

Customers Satisfaction towards (JIO) Internet Service Provider in Tiruchirappalli City

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Abstract

To give the best service quality, it is important for companies to really understand their current quality of services by gaining feedback from customers so they would know the perceived service quality based on customer's point of view. Before social media was well known to the public, companies need to put extra effort to get feedback from customers. The efforts were by conducting direct surveys, online surveys, sending emails to customers, adding comment field son the website, including telephone numbers as a means of criticism and suggestions, distributing questionnaires, and doing interviews. This study investigates customer satisfaction towards JIO internet service in Tiruchirappalli city. A survey was conducted among 300 JIO customers, and the data was analysed using descriptive statistics and inferential statistics. The results show that customers are generally satisfied with JIO internet service, with high speeds and affordable prices being the key factors contributing to their satisfaction.

Keywords: Service Quality, Text Mining, Internet Service Provider, Investigates

I.INTRODUCTION

Telecom is one of the fastest-growing industries in India and as the second largest market in the world. The fast-moving development of the internet makes it easier for people to communicate across cities, provinces, and even the world. The internet has become a part of almost all aspects of people's lives. People open the internet in daily basis, for shopping, teaching, learning, and even working. The internet has become an essential part of modern life, and the demand for high-speed internet services is increasing rapidly. The usage number of internet has been significantly growing since Covid-19 pandemic. Before the entrant of Reliance JIO in India, Bharat Sanchar Nigam Limited (BSNL) is the major internet service provider enjoying about 43% of market share in India. JIO, a leading telecommunications company in India, has disrupted the market with its affordable and high-speed internet services. Tiruchirappalli city, being an important hub for education and business, has a high demand for internet services. This paper will try to review the existing research related to service quality using text mining as data collection tool especially in an ISP industry as studies on the quality of service in the ISP industry are still rarely glimpsed by researchers, while the public's need for the internet is increasing. The study of the service quality of internet service providers in Tiruchirappalli with the latest approach, namely text mining, is still very much needed. This research is expected to ignite the spirit of further researchers to continue to review the quality of ISP services in Tiruchirappalli so that they can develop.

Literature Review

VelgaVevere., Kamaldeep Singh., IvetaLinina. (2024). Framework for enhancing customer loyalty of telecommunication companies in India: a case of reliance JIO info communication Ltd. Enhancing customer loyalty has become a significant concern for several organisations due to the increased competition in the industries. The Indian Telecommunication Industry has experienced a major shift after the launch of Reliance JIO.

A Yadav., J.Patel., J Vidani.(2024) To Study Consumer Behaviour Towards Network Connectivity of Airtel and JIO in Ahmedabad City. The study evaluates the association between age and elements such as telecom provider choice, satisfaction with network coverage, internet speed, pricing, customer service, and the influence of promotional offers and advertisements.

Statement of Problem

The effective and efficient usage of mobile phone users and growth of mobile phone sector depends on the Network Service Providers. In this modern

technology the Network Service Providers are more in the market. So, the peoples are very difficult to select the Network Service Providers. The network service users meet many problems. So the researcher has analyzed the attitude of customers towards selection of network service providers. Entry of JIO in telecom sector has changed the market dynamics completely. Earlier there were only few options available with the customers in the form of Idea, this study investigates the relationship between customer satisfaction towards Internet users. This research was attempted to model the factors of consumer buying behaviour in selecting Internet Service providers in Tamil Nadu. Several attributes, namely service quality, price, customer perceived value, customer satisfaction, were examined for their influence on internet service provider in Tiruchirappalli.

Objectives of the Study

1. To investigate customer satisfaction towards Jio's internet service in Tiruchirappalli city.
2. To identify the factors that influence customer satisfaction.
3. To provide recommendations for Jio to improve its service and increase customer satisfaction.

Scope of the Study

The perception of users in this study describes a range of factors when selecting internet service providers, such as reason for using internet, device used for internet connectivity level of priority and further perceived quality, perceived risk and perceived trust which can directly influence on the user satisfaction level and intention to use in further. This study considered the internet user internet service providers who are the key players in Tiruchirappalli city, Tamil Nadu customer's satisfaction levels towards Jio's internet service.

Limitations of the Study

1. The study is limited to Jio customers in Tiruchirappalli city.
2. The study uses a survey research design, which may be subject to biases.

Need of the Study

This study focuses on the user's awareness and perception towards the internet service providers in Tiruchirappalli City. However, the study focused on

the view of analysing the different factors associated with the service providers as well as users' satisfaction. This study is necessary to understand customer satisfaction towards Jio's internet service and to identify areas for improvement.

Methodology

This study uses a survey research design to collect data from Jio customers in Tiruchirappalli city. A questionnaire was developed to measure customer satisfaction towards Jio's internet service. The questionnaire consisted of 20 questions, including demographic information, internet usage patterns, and satisfaction with Jio's service. In this study, both primary and secondary data has been used. Researcher has adopted the area sampling under probability sampling technique. Tiruchirappalli city has been selected for the study area. Sample of 400 internet users were distributed among in the city. In this study, Kaiser- Mayer-Olkin measure of sampling adequacy, exploratory factor analysis and Garret ranking used.

Data Analysis and Discussions

Although other factors exist, the literature and preliminary interviews, mentioned previous chapters revealed that the significant variables of customer satisfaction towards internet service providers in JIO. The constructs validity was investigated using Bartlett's Test of Sphericity and the Kaiser- Mayer-Olkin measure of sampling adequacy analyzing the strength of association among factors. The Kaiser-Mayer-Olkin measures of sampling adequacy were first computed to determine the suitability of applying variables analysis. It also assesses whether the data is appropriate to conduct variables analysis. Kaiser-Mayer-Olkin was also used to evaluate which factors to drop from the model due to multi-collinearity. The values of Kaiser-Mayer-Olkin differ from 0 to 1, and Kaiser-Mayer-Olkin overall should be .60 or higher to conduct factor analysis. A finding for the Kaiser-Meyer-Olkin measure of sampling adequacy is over .700 in all investigations. The Bartlett test of sphericity (over 8892.795 in all variables) showed that the correlation matrix has significant correlations ($p = 0.000$ for all variables) which indicated very good overall sampling adequacy.

Summary of Suggestions

Internet service providers must develop some entertainment/handcraft based, illustrative applications for home makers to get employment and personality development applications or provide them opportunities to start their own venture to increase the use of internet services. They must create the awareness of such

value added services offered to the consumers. Increase the usage of the internet, service providers could offer separate login with cloud storage to the users.

Considerably portion of users have accessed internet on travelling. Internet service providers may ensure the connectivity and quality of the network. Internet service provider must create proper awareness about the value added services offered. Advertisement or promotional activities must be an illustrative one to explain those value added services to the internet users.

II.CONCLUSION

This study investigated customer satisfaction towards JIO internet service in Tiruchirappalli city. The results show that customers are generally satisfied with Jio's internet service, but some customers expressed concerns about network coverage. Meanwhile, public's need for internet service is growing. This should be seen as an opportunity for researcher to do more research regarding the service quality of ISP companies so they could improve. Internet users are using internet for entertainment purpose, doing research and educational purposes. Internet users are comfortable to use mobiles and use the laptop for them internet activities.

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Future Research Directions

1. A similar study can be conducted in other cities to compare the results.
2. A study can be conducted to investigate the impact of Jio's internet service on businesses in Tiruchirappalli city.

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