



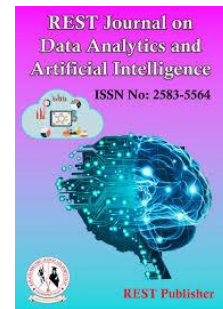
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A Study on Ways of Improving Customer Satisfaction with Reference to Airtel

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Abstract: In modern times business organizations are adopting new techniques and methods for growth of business. The organizations are giving better services to their customers to face challenges posed by the competitors. For every business, it is necessary to retain the present customers use regarding the services provided by key organizations like Bharathi Communication Private Limited., which is the authorized dealer of Airtel.

Some of the major competitors in this area are, India Reliance, Idea, BSNL, Vodafone, etc. hence there is a need for the study.

Keywords: Customers, competitors, Authorized Dealers, Services

1. INTRODUCTION

Satisfaction is the level of a person's felt state resulting from comparing a product's performance in relation to the person's expectations. The satisfaction level is a function of the difference between perceived performance and expectations. A customer could experience one of three broad levels of satisfactions. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied, pleased, or delighted. Companies are aiming high because customers who are just satisfied will still find it easy to switch suppliers when a better offer comes along. In one consumer packaged-goods category, 44% of those reporting satisfaction subsequently switched brands. Those who are highly satisfied are much less ready to switch. One study showed that 75% of Toyota buyers were highly satisfied and about 75% said they intended to buy a Toyota again. The fact is that high satisfaction or delight creates and emotional affinity with the brand, not just a rational preference, and this creates high customer loyalty.

2. REVIEW OF LITERATURE

Source: Lee et al. Springer Plus (2016) 5:1577 Customer satisfaction is the key factor for successful and depends highly on the behaviors of frontline service providers. Customers should be managed as assets, and that customers vary in their needs, preferences, and buying behavior. This study applied the Taiwan Customer Satisfaction Index model to a tourism factory to analyze customer satisfaction and loyalty. We surveyed 242 customers served by one tourism factory organizations in Taiwan. A partial least square was performed to analyze and test the theoretical model. The results show that perceived quality had the greatest influence on the customer satisfaction for satisfied and dissatisfied customers. In addition, in terms of customer loyalty, the customer satisfaction is more important than image for satisfied and dissatisfied customers. The contribution of this paper is to propose two satisfaction levels of CSI models for analyzing customer satisfaction and loyalty, thereby helping tourism factory managers improve customer satisfaction effectively. Compared with traditional techniques, we believe that our method is more appropriate for making decisions about allocating resources and for assisting managers in establishing appropriate priorities in customer satisfaction management. Scope Of The Study The geographical scope of study is confined to the city of Hyderabad. The various customers were met to find out their satisfaction towards the various elements that satisfies the customer. Satisfaction is a persons

feeling of pleasure or disappointment resulting from comparing a products perceived performance or out come in relation to his or her expectations. Satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Objectives Of The Study: To study about the customer satisfaction with regard to AIRTEL brand. To study the opinion of customers regarding the availability of network signals. To study the opinion of the customer regarding its Recharge Denomination and Post paid Schemes offered by the company. To study the effectiveness of advertisements effect on all types of AIRTEL services like post paid, pre-paid, GPRS services etc.

3. METHODOLOGY

The principal objective of the study is to evaluate the effectiveness of the current customer satisfaction of Airtel. A convenience random sample of 100 customers has been taken to conduct the study. The selected customers were approached in order to administrator a questionnaire- format for customer survey. Source of data: Data, which is a vital aspect in any research, has been collected through various resources, the sources range from the company to the customers. This has been segregated under two heads. Primary source of data: Primary source of data is the data which needs the personal efforts of collecting and which are not readily available. Primary data is the first hand information, which has been collected directly from the customers. Following are few ways in which the data was collected: Questionnaires: its set of questions on a sheet of paper was being given to the Respondents to fill it. Direct interviewing: direct interviewing involved the process where questions are asked directly to the customers and got the feedback. Secondary data: The secondary data are an integral part of any research study or a research report as it provides information on key variables, which pay major part in the actual research the data cannot be obtained in person within a short span of project life. Thus, sources of secondary data collected include. The internet which is the source of information of any issue. Various business journals, magazines and newspapers. Data provided by the company. Sample size: By using convenient random sampling technique, 100 customers of Airtel users are selected for the purpose of the study. Direct questionnaire is used to survey the customer. Limitations Of The Study The study is restricted in scope to owing the following limitations. Due to constraint of time, city of Hyderabad is alone selected and so it cannot claim to be a comprehensive study of the population. The sample size is restricted to 100 respondents. The data is obtained through a structured questionnaire and it has its own limitations in its analysis and interpretations. Some respondents did not provide the requisite information pertaining to the questionnaire. Data Analysis & Interpretation

TABLE 1. How you are satisfied with your subscription?

Opinion	No.of Respondents	Percentage %
Fully Satisfied	75	75
Partly Satisfied	15	15
Not Satisfied	10	10
Total	100	100

Interpretation: From the above table of respondents are satisfied with this subscription, 15% respondents are partly satisfied, and 10% of respondents are not satisfied with this subscription.

TABLE 2. Are you satisfied with the Signal Of Airtel?

Opinion	No.of Respondents	Percentage %
Yes	80	80
No	20	20
Total	100	100

Interpretation: From the above table show on 80% of respondents are satisfied with network signal of Airtel and 20 % respondents are not satisfied with network signals.

TABLE 3. How long you have been using this Airtel?

Opinion	No.of Respondents	Percentage %
Less then 3 months	40	40
Less than 6 months	35	35
6 Months to One Year	25	25
Total	100	100

Interpretation: From the above table shows 40% respondents are using less than 3 months. 35% respondents are using less than 6 months. 25 % respondents are using from 6 months to one year.

TABLE 4. How do you rate the Airtel?

Opinion	No.of Respondents	Percentage %
Very Good	60	60
Good	20	20
Average	10	10
Bad	10	10
Total	100	100

Interpretation: From the above table shows 60% respondents are says very good, 20% respondents are says good, 10% respondents are says average and 10% respondents are says bad.

TABLE 5. Customer satisfaction level about the price offered by the Airtel ?

Opinion	No.of Respondents	Percentage %
Yes	60	60
No	40	40
Total	100	100

Interpretation: From the above table shows 60% of respondents says Yes, 40% respondents says No.

TABLE 6. How is the availability of Recharge Coupons?

Opinion	No.of Respondents	Percentage %
Available	70	70
Some Times Available	20	20
Not Available	10	10
Total	100	100

Interpretation: From the above table shows 70% respondents are say available of recharge coupons, 20% of respondents say some times available, and 10% of respondents are says not available.

TABLE 7. How often you Log a Complaint against Signal?

Opinion	No.of Respondents	Percentage %
Less than 3 Months	10	10
Less Than 6 Months	30	30
Less Than One Year	60	60
Total	100	100

Interpretation: From the above table shows 10% of respondents are say less than three months, 30% of respondents are say less than six months and 60% of respondents say less than one year

TABLE 8. How is post sales service of the Airtel?

Opinion	No.of Respondents	Percentage %
Excellent	50	50
Very Good	30	30
Good	10	10
Bad	10	10
Total	100	100

Interpretation: The above table shows on 50% respondents says excellent, 30% respondents says very good, 10% respondents says good and 10% respondents says bad.

TABLE 9. Does the sufficient number of Denominations available in your Airtel?

Opinion	No.of Respondents	Percentage %
Yes	80	80
No	20	20
Total	100	100

Interpretation: From the above table shows 80% of respondents say yes, 20% of respondents say No.

TABLE 10. Who has influenced you to purchase this Subscription?

Opinion	No.of Respondents	Percentage %
Advertisement	30	30
Friends	40	40
Company Executives	10	10
Other	20	20

Total	100	100
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Interpretation: From the above table shows on 30% respondents are says advertisement, 40% respondents says friends, 10% respondents says company executives, 20% respondents says others.

TABLE 11. What level are you satisfied about the grievances handled by Airtel?

Opinion	No.of Respondents	Percentage %
Good	70	70
Average	20	20
Bad	10	10
Total	100	100

Interpretation: From the above table shows 70% respondents are say Good, 20% respondents are say Average and 10% respondents are say bad.

TABLE 12. What is your opinion on Airtel Brand?

Opinion	No.of Respondents	Percentage %
Good	70	70
Average	20	20
Bad	10	10
Total	100	100

Interpretation: From the above table shows 70% respondents are say Good, 20% respondents are say Average and 10% respondents are say Bad.

TABLE 13. Do you feel any modifications in maintenance and tariff charges of Airtel?

Opinion	No.of Respondents	Percentage %
Yes	30	30
No	70	70
Total	100	100

Interpretation: From the above table, it shows that 70% respondents saysNo and 30% respondents says Two Wheeler need high maintenance.

TABLE 14. How did you attracted by Post Paid Service?

Opinion	No.of Respondents	Percentage %
Rental	50	50
Free Calls	30	30
Signal	10	10
Advertisement	10	10
Total	100	100

Interpretation: From the above table shows that 50% respondents says Rental, 30% respondents says Free Calls, 10% respondents says Signal and 10% respondents says advertisement.

TABLE 15. Are you satisfied by the sales executive presentation while purchasing the connection?

Opinion	No.of Respondents	Percentage %
Yes	80	80
No	20	20
Total	100	100

Interpretation: From the above table, it shows that 80% respondents say yes and 20% respondents say No.

TABLE 16. Satisfaction level of customers about the Airtel brand

Opinion	No.of Respondents	Percentage %
Good	60	60
Average	30	30
Bad	10	10
Total	100	100

Interpretation: From the above table, it shows that 60% respondents say Good, 30% respondents say Average and 10% respondents say Bad.

TABLE 17. Does the Airtel Network Signal troubles you very often?

Opinion	No.of Respondents	Percentage %
No	90	90
Yes	10	10
Total	100	100

Interpretation: From the above table, it shows that 90% respondents says No and 10% respondents says Yes. Findings 75% of respondents are satisfied with this subscription, 15% respondents are partly satisfied, and 10% of respondents are not satisfied with this Subscription. 80% of respondents are satisfied and 20% respondents are dissatisfied about the Signal Of Airtel. 40% respondents are using the Airtel since 3 months and 35% respondents are using from 6 months and 25% respondents are using from 6 months to one year. 60% respondents says very good, 20% respondents says good, 10% respondents says average and 10% respondents says bad about the interiors of the Airtel. 60% of respondents says it has reasonable price. 40% respondents says it is not reasonable price. 70% respondents say available, 20% of respondents say some times available, and 10% of respondents not available about availability of Recharge Cards. 10% of respondents say less than three months, 30% of respondents say less than six months and 60% of respondents say less than one year about the repair for the first time. 50% of respondents say excellent, 30% respondents say very good, 10% respondents say good and 10% respondents say bad about the sales service of the dealer. 80% of respondents say number of Denominations available in the Airtel, 20% of respondents say number of Denominations are not available . 30% respondents say advertisement, 40% respondents say friends, 10% respondents say company executives, 20% respondents say other it influence customer to purchase this Airtel Sims. 70% respondents say good, 20% respondents say average and 10% respondents say bad about the handling of the complaints by the company. 80% respondents are Satisfied, 20% respondents are dissatisfied about the features of the Cell Phones.

4. CONCLUSION

Declare has to provide service like Signal adjustments, etc., Declare has to take effort to dispatch the Bills quickly in context of satisfying the post paid customers. Some technical programs are to be conducted by the dealer in order to upgrade the skills of workers and employees. As some of the respondents are not Happy about the product, dealer has to maintain better relationship with the customers. Dealer has to work as the brand ambassador of the Airtel in order to retain the potential customers. Dealer has to introduce some new schemes to attract employees. Advertisement is required for the improvement of sales of post paid Services. Timely delivery of repaired bills is the major factor, hence the company has to concentrate to give good service. The service stations have to be guided properly in order to see a happy customer. The cost involved to retain the old customers is less than the cost involved in working the a new customer. Hence, the focus of the company should be more on the existing customers in industrial sector. This can be done by remembering the birthdays of the owners and send a gift by giving emotional appeal. Dealer is as important as the end-customer, since he is the primary customer of the company. In order to motivate the dealer the company should introduce certain incentive to the dealers like To and Fro charges for pleasure trips Festival and seasonal gifts. Frequent informal dealers meet.

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