ISSN: 2456-9348
Vol (03) _Issue (12) Impact Factor: 4.520

iJETRM
International Journal of Engineering Technology Research & Management

CUSTOMER SATISFACTION TOWARDS LANDLINE SERVICES PROVIDED BY BSNL- SHORANUR

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ABSTRACT
Telecom industry is an important part of our economy. With the development of technology, the telecommunications become a part of our daily life. Many companies offer different service to attract customers. BSNL, Airtel, Idea, Vodafone etc are the main players of the area. BSNL plays an important role in this area and offer variety of service to their customer. BSNL has installed quality telecom network in the country and now its objective is create improvement, expanding the network introducing new telecom service in rural areas and winning customer satisfaction. The study about BSNL service is very relevant today. They offer various services to their Customers. The study was conducted to know the various service offered by BSNL and their satisfaction level and preference level of their Customers on their service.

KeyWords: BSNL, Customer Satisfaction, Landline services, shoranur.

INTRODUCTION

Telecom industry is an important part of our economy. With the development of technology, the telecommunications become a part of our daily life. Many companies offer different service to attract customers. BSNL, Airtel, Idea, Vodafone etc are the main players of the area. BSNL plays an important role in this area and offer variety of service to their customer. BSNL Means BHARAT SANCHAR NIGAM LIMITED. BSNL is worldwide network connection .The company took over the business and providing various service and network management throughout the country except metro cities of Delhi and Mumbai of the erstwhile service providing department of Government of India is a government company under section 617 of the companies act 1956. Share capital of the company is held by the government of india.100% of the share capital of the company is holding by government o f India.BSNL was incorporated on 15th September 2000.It took over business of providing of telecom service and network management from erstwhile central government department of Telecom service(DTS)and Telecom operation(DTO) with effect from 1st October 200 ongoing concern basis. It is one of the largest leading public sector units providing Comprehensive range of telecom service in India. BSNL has installed quality telecom network in the country and now its objective is create improvement, expanding the network introducing new telecom service in rural areas and winning customer satisfaction. The company has vast experience in planning, installation network integration and transmission network and also a world class ISO 900 certified telecom training Institute. BSNL is the one of the most revenue earning company in India above more than 3 Lakhs employees, officers and engineers are working in BSNL at present.

SERVICES OFFERED BY BSNL

- BSNL Call center
- MLLN
- MPLS based IP- VPN services
- BSNL cell phone service
- BSNL cellular call center
- BSNL portal
- Village PT
- ITC cards
- Bill payment center
- Internet service
- ISDN

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- Web phone
- FAX

OBJECTIVES OF THE STUDY

1. To study the customer satisfaction level towards landline service provided by BSNL.
2. To identify the different products or services of BSNL.

RESEARCH METHODOLOGY

The study provides information about customer satisfaction towards service provided by BSNL with special reference to Shoranur municipality. It covers the BSNL customers of Shoranur Municipality, by taking a sample of 50 respondents. The study based on collection of primary data using structured questionnaire from 50 respondents of BSNL users. Customer satisfaction towards various services of BSNL is described with the help of percentage analysis.

REVIEW OF LITERATURE

Customer satisfaction has been extensively studied by marketing scholars (Oliver, 1980 & 1999; Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001; Anderson, Fornell, & Mazvancheryl, 2004; McQuitty, Finn, & Wiley, 2000; Eshghi, Kumar, & Gangui, 2008). Kotler and Keller (2009) define satisfaction as "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his/her expectations". This definition is supported by many other studies, for example, Tse and Wilton (1988) and Oliver (1997). Others define customer satisfaction as the feeling or attitude of customers toward a product/service after it has been used (Solomon, 1996; Wells & Prensky, 1996; Hansemark & Albinsson, 2004). Literature shows that many customer satisfaction studies have used the Disconfirmation of Expectations model which assumes that consumers evaluate product performance by comparing its perceived performance with their expectations (Parasuraman, Zeithmal, & Berry, 1985 & 1988; Cadott, Woodruff, & Jenkins, 1987; Oliver, 1997; Motley, 2003). When perceived performance matches or exceeds expectations, the customer becomes satisfied. Conversely, when perceived performance is below expectations, the customer becomes dissatisfied (Oliver, 1993; Mittal, Kumar, & Tsiros, 1999; Westbrook & Oliver, 1991; Banker, Potter, & Srinivasan, 2000). Satisfied customers will repeat the purchase, be brand loyal, convey positive word-of-mouth advertising, and all these will enhance sales (Dispensa, 1997; Aaker, 1992; Fornell, 1992; Oliver, 1997). Dissatisfied customers may stop buying the product, spread unfavorable word-of-mouth advertising, and may avoid the product manufacturer and the retailer (Day, Grabche, Schetzle, & Staubach, 1981; Hirschman, 1970).
All the above indicate the importance of identifying customer satisfaction (Gulledge, 1996; Metawa & Almossawi, 1998). However, this is not an easy task because customers' expectations are difficult to measure and businesses come to know that after the product has already been delivered (Bamfo, 2009; Yi, 1989). Despite the difficulty and cost of measuring it, customer satisfaction remains a major concern of businesses because it is considered as an important tool for securing a competitive advantage (Metzler & Hinterhurber, 1998; Mittal, Sayrak, Takikamalla, & Anderson, 2005).

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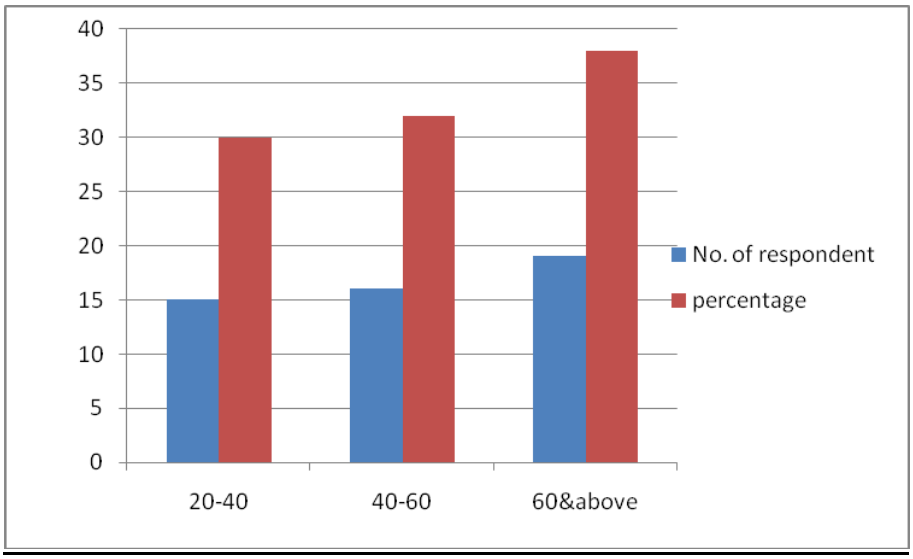
DATA ANALYSIS AND INTERPRETATION

Table 1 Table showing Age of respondent

Age	No. of respondent	percentage
20-40	15	30
40-60	16	32
60&above	19	38
Total	50	100

Fig: 1 Age



Source: primary data

INTERPRETATION

Table 1 reveals that out of 50 respondent 30% are come under 20-40, 32% are come under 40-60, and 38% are come under 60&above.

Table2 Table showing gender of respondent

Gender	No. of respondent	percentage
male	30	60
female	20	40
Total	50	100

Fig: 2 Gender

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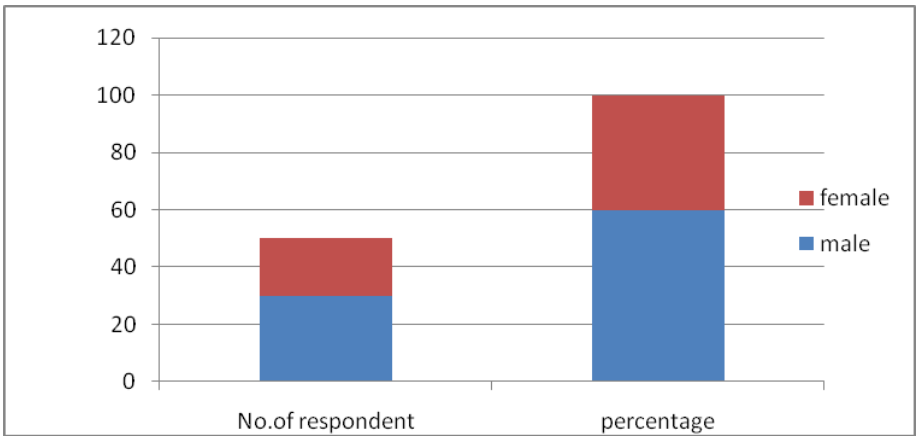

Source: primary data

INTERPRETATION

Table 2 reveals that out of 50 respondent 60% are male and 40% are female.

Table 3 Table showing occupation of respondent

occupation	No. of respondent	percentage
employee	18	36
business	9	18
profession	10	20
agriculture	5	10
others	8	16
Total	50	100

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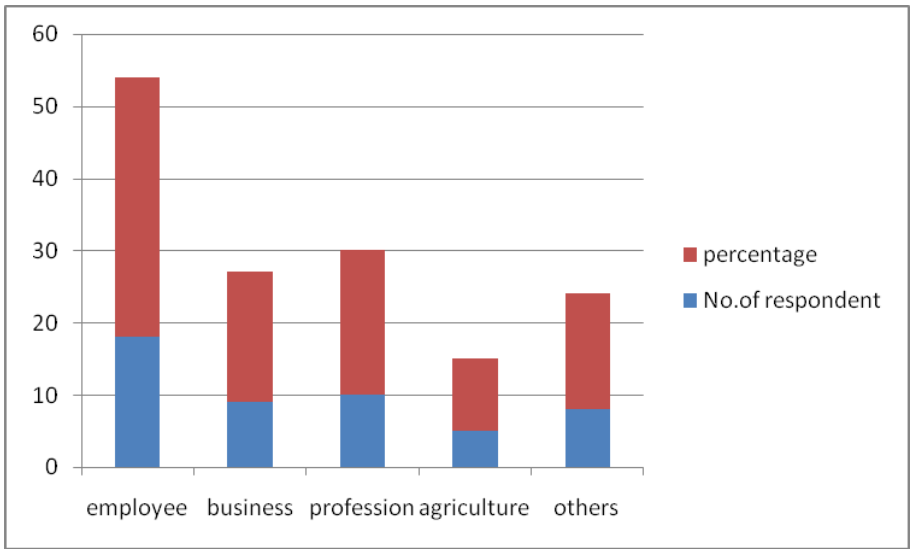
Fig 3 Occupation



Source: primary data

INTERPRETATION

Table3 reveals that out of 50 respondent36% are employee, 18% are business, 20% are profession, and 10% are agriulture16% are others.

Table 4 Table showing usage of BSNL product

Bsnl product	No. of respondent	percentage
Bsnl land line	25	50
Internet service	10	20
Intelligent net work	6	12
Bsnl mobile	4	8
Bsnl broad band	5	10
Total	50	100

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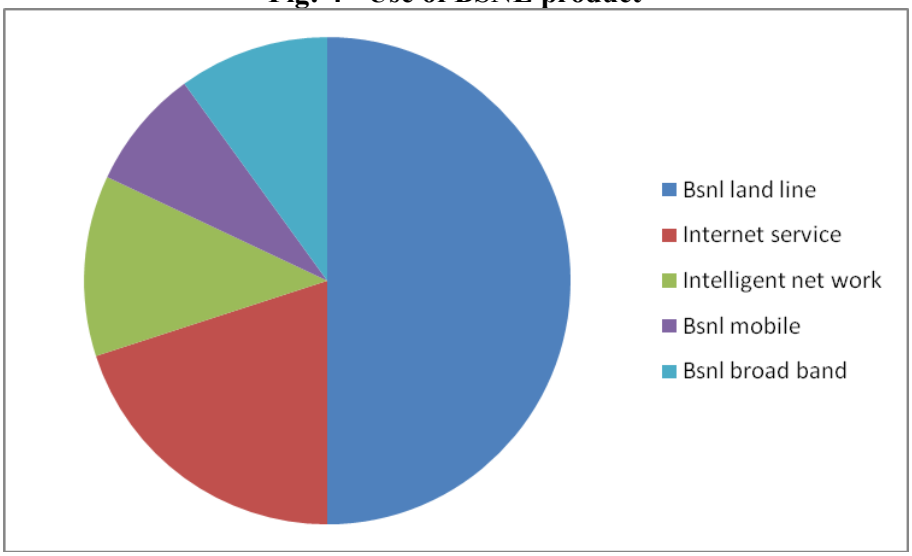
Fig: 4 - Use of BSNL product



Source: primary data

INTERPRETATION

Table 4 reveals that out of 50 respondent 50% are using Bsnl landline, 20% are using internet service, 12% are using intelligent network, 8% are using Bsnlmobile, 10% are using BSNL broad band.

Tabe 5 Table showing type of connection

Type of connection	No. of respondent	percentage
prepaid	35	70
Prepaid and postpaid	15	30
Total	50	100

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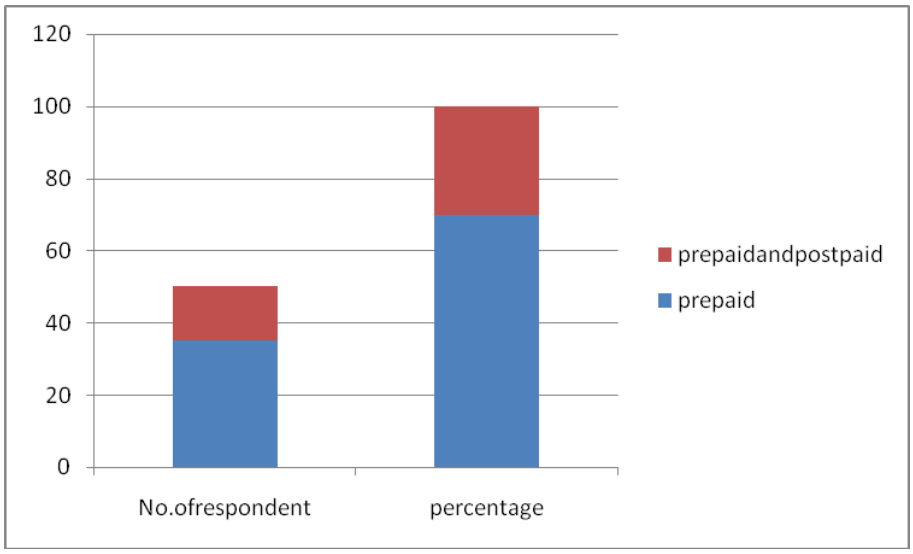
Fig: 5 - Type of connection



Source: primary data
INTERPRETATION
Table 5 showing out of 50 respondent 70% are prepaid and 30% are prepaid and postpaid.

Table 6
Table showing duration of using BSNL Product

Duration	No. of respondent	percentage
Below 2years	8	16
2-4	15	30
4-6	7	14
6&above	20	40
Total	50	100

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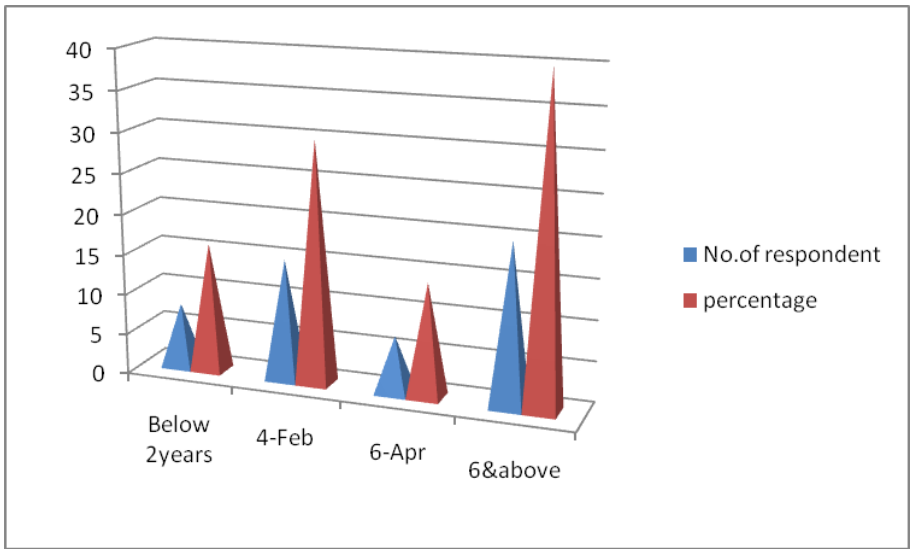
Fig: 6 -Duration of using BSNL Product



Source: primary data

INTERPRETATION

Table 6 reveals that out of 50 respondent 16% are below 2 years,30% are 2-4,14% are 4-6,40% are 6&above.

Table 7

Table showing opinions about BSNL Products

Opinion	No .of respondent	percentage
Excellent	15	30
Good	10	20
Moderate	5	10
Poor	10	20
Very Poor	10	20
Total	50	100

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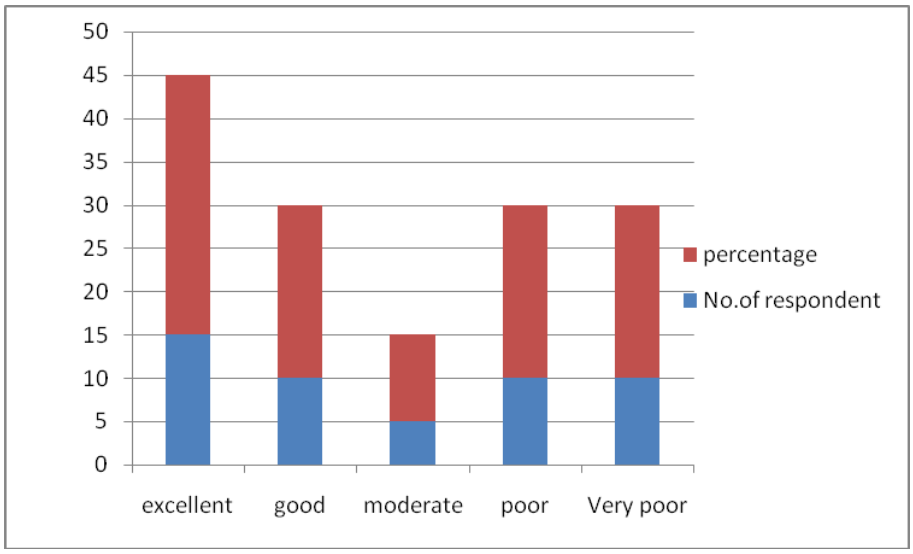
Fig: 7 Opinion about BSNL product



Source: primary data

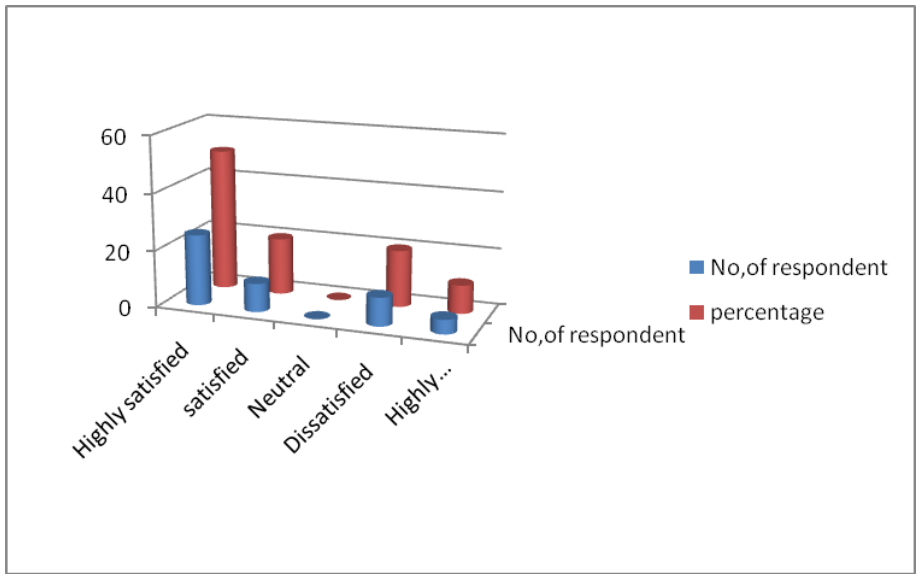
INTERPRETATION

Table 7 reveals that out of 50 respondent 30% are excellent, 20% are good, 10% are moderate, and 20% are poor and very poor.

Table 8 Table showing satisfaction towards product provided by BSNL

Criteria	No, of respondent	percentage
Highly satisfied	25	50
Satisfied	10	20
Neutral	0	0
Dissatisfied	10	20
Highly dissatisfied	5	10
Total	50	100

Fig: 8 Satisfaction towards product provided by BSNL



Source: primary data

INTERPRETATION

Table 8 reveals that out of 50 respondent 50%are highly satisfied,20%are satisfied,0%are neutral,20%are dissatisfied,10%are highly dissatisfied,

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- BSNL product and service such as Land line, Mobile, Broadband have strongly influenced the mind of the customer.
- Most of the respondents are agreed that the BSNL Company will provide up to date information and better service in good manner.
- The study shows that majority of customer use BSNL Landline and its sees that there is no use of any other connection.
- Bill payment in BSNL is easy
- Most of the customers prefer prepaid connection.
- The study shows that up to fifty percent are highly satisfied with the service provided by BSNL.

SUGGESTIONS

- BSNL should emphasis more on the postpaid plans by making customer aware of the unique feature of the plan and they must make constructive effort in reducing monthly rentals.
- As most of the customer are unaware of the value –added service offered by BSNL, aggressive advertisement and schemes should be launched to create awareness and promote the use the service.
- BSNL should give concentration to increase the Landline connection and intelligent net work.
- BSNL should concentrate on solving the problems of customer more sincerely.
- BSNL employee must understand specific needs of their customer.
- Few of the respondents are satisfied with call connectivity. It is suggested to the company to give importance to that and make the entire customer to be satisfied.
- Most of the respondents are satisfied with the services provided by BSNL landline, steps to be taken to make the customers more satisfied

- . Most of the people do not know that their BSNL bill could also be submitted on NET. So there should be specific, Information written on the bill reaching their home. Customer care service should be enhanced
- Detailed Bill should always be given free of cost to subscriber.

CONCLUSION

This study was undertaken to examine the customers' satisfaction towards BSNL Landline and its services. It is conclude from the study that majority of customer are aware of the service offered by BSNL. The study also reveals those customers are satisfied with the service offered by BSNL. Customer perception is widely varied in accordance with the quality of BSNL Landline, network, customer care. In this age of ever increasing competition, it is very important for BSNL to keep a constant eye on preferences and behavior of their customer in order to capture the large untapped market both in rural and urban area of India.

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