

A STUDY ON CUSTOMER SATISFACTION OF BSNL LANDLINE SERVICES IN HYDERABAD

RAKHEE MAIRAL RENAPURKAR

Sr.Asst.Professor, Department of Business Management,
Badruka College PG Centre, Kachiguda, Hyderabad

E-mail: rakhee.renapurkar@gmail.com

ABSTRACT:

Every Business targets its target customer and their optimal goal would be the satisfaction of their ultimate customer. In this competitive world of Business everything starts and ends with needs of the customer. As we know that communication is lifeblood of every business, there is very tough competition between the service providers. The main objective of the study is to understand the levels of satisfaction of customers towards BSNL landline services; to analyze their opinion and expectation with special reference to BSNL. Simple random sampling technique is used. The sample size is 100. The respondents of the study are part of population of Hyderabad city. Both primary and secondary data is used. The data has been mainly analyzed by using the Percentage Analysis and Chi - Square Test. Most of them are not much satisfied with the attitude of the staff and response to their queries, significant weight age should be given by the BSNL towards customer complaints. Only few are aware of call divert option and various schemes under BSNL. It is found that customers are satisfied with services. BSNL should focus on the promotional strategies in be competent in the market.

Keywords: Customer Satisfaction, BSNL Services and Schemes, Competition.

INTRODUCTION:

Any Business starts and ends with the customers and hence the customers should be treated as the king. The profit, status, image etc., of the organization depends on its customers. Hence it is important that organizations meet the customers' expectations. Customer satisfaction becomes a measure to modify the product and adopt a strategy which can serve the need of the customer.

It can be attained only if the customer has good relationship with the supplier. In today's business market, customer satisfaction is important performance factor. Hence more the customer satisfaction better is the business and bonding with the customer.

REVIEW OF LITERATURE:

Dr. M. Prakash and M. Manickam in their study entitled "Analyze the Customers Satisfaction Level towards the landline service provided by BSNL opined that each and every activities starts and ends with customer in business scenario. So customer satisfaction plays a vital role in every organization. Through this study the effect of Demographic variable on the level of satisfaction as well as the Behavioural pattern of the user is analyzed in this study. It is found that services provided by BSNL are at satisfactory level and many among them are not happy with the features on its handset. BSNL should focus on promotional strategies to enhance their service activity to be competent and to satisfy their customers.

M.Guruswamy, A.Velsamy and Dr.N.Rajasekar in their paper on "A study on customers' satisfaction towards BSNL landline services in Salem city, Tamil Nadu" discussed that the customer satisfaction is the main goal of every business organization. The objectives of the study were to study level of satisfaction of customers towards BSNL landline services; through influence of demographic variables; limit of usage of various BSNL schemes; the operational performance. The major purpose of descriptive research is description of state of affairs, as it exists at present. Simple random sampling technique is used for collection of data. They found that customers are just satisfied from its services. They are not very happy with the handset and various schemes which are not updated timely to the customers.

NEED FOR THE STUDY:

The study is taken up to understand how BSNL landline services are satisfying customers by providing prompt services, varied schemes and proper resolution of issues from customers end. The study is restricted

to Hyderabad region only to understand and understand customer needs and their satisfaction thereof.

SCOPE OF THE STUDY:

The study is being conducted to understand the perception and satisfaction of the customers of BSNL at Hyderabad about the services of BSNL Land line service.

OBJECTIVES:

1. To understand the measures taken towards Customer satisfactions in B.S.N.L
2. To know the level of customer satisfaction from landline services
3. To evaluate the customer perception and satisfaction.
4. To suggest BSNL in order to provide better focused services.

RESEARCH METHODOLOGY:

For the purpose of the study, both primary and secondary data has been used. Primary data is collected with the help of structured questionnaire. Secondary data is collected from the office records, HR manuals, journals and relevant websites. Sampling technique: The simple random sampling technique was adopted for collection of reliable data. Sample Size: A sample of size 100 (63 male & 37 female) is considered. Research design: Descriptive research design is used for the study. Statistical tools and techniques: The data was tabulated and classified under different headings for administering the percentage method and Chi-Square. Hence in order to represent the data, pie charts are used.

LIMITATIONS .

The area of study is limited to Hyderabad city only; hence the results may not be true for other geographical areas. . The time at the disposal of the researcher is limited.

DATA ANALYSIS AND INTERPRETATION

Q.1 In how many days the connection is being provided?

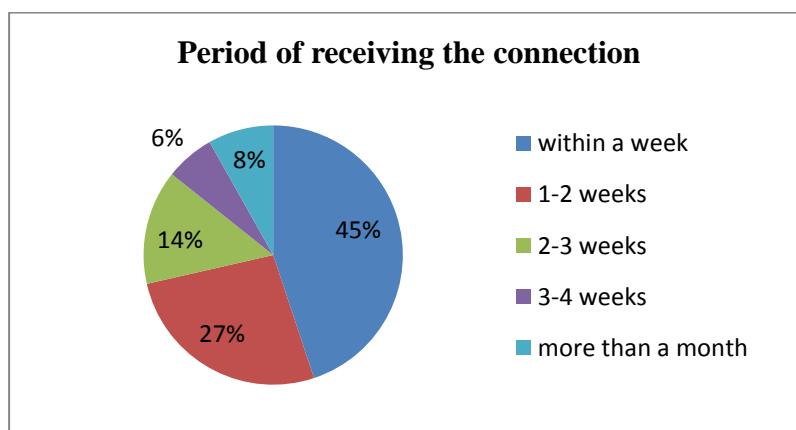


Chart 1: Period of receiving the Connection

Interpretation: It is inferred that 49% of respondents are not getting connection immediately, 45% are getting within a week, 27% are getting within 1-2 weeks, 14% are getting within 2-3 weeks, 6% are getting within 3-4 weeks and 8% are being provided after a month.

Q.2 How do you feel about the call connectivity of landline in local as well as in ISD/STD?

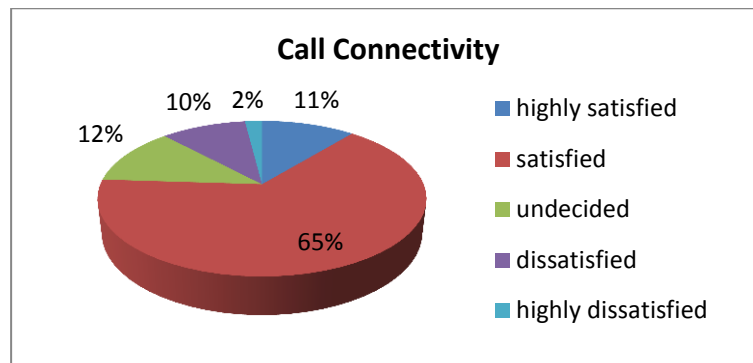


Chart 2: Call Connectivity

Interpretation: It is inferred that 11% of the respondents are highly satisfied, 65% are satisfied, 12% are undecided, 10% are dissatisfied and 2% are highly dissatisfied.

Q.3 Which type of mode of payment is best suitable for you?

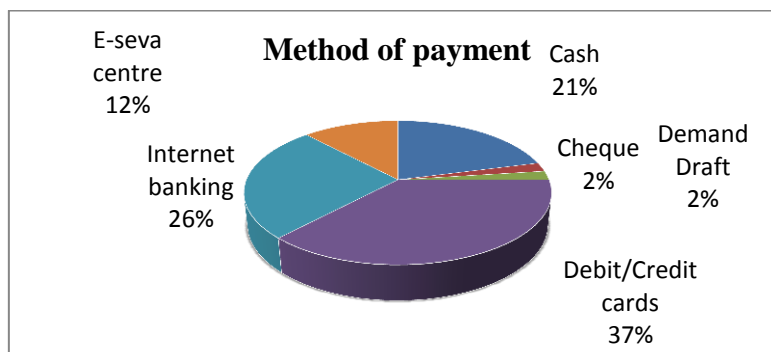


Chart 3: Method of Payment

Interpretation: It is inferred that 21% of the respondents feel that payment through cash is suitable, 2% feel cheque payment is suitable, 2% feel DD payment is suitable, 37% feel debit/credit cards payment is suitable, 26% feel internet banking is suitable and 12% feel payment through E-seva centre is suitable for them.

Q.4 Are you regularly being informed about the new schemes/services of BSNL landline?

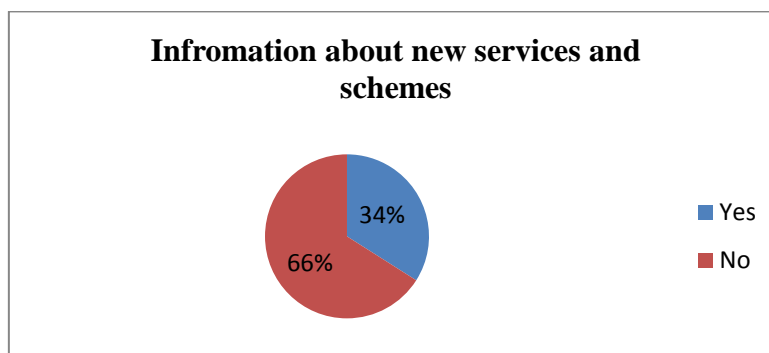


Chart 4: Information about New Services and Schemes

Interpretation: It is inferred that 66% of the respondents are not being informed about new schemes and services, 34% of the respondents are being informed about the new schemes and services.

Q.5 In how many days issues if any, are being resolved?

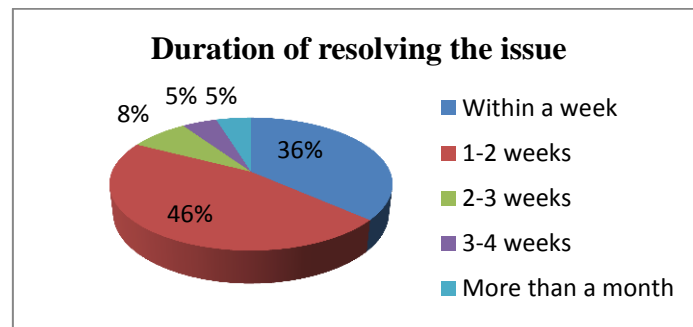


Chart 5: Duration of Resolving the Issue

Interpretation: It is inferred that for 36% of respondents the issue is being resolved within a week, for 46% within 1-2 weeks, for 8% within 2-3 weeks, for 5% within 3-4 weeks and for 5% after a month.

Q.6 How do you feel about the overall services provided by BSNL? [Connectivity]

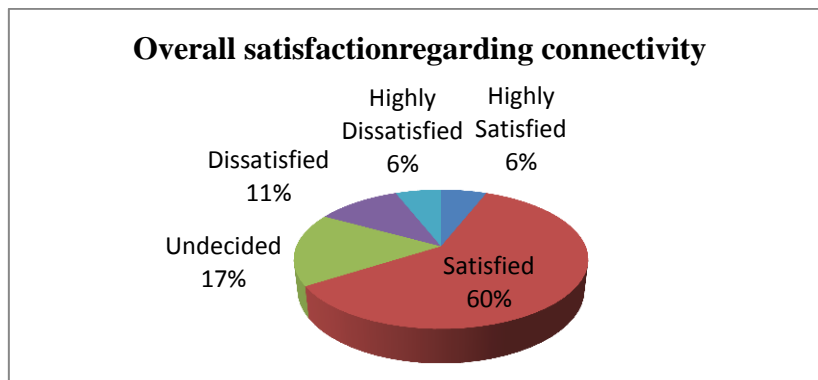


Chart 6: Overall Satisfaction Regarding Connectivity

Interpretation: It is inferred that 6% of the respondents are highly satisfied with the overall services regarding connectivity, 60% are satisfied, 17% are undecided, 11% are dissatisfied and 6% are highly dissatisfied.

Q.7 How do you feel about the overall services provided by BSNL? [Call charges]

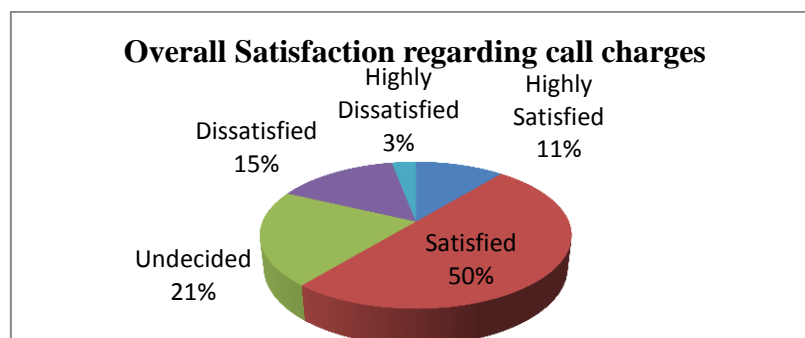


Chart 7: Overall Satisfaction Regarding Call Charges

Interpretation: It is inferred that 3% are highly satisfied with the overall services regarding call charges, 50% are satisfied, 21% are undecided, 15% are dissatisfied and 3% are highly dissatisfied.

Q.8 How do you feel about the overall services provided by BSNL? [Quality of service]

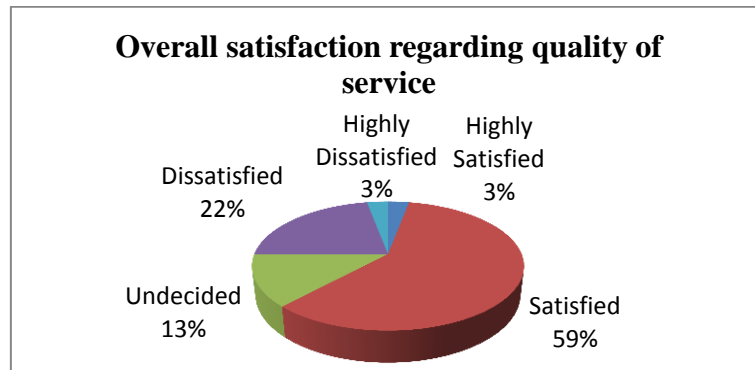


Chart 8: Overall Satisfaction Regarding Quality of Service

Interpretation: It is inferred that 3% of the respondents are highly satisfied with the overall services regarding quality of service, 59% are satisfied, 13% are undecided, 22% are dissatisfied and 3% are highly dissatisfied.

Q.9 Please give your overall satisfaction about BSNL landline services

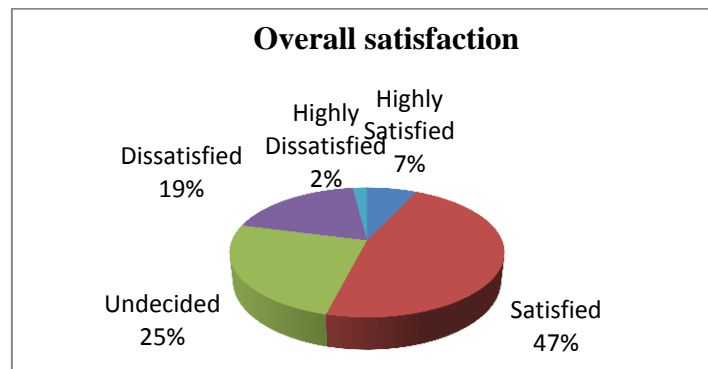


Chart 9: Overall Satisfaction

Interpretation: It is inferred that 7% of the respondents are highly satisfied with the overall satisfaction of landline services, 47% are satisfied, 25% are undecided, 19% are dissatisfied and 2% are highly dissatisfied.

CHI-SQUARE TEST

Age of the Subscriber and Overall Satisfaction Towards BSNL Landline Services

Age	Level of satisfaction on BSNL landline services					Total
	Highly satisfied	Satisfied	Undecided	Dissatisfied	Highly dissatisfied	
Below 27 years	3	23	9	4	1	40
27-35 years	1	10	9	9	1	30
Above 35 years	3	14	7	6	0	30
Total	7	47	25	19	2	100

Table 1 - Chi-square test between Age and Overall Satisfaction

Null Hypothesis (H_0)- There is no significant relationship between age and overall level of satisfaction towards BSNL landline service. **Alternative Hypothesis (H_1)-**There is close relationship between age and overall level of satisfaction towards BSNL landline service.

Calculated χ^2 **value: 8.089**; Table value: 15.507. This is the calculated χ^2 value at 8 degree of freedom. From the above analysis, we find that the calculated value of χ^2 is less than the table value and hence, the null hypothesis accepted. So, there is no significant relationship between age and overall level of satisfaction towards BSNL landline service.

Gender and Overall Satisfaction Level Towards BSNL Landline Services

Gender	Level of satisfaction on BSNL landline services					Total
	Highly satisfied	Satisfied	Undecided	Dissatisfied	Highly dissatisfied	
Male	7	31	14	10	1	63
Female	0	16	11	9	1	37
Total	7	47	25	19	2	100

Table 2 - Chi-square test between Gender and Overall Satisfaction

Null Hypothesis (H_0)- There is no significant relationship between gender and overall level of satisfaction towards BSNL landline service. **Alternative Hypothesis (H_1)-**There is close relationship between gender and overall level of satisfaction towards BSNL landline service.

Calculated χ^2 **value:5.8339** ; Table value: 9.488. This is the calculated χ^2 value at 4 degree of freedom. From the above analysis, we find that the calculated value of χ^2 is less than the table value and hence, the null hypothesis accepted. So, there is no significant relationship between gender and overall level of satisfaction towards BSNL landline service.

FINDINGS

- Most of the respondents belong to the age group below 27 years and most of the respondents belong to male category.
- Most of the respondents are educated till graduation and most of the respondents are government employees and students.
- It is stated that 87% of the respondents are using general scheme and most of them are using the BSNL landline for more than 5 years. They are using it for residential purpose and are availed of the STD facility.
- It is found that most of the respondents are satisfied in getting their new connection immediately after submitting their application. They are satisfied with the call connectivity of landline in local as well as STD and are satisfied with the voice clarity of the call while communicating.
- It is found out that most of the respondents are aware of the call charges of competitors. It is noted that among various billing services provided by BSNL delivery of bills and mode of payment through debit/credit cards makes the respondents satisfied. They are dissatisfied with the attitude of the staff and response to their queries.
- It is noted that the demographic variables age, gender, occupation status and period of usage has no relationship with the overall satisfaction level and customer are being addressed regarding any fault.



SUGGESTIONS

- Respondents are satisfied with the services provided by the BSNL landline but some respondents are undecided about the satisfaction and therefore, steps should be taken to make the customers more satisfied.
- Respondents are not aware of the dynamic locking facility and services. So necessary promotion should be made regarding unique and value added services.
- Respondent's complaints are not being addressed immediately, so necessary steps should be taken into to improve the customer's satisfaction.
- Respondents are not being informed about new schemes and services. Thus, BSNL has to carry out innovative and creative ideas and conduct more campaigns to make them aware of new schemes.
- Respondents say that whenever a complaint is made, the complaint is not being resolved and without the issue being resolved they get the message as the complaint is resolved. So BSNL should look into satisfying the trust of customers by paying attention to their complaints properly.

CONCLUSION:

From the study it is identified that the service provided by BSNL is at satisfactory level to the expectations of a substantial percentage of respondents. But most of the respondents are not satisfied with the attitude of the staff and responses to their queries, enquiry about different schemes and services. Therefore, BSNL should concentrate on improving their staff who response on behalf of them to stay in the competitive world. BSNL should focus on strategies to come out with promotional measures so as to equally compete with the private service providers and to enhance their service activity to satisfy their customers. By using Chi-square test it is found that here is no significant relationship between occupation status and overall level of satisfaction towards BSNL landline service. It is also found that there is no significant relationship between the period of usage and overall level of satisfaction towards BSNL landline service

BIBLIOGRAPHY

1. Kothari. C.R (2004): 'Research Methodology Methods & Techniques', New Age International Publishers, New Delhi, 2nd Edition.
2. Richard I. Levin, David S. Rubin (2004): 'Statistics for Management', Prentice Hall of India Private Limited, New Delhi, 7th Edition.

www.traai.com

www.bsnl.co.in

www.dot.gov.in

<http://iosrjournals.org/iosr-jbm/papers/ncibppte-volume-3/11.pdf>

[file:///C:/Documents%20and%20Settings/Rakhi/My%20Documents/Downloads/47153-59893-1-SM%20\(2\).pdf](file:///C:/Documents%20and%20Settings/Rakhi/My%20Documents/Downloads/47153-59893-1-SM%20(2).pdf)

<http://iosrjournals.org/iosr-jbm/papers/ncibppte-volume-3/11.pdf>

<https://issuu.com/sanjaykumarguptaa/docs/a-study-on-customer-satisfaction-for-b.s.n.l-landl>