The relevance of this study is highlighted by the current COVID-19 scenario in Sri Lanka, where government laws and restrictions have been implemented to promote work from home, online learning, and online entertainment.

The study was also able to provide insights for ISP management by emphasizing areas of ISQ that can satisfy their customer base, as well as actions that might be implemented in response to the observed practice gaps.

Analysis and Interpretations

Analysis is a method of evaluating the collected data, and as a tool to interpret the data in a significant manner. It leads to draw the inference of the data collected. Interpretation refers to the task of drawing from the collected facts after an analytical of experimented study.

Table 1 Demographic Profile of the Study

Demographic characters		No. of respondents	Percentage
Gender	Male	88	58.7
	Female	62	41.3
Age	20-25	68	45.3
	25-30	49	32.7
	30-35	33	22.0
Educational qualification	SSLC	17	11.3
	Graduate	60	40.0
	Postgraduate	61	40.7
	professionals	12	8.0
Occupation	Agriculture	3	2.0
	Student	46	30.7
	Business	24	16.0
	Employee	77	51.3
Family monthly income	5000-10000	10	6.7
	10000-20000	45	30.0
	20000-30000	63	42.0
	Above 30000	32	21.3
Marital status	Married	85	56.7
	Unmarried	65	43.3

It is to be concluded that among the total respondents selected for the study, majority 88(58.70%) of the respondents were males, majority 68(45.5%) of the respondents

were in the age group of 20-25, majority 61(40.7%) of the respondents are post graduates and majority 77(51.3%) of the respondents are employees.

With reference to family monthly income majority 63(42%) of the respondents are under the category of 20000-30000 and majority 85(56.7%) are married.

Personal factors and type of application used in home/business place.

Hypothesis: The personal factors have more significant influences on type of application used in home/business place of JIO Fiber.

Personalfactors	Chi-squarevalues	Pvales	Significant/Not significant
Gender	16.487	0.006	S
Age	45.304	0.000	S
Educationalqualification	22.148	0.104	NS
Occupation	101.716	0.000	S
Familymonthlyincome	16.375	0.358	NS
Maritalstatus	30.463	0.000	S

Note: S-Significant (P value \leq 0.05); NS-Not Significant (P value \geq 0.05)

It is found from table that the hypothesis is rejected (significant) in four cases and in other cases hypothesis is accepted (not significant).It is concluded that gender, age, occupation and marital status have significant influence on type of application used in home/business place of JIO Fiber.

Personal factors and internet access speed in JIO FIBER broadband.

Hypothesis: The personal factors have more significant influences on internet access speed in JIO Fiber.

Personalfactors	Chi-squarevalues	Pvales	Significant/Not significant
Gender	2.355	0.308	NS
Age	1.643	0.801	NS
Educationalqualification	3.651	0.724	NS
Occupation	6.170	0.628	NS
Familymonthlyincome	8.644	0.195	NS
Maritalstatus	1.382	0.501	NS

Note: S-Significant (P value \leq 0.05); NS-Not Significant (P value \geq 0.05)

It is found from table that the hypothesis is accepted (not significant) in all cases.It is concluded that gender, age, educational qualification, occupation, family monthly income and marital status have not significant influence on internet access speed in broadband.

Results of ANOVA- Personal factors and opinion on Wired Internet connection.

Hypothesis: There is no significant difference between the personal classifications of the respondents on their mean score relating to the opinion on Wired Internet connection.

Personal Factors	Sources of variance	Degrees of	Sum of squares	Mean sum of	Fvalue	Pvalue	Significant/ NotSignificant
Gender	Between groups	9	3.247	.361	1.525	.145	NS
	Within groups	140	33.126	.237			
	Total	149	36.373				
Age	Between groups	9	12.261	1.362	2.367	.016	S
	Within groups	140	80.572	.576			
	Total	149	92.833				
Educational qualification	Between groups	9	8.710	.968	1.567	.131	NS
	Within groups	140	86.463	.618			
	Total	149	95.173				
Occupation	Between groups	9	8.049	.894	1.004	.440	NS
	Within groups	140	124.724	.891			
	Total	149	132.773				
Family Monthly income	Between groups	9	14.993	1.666	2.461	.012	S
	Within groups	140	94.747	.677			
	Total	149	109.740				
Marital status	Between groups	9	4.008	.445	1.900	.057	NS
	Within groups	140	32.825	.234			
	Total	149	36.833				

Note: S-Significant (P value ≤ 0.05); NS-Not Significant (P value ≥ 0.05)

It is found from table that the hypothesis is rejected (significant) in two cases and in other cases hypothesis is accepted (not significant). It is concluded that age, and family monthly income has significant influence on opinion on Wired Internet connection.

Findings, Suggestions and Conclusion

Findings

The major findings find out from the study is the gender, age, occupation and marital status have significant influence on type of application used in home/business place. The gender, age, educational qualification, occupation, family monthly income and marital status have not significant in influence on reason for selection of broadband provider, internet access speed in Wired Internet Connection. The gender, age, family monthly income have

significant and educational qualification, occupation and marital status have not significant influence on effective service provided by JIO Fiber Internet Service Provider.

Suggestions

Majority of the respondents suggested that the quality of the service should be improved. Customers are dissatisfied with the download limit so it should be increased and also, they are dissatisfied with the broadband speed, so it should be taken care off. Most of the respondents using broadband for educational purposes, JIO Fiber should provide more offers to them. JIO Fiber should also improve their customer relationship.

II. CONCLUSION

The study reveals that the customers are very much satisfied with the JIO FiberWired Internet Connection. Brand name and the low charges are the main factors which influence the customers to subscribe JIO FiberConnection. But it should improve their quality of service, download limit and the broadband speed. Majority of the respondents are satisfied with the tariff but it should improve their Internet access speed. Also, the JIO Fiber should improve the relationship with the customers.

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