



RESEARCH ARTICLE

A STUDY ON SERVICE PROVIDER WISE OPINION REGARDING LOYALTY IN TELECOMMUNICATION SERVICE (WITH REFERENCE TO CHENNAI REGION)

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ABSTRACT

This study deals with the customer retention strategy in telecommunication services of the select cellular phone service providers in Chennai region. This study aims to find out the customers of major mobile phone service providers in India, namely BSNL, Airtel, Aircel, Vodafone and Idea. The entire research is mainly based on the customer's perception of different mobile services offered currently by the service providers as well as based on their satisfaction with these services. After converting the qualitative information of the opinion into a quantitative one the average score of perception and expectation and its Gap were obtained from the respondents on various factors like "Assurance, Reliability, Responsiveness, Tangibility, Empathy, Network coverage, Value Added services, Tariff, Consent, Communication and Accessibility".

Key words: Customer retention, Assurance, Reliability, Responsiveness, Tangibility.

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INTRODUCTION

The factors influencing the choice of the cellular services are higher number of included minutes, best voice clarity, pulse of shorter duration, additional feature, no extra charge, multimedia messaging, low administrative charges, least number of call drops, call waiting facility, call conferencing facility, good storage capacity in SIM, call recording facility, reasonable charges for outgoing calls, least number of formalities, large number of promotional schemes, prepaid or postpaid facility, low cost SIM and others (Agarwal Pradeep 1999).

Service Provider Wise Opinion Regarding Loyalty towards Mobile Phone Service Provider

To study the effect of Service Provider, the opinions regarding Loyalty towards cellular phone service provider according to Service Provider are shown in the following table 1. Thus, it is inferred from the above analysis that the maximum Opinion regarding I consider my service provider's services are good was found among BSNL, about My service provider's services are better than the other providers it was found among Airtel, about In general, the service quality of my service provider is high was found among Airtel, about I will say positive things about my service provider it was found among Airtel, about

I will recommend my service provider to someone who seeks my advice it was found among Airtel, about I will encourage my friends and relatives to switch over to my service provider it was found among Airtel, about I consider my service provider as the first choice for any additional connections it was found among Airtel and about Loyalty towards cellular phone service provider it was found among Airtel. Further to test the significant difference between the mean score among the respondents with respect Service Provider the ANOVA is used and the result is also shown in table 1.1. Since the P value is less than 0.01 regarding I consider my service provider's services are good, My service provider's services are better than the other providers, In general, the service quality of my service provider is high, I will say positive things about my service provider, I will recommend my service provider to someone who seeks my advice, I will encourage my friends and relatives to switch over to my service provider the results are significant at 1% and the P value is less than 0.05 regarding I will encourage my friends and relatives to switch over to my service provider, Loyalty towards cellular phone service provider the results are significant at 5%. From the analysis it is concluded that there is significant association was found only between I will encourage my friends and relatives to switch over to my service provider, Loyalty towards cellular phone service provider and service provider wise opinion regarding Loyalty towards cellular phone service provider. Similarly highly significant association was found between I consider my service provider's services are good, My service provider's services are better than the other providers,

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Table 1. Service Provider wise opinion regarding Loyalty towards cellular phone service provider

Factors	Service Provider										ANOVA	p
	BSNL		Idea		Vodafone		Airtel		Aircel			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
I consider my service provider's services are good	4.14 ^b	0.50	3.80 ^a	0.55	4.11 ^b	0.52	4.06 ^b	0.49	4.09 ^b	0.51	8.305	<0.001**
My service provider's services are better than the other providers	3.98 ^b	0.53	3.76 ^a	0.66	3.95 ^b	0.58	4.01 ^b	0.45	4.04 ^b	0.49	4.158	0.002**
In general, the service quality of my service provider is high	3.73 ^b	0.67	3.73 ^b	0.83	3.77 ^b	0.74	3.89 ^b	0.65	4.10 ^a	0.61	4.931	0.001**
I will say positive things about my service provider	3.78 ^a	0.69	3.89 ^{a,b}	0.85	4.08 ^{b,c}	0.68	4.60 ^c	0.70	4.68 ^c	0.71	10.712	<0.001**
I will recommend my service provider to someone who seeks my advice	3.72 ^a	0.70	3.83 ^a	0.72	3.86 ^a	0.69	4.14 ^b	0.72	4.65 ^b	0.65	12.046	<0.001**
I will encourage my friends and relatives to switch over to my service provider	3.81 ^a	0.71	3.83 ^a	0.76	3.79 ^a	0.68	3.93 ^b	0.64	4.06 ^b	0.58	2.719	0.029*
I consider my service provider as the first choice for any additional connections	4.02	0.62	3.99	0.82	3.82	0.65	4.05	0.59	4.00	0.57	2.024	0.090
Loyalty towards cellular phone service provider	27.17 ^a	3.01	26.83 ^a	3.43	27.37 ^a	3.20	28.27 ^b	2.81	28.81 ^b	2.99	7.138	0.000**

*significant; **highly significant

Table 2. Marital status wise opinion regarding Loyalty towards cellular phone service provider

Factors	Marital status	N	Mean	SD	t	p
I consider my service provider's services are good	Married	467	4.06	0.53	0.956	0.340
	Unmarried	133	4.02	0.51		
My service provider's services are better than the other providers	Married	467	3.96	0.56	1.131	0.259
	Unmarried	133	3.90	0.52		
In general, the service quality of my service provider is high	Married	467	3.82	0.70	0.685	0.493
	Unmarried	133	3.77	0.73		
I will say positive things about my service provider	Married	467	4.00	0.74	0.850	0.396
	Unmarried	133	3.94	0.78		
I will recommend my service provider to someone who seeks my advice	Married	467	3.93	0.72	1.168	0.243
	Unmarried	133	3.84	0.72		
I will encourage my friends and relatives to switch over to my service provider	Married	467	3.89	0.68	1.975	0.049*
	Unmarried	133	3.76	0.70		
I consider my service provider as the first choice for any additional connections	Married	467	4.00	0.67	1.016	0.310
	Unmarried	133	3.93	0.62		
Loyalty towards cellular phone service provider	Married	467	27.67	3.14	0.018	0.892
	Unmarried	133	27.17	3.16		

* Significant at 5 %; **Significant at 1 %

In general, the service quality of my service provider is high, I will say positive things about my service provider, I will recommend my service provider to someone who seeks my advice, I will encourage my friends and relatives to switch over to my service provider and service provider wise opinion regarding Loyalty towards cellular phone service provider. Further to test the significant difference between the mean score among the respondents with respect marital status the Independent t test is used and the result is also shown in table 1.2. Since the P value is less than 0.05 regarding I will encourage my friends and relatives to switch over to my service provider the results are significant at 5 % level.

Findings

From above analysis it is inferred that highly significant association was found between I consider my service provider's services are good, My service provider's services are better than the other providers, In general, the service quality of my service provider is high, I will say positive things about my service provider, I will recommend my service provider to someone who seeks my advice, I will encourage my friends and relatives to switch over to my service provider and service provider wise opinion regarding Loyalty towards cellular phone service provider. Further to test the significant difference between the mean score among the respondents with respect Service Provider the ANOVA is used and the result is also shown in table 1.2 Since the P value is less than 0.05 regarding I will encourage my friends and relatives to switch over to my service provider the results are significant at 5 % level.

Conclusion

It is concluded that the loyal customers will encourage their friends and relatives to switch over to their service provider and consider their service provider's services are good Similarly highly significant association was found between Assurance, Responsiveness, Empathy, Tariff, Consent, Communication and service provider wise opinion regarding Service Quality Measures.

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