Study on Customer Satisfactions of mobile service providers with respect to Dimensions of SERVQAUL, CSI, IPV models in Hyderabad, India

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ABSTRACT \Satisfaction of customer is one of the major issues not only for product manufacturers but also for thebusiness offering services. Satisfied customers come back again to avail services and can be easily converted into loyal customers. Their echoing of satisfaction also brings new customers thus help in multiplying businessand grabbing market shares. The increased awareness of customers, availability of numerous alternatives, new tech-neologies and information technologies are compelling the companies to satisfy their customers. The present study focuses on the dimensions of the services provided by mobile service providers which are responsible for the satisfaction of the mobile service customers. Thus the difference between the customer satisfactionsof different mobile service providers has been examined through ANOVA to achieve the objectives of the study.

Introduction:

Customer Satisfaction is a debated topic during both business expansions and recessions. Kolter and Armstrong1 (1999) defined the customer satisfaction as the customer's perception that compare their pre-purchase expectations with post purchase perception. Oliver (1997) defines satisfaction as "the consumer's fulfilment response", a post consumption judgment by the consumer that a service provides a pleasing level of consumption-related fulfilment, including under or over fulfilment. Customer satisfaction is the customers' evaluation of services after purchase as opposed to their expectation (Zeithaml& Bitner3, 2000).

Fonvielle4 (1997) emphasized the customer satisfaction as the only way to business success. Customer satisfaction is the overall evaluation to services. It is the reflection customers make to their previous purchase. If it always exceeds their expectation, their loyalty increases. Customer satisfaction should be highly valued in business (Ostrom& Iacobuci,5 1995; Hou& Yao 6, 1995; McAlexander et al 7., 2003).

Mobile services are one of the most important components of any country. It plays a very significant role in the economy of a country. It is central to a nation's economy as it caters to the needs of credit for all the sections of the society. India is not only the world's largest independent democracy, but also an emerging economic giant. Without a sound and effective mobile service system, no country can have a healthy economy.

The success of a business depends on how its customers perceive it. The more satisfied the customers, the more the loyalty and more are the business. Satisfied customers are the ambassador of the business is their satisfaction echoed outside which help in improving the image of the business as well expansion of it. And therefore service organizations have begun focusing on the customer perceptions of service quality because it helps in developing strategies that lead to customer satisfaction Shraavana & Rao8 (2007).

The main objective of the study is to measure the dimensions of services which are responsible for the satisfaction of customers of mobile serviceproviders of Indore with various.

Literature Review

Satisfaction of customer is one of the major issues not only for product manufacturers but also for the business offering services. The increased awareness of customers, availability of numerous alternatives, new technologies and information technologies are making compelling the companies to satisfy their customers.

Many studies have been conducted to examine the satisfaction and intention of telecome customers in india(Satya Narayan behera; 2008-2010); (khayatiM.patel, 2014); (Naman shah, 2008); (Venugupal, 2012);*Sahzadali gill, 2014) Mihelis et al10., 2001; Wirtz 11, 2003; Laforet and Li 12, 2005; Liu et al 13., 2008;; Bamdad and Rafiei 14, 2009; Udo et al 15., 2010; Gilaninia and Mosa-vian 16, 2010; Kazemi and Mohajer 17, 2010; Samadi and eskandari18, 2011; Grigoroudis et al. 19, 2012).

Researcher suggested that good service quality help to retain the ex-isting customers, acquiring new, reducing costs, improve profitability, generate positive word to mouth canvassing and help in enhancing corporate (Berry et al 20., 1989; Re-ichheld&Sasser 21, 1990; Rust &Zahorik 22, 1993; Cronin et al 23., 2000; Kang & James 24, 2004; Yoon & Suh 25, 2004.

Research Design

In this study descriptive cross sectional design has been used to carry out the research.

Population

The population for study is the people of hyderabad who are having mobile service.

Data Collection Instruments - Questionnaire

Research is based on primary information; Collected through new administered questionnaire which was distributed to the customers and collected after its completions

5 dimensions -Tangibles, Reliability, Responsiveness, Assurance, and Empathy of SERVQUAL model and 4 dimensions of IPV model and 3 dimensions of CSI model have been divided into 29 statements to measure service quality in the mobile service providers.

Scale for measurement:
The five point scale (5-Strongly agree, 4 –Agree, 3-nor agree neither disagree, 2- Disagree and 1- Strongly Disagree) has been used to measure the satisfaction of the customers. and their correlation with various dimensions of service.

Research questions and Hypothesis:
Research question 1: (RQ1) Do Servqual factors have an effect on customer satisfaction?

H1a: Reliability has no effect on customer satisfaction
H1b: Responsiveness has no effect on customer satisfaction
H1c: tangibles has no effect on customer satisfaction
H1d: assurance has no effect on customer satisfaction
H1e: Empathy has no effect on customer satisfaction
Research question 2: (RQ2) Do CSI factors have an effect on customer satisfaction?

H1a: perceived value factors has no effect on customer satisfaction
H1b: customer complain factors has no effect on customer satisfaction
H1c: customer loyalty factors has no effect on customer satisfaction
Research question 3: (RQ3) Do IPV factors have an effect on customer satisfaction?
H1a: Loyalty District (Continue to maintaining quality of service level) has no effect on customer satisfaction,
H1b: HealtyDestrict (more inputing quality of service level) has no effect on customer satisfaction,
H1c: Neglected Destrict (maintained of quality of service level) has no effect on customer satisfaction,
H1d: OpputrunityDestrict (improved of quality of serivce level) has no effect on customer satisfaction
Statistical Tools: For testing the hypothesis of Correlation between customer satisfaction and dimensions of service-quality, ANOVA test has been done using statistical software SPSS.

Data Analysis
Demographic profile of the customers

Profile of users of mobile services is presented in table 1:

Table no 1Profile of users of mobile services

	Frequency	Percent	
Age			
15-20	100	27.1	
21-25	81	22.0	
26-30	55	21.9	
31-35	93	4.0	
Above age of 36	40	10.8	

Total	369	100	
Gender			
male	160	43.4	
female	209	56.6	
Total	369	100	
Academic Qualification			
bachelor	205	55.6	
Master and above	164	44.4	

Total	369	100	
Occupation			

manufacturing	36	9.8	
Finance	37	10.0	
services	55	14.9	
education	55	14.9	
architect	34	9.2	
agency	52	14.1	
IT software	60	16.3	
student	40	10.8	
Total	369	100	
income			
Under 1 lakh	77	20.9	
between1-3 lakh	85	23.0	
Between3-5 lakh	87	23.6	
Between5-7 lakh	71	19.2	
Above 7 lakh	49	13.3	

Mobile service Provider

Provider	Frequency	%
idea	92	24.9
Vodafone	92	24.9
airtel	92	24.9
bsnl	93	25.3
Total	369	100

Out of 369 respondents, 209 were females and 160 were male the percent wise distribution of gender is 43.4 percent male and 56.6 percent are female, The respondent's age have been grouped in four groups, 15-20, 21-30, 31-35, and 35 above.

Respondents who were classified in 2 group bachelor, master and above .205 respondents are bachelor whose percentage is 55.6 and master and above whose number is 164 and percentage is 44.4 .

ANOVA test of Customer Satisfaction with respect to mobile service providers:
**PROVIDERS:**

Table 2: ANOVA
CAUSTOMER SATISFACTION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.240	3	1.413	5.103	.002
Within Groups	101.086	365	.277		
Total	105.326	368			

It can be seeing from table 4.124 that null hypothesis is REGECTED as the p value is LESS than 0.05

RESULT:
There is significant difference between BRAND GROUPS with respect to perception about CUSTOMER SATISFACTION FACTORS

Figure 1:mean plot of brands with respect to customer satisfaction
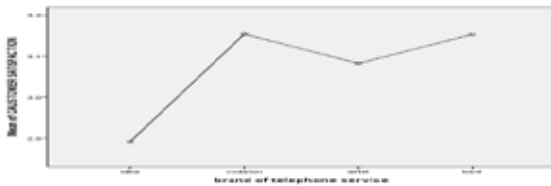
As we see between (idea and bsnl) and (idea and vodafon) and (vodafon, bsnl) there is significant statistically difference in rating customer satisfaction factors.

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