

# A Study on Service Quality Provided By Bsnl Mobile Service with Special Reference To Coimbatore City

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**Abstract-** Service quality is the degree and direction between customer service expectations and perceptions. Perceived service quality is defined as how well a service satisfies the expectations of customers. Service quality has an impact on profitability and costs, as service quality influences customer satisfaction, it impacts customer retention, reduces costs and increases profitability. Service Quality is an important subject in both public and private sectors business firms and service industries. The Telecom sector is not an exception to this. For the purpose of the study, a convenient sampling survey was conducted among 120 respondents in Coimbatore city with the help of e-questionnaire. The tools used for this study are simple percentage analysis, Likert scale analysis, Rank analysis.

**Keywords-** Service quality, Telecom sector, Simple percentage analysis, Likert scale analysis, Rank analysis.

## I. INTRODUCTION

In many countries service sector plays dominant role in the markets. According to (Kotler, 2003), in the US economy, nearly 80 per cent of the employment opportunities provided and 76 per cent of the GDP contributed by the service sector. In India also service sector playing greater role in the nation's economy by contributing nearly 64 per cent of the GDP, having higher share in exports, 42 per cent of total exports from India, and providing high number employment opportunities. This indicates that the growing importance of the service sector. That is the reason why, companies well recognized the need for the better service quality and are looking for ways to perform better and attract and retain their customers in a high competitive manner (Wang. Y, 2003) Many researchers have been focused on this area of service quality for the last few years and recognized as one of the most important strategy of the business firms in the service sector to improve financial as well as marketing performance.

Service quality is considered as the most critical determinant of competitiveness for establishing and sustaining satisfying relationship with customers (Lewis, 1989). Business firms including banks have recognized the fact that the only

one best way to manage the competition is the quality differentiation. Advance technology, customer oriented corporate culture, a well designed service-system and excellent information system are the major factors that decide the superior quality of service of an organization. Providing excellent service quality and maintaining the high customer satisfaction is the important issue and the challenge facing contemporary service industry (Hung, 2003).

Thus Service Quality is an important subject in both public and private sectors business firms and service industries. The Telecom sector is not an exception to this.

## II. STATEMENT OF THE PROBLEM

Extensive research has been done on service quality provided by BSNL as part of mobile service. All these studies have concentrated on urban areas only. No concrete study found out the perceptions of rural customers about the quality of BSNL mobile services. There is a need for an extensive study on the rural customer's perceptions on the service quality in BSNL service offered in rural areas. To know the customer's need on the service quality of BSNL. Hence this research study was undertaken. To know the suggestions given by respondents to improve the service quality of BSNL mobile service.

## III. OBJECTIVES OF THE STUDY

To find out how the users perceive quality service by BSNL mobile service provider.

To find out whether BSNL is meeting the quality expectations of the users.

Find out if there are any differences in the perception of quality provided by BSNL and other telecom services.

## IV. RESEARCH METHODOLOGY

### SOURCE OF DATA

- Primary data is used in the study. It is original data for the purpose of collection of primary data, e-questionnaire were filled by the respondents. The e-questionnaire comprises of close ended.
- The secondary data was collected from various possible records like books, magazines, periodicals and websites.

## V. RESAERCH DESIGN

### • Sampling technique

The sampling technique used in this study was convenient sampling.

### • Sample size

The study was conducted with a sample size of 120 respondents.

### • Area of study

The study was undertaken in Coimbatore city.

## TOOLS FOR ANALYSIS

- Simple percentage method
- Likert scale analysis
- Rank analysis

## LIMITATIONS

- Sample size restricted to 120 customers of BSNL.
- The study was focused only in the Coimbatore city.
- Findings of the study purely depends upon the responses given by respondents.

## VI. REVIEW OF LITERATURE

Silky Vigg Kushwah, Ahuti Bhargav (2014), this study entitled Service Quality expectations and perceptions of telecom sector in India. For service providers, the pursuit of serv/ice quality is essential for competitiveness and gaining momentum. In fact, mobile telecommunication has become one of the most effervescent service sector in the country with its growing network coverage. From the preceding analysis, it is obvious that the customers expectation from the mobile phone service providers are higher than the perceived quality of the service provided by them.

Dr. Ipseeta Satpathy, Dr.B.C.M. Patnick, and Sharad Kumar (2017), this study entitled Service Marketing and Service Quality- A Conceptual Framework. Service industry in India has a significant contribution towards Indian GDP and many service industries are growing which is not only attracts foreign investments also helps in create job opportunities within territorial boundary of the country. To undertake the empirical study on service quality provided in aviation sector. Service quality is an important component in modern day business. The very survival of the business depends upon the quality of service provided to customers.

Pankaj Sharma, Deepika Jhamba (2017), this study entitled Measuring service Quality in the Telecom Industry in India. In the global competitive atmosphere of today, the quality of the service offered is considered as an essential strategy for achieve and survive. Telecom industry has been under enormous pressure to provide quality offers and increases efficiencies. To experience Servqual reliability and internal consistencies of the five dimensions as prompt through Parasuraman et al. (1988), the survey tool used using Cronbach's alpha values for each dimensions. As a way to bridge the gap between satisfactory customer service perceptions in the telecom industry in India, the service providers must give extra coaching to improve their customer service talent.

## VII. DATA ANALYSIS AND INTERPRETATION

The chapter deals with analysis and interpretation of the study "A Study Service quality provided by BSNL mobile service with special reference to Coimbatore City". Based on the data collected, the collected data have been analyzed using the following statistical tools.

- Simple Percentage Analysis
- Likert Scale Analysis
- Ranking Analysis

**TABLE SHOWING  
TYPE OF SERVICE PREFERRED BY RESPONDENTS**

S.NO	SERVICE OFFERED	NO. OF RESPONDENTS	PERCENTAGE
1	Prepaid	93	77.5%
2	Postpaid	27	22.5%
	Total	120	100%

## INTERPRETATION

The above table shows that 77.5% (93) respondents prefer prepaid services, 22.5% (27) respondents prefer postpaid services.

Hence, majority 77.5% (93) of respondents prefer prepaid services.

**TABLE SHOWING  
OPINION TOWARDS CUSTOMER CARE SKILLS**

S.NO	PRODUCT	NO. OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL VALUE
1	Excellent	40	4	160
2	Good	55	3	165
3	Fair	21	2	42
4	Poor	4	1	4
	Total	120		371

**INTERPRETATION:**

$$\begin{aligned} \text{LIKERT} &= (\text{fx}) / \text{Total number of respondents} \\ &= 371 / 120 \\ &= 3.09 \end{aligned}$$

Hence, Likert Scale Value is 3.09 which is greater than 3. So the respondents say that customer care skills are excellent.

**TABLE SHOWING  
PERFORMANCE OF MOBILE SERVICE BY BSNL**

S.NO	PERFORMANCE	I	II	III	IV	V	TOTAL	RANK
1	Pricing	5	12	12	76	15	276	IV
		(5)	(4)	(3)	(2)	(1)		
		25	48	36	152	15		
2	Calls	97	11	3	4	5	551	I
		(5)	(4)	(3)	(2)	(1)		
		485	44	9	8	5		
3	Internet	9	69	25	8	9	421	II
		(5)	(4)	(3)	(2)	(1)		
		45	276	75	16	9		
4	Customer care	7	7	8	16	82	201	V
		(5)	(4)	(3)	(2)	(1)		
		35	28	24	32	82		
5	Roaming	2	21	72	16	9	351	III
		(5)	(4)	(3)	(2)	(1)		
		10	84	216	32	9		

**INTERPRETATION**

In the above table, out of 120 respondents, Pricing are in the Rank of IV, Calls is in the Rank of I, Internet is in the Rank of II, Customer care is in the Rank of V and Roaming is in the Rank of III.

**VIII. FINDINGS**

**SIMPLE PERCENTAGE ANALYSIS**

- Majority 65.8% (79) of the respondents are male.
- Most 45.8% (55) respondents age group up to 21 to 30 years.
- Majority 58.3% (70) respondents have graduate level education.
- Majority 60.0% (72) respondents are unmarried.
- Most 29.2% (35) respondents are employee.
- Most 48.3% (58) respondents have annual income up to 240,000.
- Majority 77.5% (93) respondents prefer prepaid services.
- Most 32.2% (30) of the respondents find flexible recharge as their attractive aspect.
- Majority 55% (54) respondents pay their bills in stores.
- Majority that 77.5% (93) respondents see that billing methods are transparent.
- Majority 90% (108) respondents are satisfied with the service
- Majority 89.4% (110) respondents find tariffs are beneficial.
- Majority 70.8% (85) respondents say BSNL network is widely available.
- Most 40.8% (49) of the respondents find cost benefits as a barrier.

**LIKERT SCALE ANALYSIS**

- Likert Scale Value is 3.09 which is greater than 3. So the respondents say that customer care skills are excellent.
- Likert Scale Value is 2.67 which is greater than 2. So the respondents agree that the network is reliable.
- Likert Scale Value is 2.32 which is greater than 2. So the respondents agree that delivery of SMS, MMS & other services are timely.
- Likert Scale Value is 2.03 which is greater than 2. So the respondents agree that there is prompt delivery of services.

- Likert Scale Value is 2.12 which is greater than 2. So the respondents agree that the internet speed is at satisfactory level.
- Likert Scale Value is 2.15 which is greater than 2. So the respondents agree that the customer care is able to listen to their problems.
- Likert Scale Value is 2.10 which is greater than 2. So the respondents agree that the service provider collects customer's feedbacks.
- Likert Scale Value is 2.17 which is greater than 2. So the respondents agree that there are enough number of retail outlets.

### RANK ANALYSIS

- It is observed that the **Call service** is ranked first.

### SUGGESTIONS

There are a few suggestions made to improve the service quality of BSNL mobile service.

- BSNL should emphasis more on postpaid plans by making customers aware of the unique features of the plans.
- Advertising campaigns must focus on family members and friends aggressively so that they can create new customers.
- BSNL service provider must give extra coaching to improve customer care skills.
- BSNL should consider the opinions of its customers in setting their areas for exceptional development.
- BSNL should invest more on improving their network coverage in order to retain their customers.

### IX. CONCLUSION

This study was undertaken to examine the service quality of BSNL mobile service. The outcome of the research shows a comprehensively integrated framework for us to understand that vibrant relationship among several dimensions of service quality, price, availability and promotion to have a handful of ideas on the customer's perceptions. If service quality exceeds, meets or falls below expectations, there would be a common ground for improvement of the service quality. Using the BSNL mobile service, we may deduce that the service quality of BSNL mobile phone service provider is low and they need to take urgent steps to shore up the quality of service.

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