A STUDY TO MEASURE THE SATISFACTION OF RELIANCE JIO CUSTOMER

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ABSTRACT:
The research was carried out to know the satisfaction level of the Reliance JIO family members in Kopargoan. A structured questionnaire was developed to analyses the objective of the research. The data was collected with the help of Google forms. The convenience sampling method was used to collect the data. Various statistical tools are being used by the researcher to study the problem. The reliability of the questionnaire was checked by SPSS v24. The Cronbach's Alpha value is .958 which is very good which states the data is reliable to perform various other analysis like correlation, regression etc. The study resulted that Telecom is one of the fastest growing market. Reliance JIO has set a bench mark for other provider. Customer is highly satisfied with the Reliance JIO still some changes are needed to tap the untouched market.

Keywords: Customer, Satisfaction, Reliance JIO, Competition, Cronbach Alpha

INTRODUCTION:

In year 1991 globalization took place in Indian economy. The globalization has given a rise to telecommunication sector. Among various services mobile service market is growing very rapidly. It is growing continuously and still has a future potential to grow. In the recent times drastic change has been seen in industry of telecommunication which has made many foreign and Indian companies to enter into the market of cellular services. The Indian market of cellphone was just zero in year1989 but a change has been seen in the market in year 199. The number of user has gone to 13 lakh and from that time it is rising continuously. In year 2000 the number of consumer user was one millions. A breathtaking change has been seen in 12 months between March 2010 and March 2011, the user of wireless reached to 227.27 million. If we see overall growth in cellular sector then its 81.82% till November 2015. The total number of user who uses telephone and landline has reached to 1009.46 million till May, 2015. The updated data said it has reached to 1058.01 million till May 2016. Market of the cellular services was totally dependent on the falling price of the mobile phones. According to Frost & Sullivan, Indian Cellular service growth is greatly attributed to fall in price of the handset. The fall in the price has made the people to buy the mobile phone. Indian Cellular market has taken the advantage of the price fall to make a strong hold in the market. Subscribers are able to get the handset at a very low price that is less than or at $ 150. The competitive market is giving opportunities to the service provider to attract the people as much as they can. Therefore it is very important for the company to plan its products and services as per the desire to provide satisfaction to the users. Consumer is the end user of the services. They will evaluate, acquire, use and dispose the services if they are not satisfied. Customer can be satisfied when company gives them extra privilege to them as compare to other competitors in the market. The contributor has reached to almost five million in period of less than two years of operation. The growth rate of Indian market has outpace the other countries such as Thailand and China. Countries like China and Thailand need more than five to reach the figures of India. According to COAI (Cellular Operators Association of India) the number of cellular user on the world has crossed 50 million by 2010 and has beet to 300 million by 2016. In order to sustain in the market of competitor, companies provides various services to attract the customer towards the particular cellular companies. A company frames the plans and packs as per the need and convenience to the customer. A profit in the cellular has attracted large companies like Airtel, Reliance, BSNL, Idea Cellular which provide the GSM and CDMA services. Various companies are re configuring their price and services to meet the demand of consumer. Reliance JIO has delivered the services after identifying the demand of the customer. In order to break the market share of competitor and be a strong place in a market, JIO used the strategy of providing the free services to the subscriber for 3 months. Therefore it is very important for the company to plan its products and services as per the desire to provide satisfaction to the users. Technology is growing and up grading day by day. People are expecting easier and faster connectivity. The mobile telephony will rise in future.

OBJECTIVE

The paper was designed to study the satisfaction level of the Reliance JIO customer. Satisfaction of the customer is dependent on various factors;

- To know the satisfaction level of Reliance JIO Customer.

- What are the factors that influence the affects customer satisfaction?

- Provide feasible solution to attract and retain the consumer for the long term.

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LITERATURE REVIEW:
AbhishekKumar Singh and MalharPangrikar(2013) conducted a survey to study the potential market for 4 G business in Pune. Satisfaction level of the consumer was studied and analyzed. It clearly resulted that Reliance and TATA are ahead in internet service provider as they offer products like Data Card, Broadband to the corporate client user. Most of the companies are interested in shifting to 4 G which provide good speed. A study was conducted by Boobalan.C and Jayaraman (2017) to identify the satisfaction level of the Reliance JIO customer. It resulted that satisfaction of customer is dependent upon the age and income of the person.

ShanmugaPriya.V (2017) studied the perception of the customer towards the broadband. It concludes that broad band is like a oxygen for the people now a days. They can't live without internet. Internet is like a oxygen to the people. It is consider as a source of information. Only by a single click the person can have a box of information. JIO has understood the need of the user and launched a 4 G network to provide speed and internet to the users. Many domestic and international companies are facing the problem in satisfying the need of the people. It requires huge investment and JIO has made an investment and have grap the market. It is very important to study the market regularly to know the need of the user as well as with the SWOT Analysis, opportunity can be assorted in advance. Muhammed Ali. M (2016) studied the satisfaction level of BSNL in Kerala. BSNL is leading the market in telecommunication in Kerala. The satisfaction level is high because of the quality of services provide by BSNL and the advantage of being available always (maximum coverage). In a same way a study was done by Venkataraman.V (2016) in area Tiruchirappalli District to know the behavior of mobile phone user. It has analyzed that expectation the user has from their service provider. Recharge and network coverage plays a very important role in making the selection of the service provider.

The level of services and satisfaction differ from one place to another. In some area there would be a good network available but in some area there would be a poor network facility. Ahammed.A.H (2017) analyzed the level of satisfaction from different area. It stated that people are satisfied with the JIO services as they have very big tower capacity which satisfies the need of the consumer.

RESEARCH METHODOLOGY: The research was done on the data collected from the 200 respondent fromKopargoan region. A structured questionnaire was developed to analyses the hypothesis. The researcher has used both primary and secondary data to prove the hypothesis. The study is conducted to know the satisfaction level of the Reliance JIO customer. The satisfaction level of the customer is dependent on various factors. A conceptual framework model is developed to study the satisfaction. The study has one dependent variable and six independent variables. A model is being shown in Figure 1

Figure 1 Conceptual Model
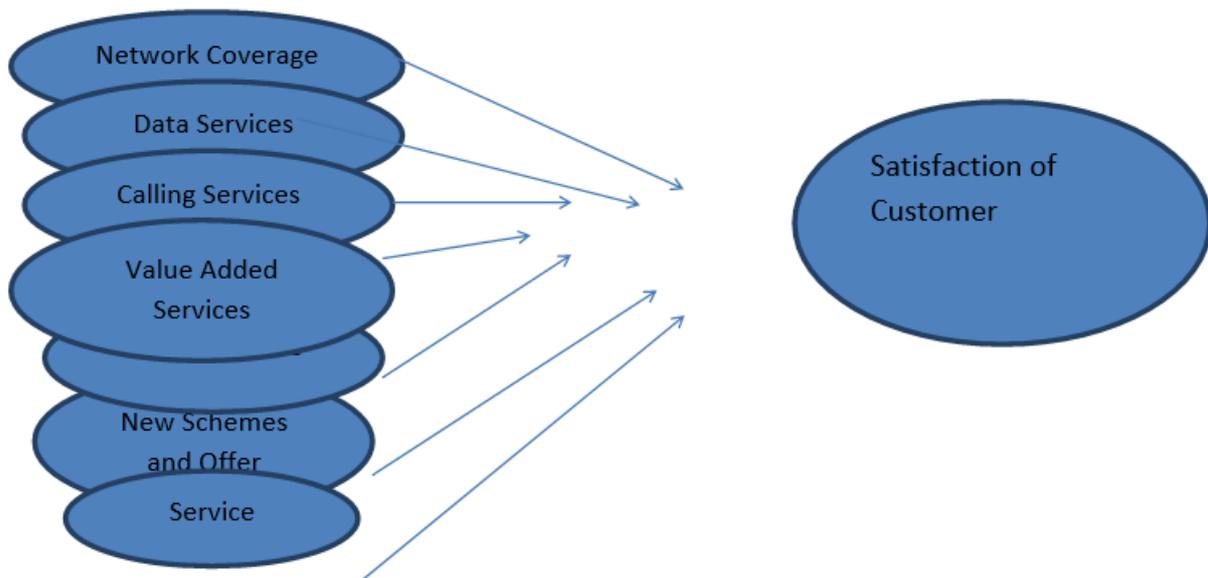
* Satisfaction of the customer – Dependent Variable
** Network coverage, Data service, Calling Service, Value added service, customer care and new offers and scheme –Independent variable

Hypothesis:
H01: Data service has a positive effect on consumer satisfaction.

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H02: Customer Care has a positive influence on consumer satisfaction.

H03: Value added services provide satisfaction to the customer

H04: Calling service has direct relationship with the satisfaction.

H05: Network coverage of the company effect the satisfaction of the user

Sample and Measurement Scale

Research has scale the questionnaire on theLikert five scale containing Strongly Agree to Strongly Disagree. The response was collected form the population of Kopargoan between age group 20 to 60 and above.The responses have been collected with the help of Google forms. Various SPSS tools like correlation, regression;Annova is being used to analyze the data.

DATA ANALYSIS:

Reliability Test of Data:

To identify the impact of variable independent variable on satisfaction of the customer, firstly the reliability of the data is being checked before performing analysis. According to Nunnally (1967), data is reliable when the Cronbach's Alpha value is (>=.70). The test of reliability is applied on various independent variables.The result are displayed in table 2

Table 2: Results of Cronbach's Alpha

Independent Variables	Cronbach's alpha Coefficient
Services	.950
Network Coverage	.955
Data Service	.950
Calling Service	.949
Value added Service	.949
Customer Care	.953
New Schemes and Offers	.950
Cronbach alpha	.958

The above factors have meets the standard criteria of measuring the reliability. The individual factor CronbachAlphavalue is greater than .70 and overall reliability is also greater than .70 which means data is reliable to perform various other analyses.

Correlation Analysis:

The paper writer has tested the correlation between the independent variable and dependent variable. A correlation table shows the level of relation between the dependent variable and independent variable. The table number 3 shows the correlation between customer satisfaction and other IDV.

Table 3 Correlations between Dependent Variable and Independent Variable.

Correlation between Customer satisfaction and its independent variable	R value	P value
Service	$.409^{**}$	.000
Network Coverage	$.359^{**}$	.000
Data Service	$.392^{**}$	.000
Calling Service	$.383^{**}$	.000
Value added Service	$.342^{**}$	.000
Customer Care	$.332^{**}$	.000
New Schemes and Offers	$.349^{**}$	.000

The table number 3 shows the Karl Pearson Correlation and it states that r value should be greater than p value and is significance at 0.01 level (2 tail test). The table evidence there is a positive correlation between various independent variable and satisfaction of the customer.

REGRESSION ANALYSIS

The correlation has shown the positive relation between Dependent variable and Independent variable. The next step is to develop a regression model between the variables. Table 4 states the regression

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Table 4: Result of the Regression Analysis showing the Impact of Independent variable on Consumers satisfaction.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1 Service	.409[a]	.167	.163	.43839	.167	39.935	1	199	.000
2 Network Coverage	.417[b]	.174	.166	.43765	.007	1.677	1	198	.197
3 Data Service	.428[c]	.183	.171	.43640	.009	2.135	1	197	.146
4 Calling Service	.429[d]	.184	.168	.43715	.001	.328	1	196	.568
5 Value added Services	.432[e]	.186	.166	.43770	.002	.506	1	195	.478
6 Customer Care	.432[f]	.186	.161	.43882	.000	.001	1	194	.973
7 New schemes and Offers	.432[g]	.186	.157	.43996	.000	.003	1	193	.960

a. Predictors: (Constant), VAR00015

b. Predictors: (Constant), VAR00015, VAR00016

c. Predictors: (Constant), VAR00015, VAR00016, VAR00017

d. Predictors: (Constant), VAR00015, VAR00016, VAR00017, VAR00018

e. Predictors: (Constant), VAR00015, VAR00016, VAR00017, VAR00018, VAR00019

f. Predictors: (Constant), VAR00015, VAR00016, VAR00017, VAR00018, VAR00019, VAR00020

g. Predictors: (Constant), VAR00015, VAR00016, VAR00017, VAR00018, VAR00019, VAR00020, VAR00021

Table: 5 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.992	.065			
	VAR00015	.149	.024	.409	15.277	.000
2	(Constant)	.947	.074		6.319	.000
	VAR00015	.115	.035	.317	12.840	.000
	VAR00016	.048	.037	.125	3.293	.001
3	(Constant)	.937	.074		1.295	.197
	VAR00015	.089	.039	.244	12.684	.000
	VAR00016	.020	.042	.051	2.260	.025
	VAR00017	.062	.042	.166	.468	.640
4	(Constant)	.932	.074		1.461	.146
	VAR00015	.079	.043	.217	12.507	.000
	VAR00016	.015	.043	.040	1.840	.067
	VAR00017	.052	.046	.138	.362	.718
	VAR00018	.027	.047	.071	1.121	.264
5	(Constant)	.945	.077		.572	.568
	VAR00015	.090	.046	.247	12.284	.000
	VAR00016	.018	.043	.046	1.970	.050
	VAR00017	.058	.047	.156	.415	.679
	VAR00018	.038	.050	.100	1.238	.217
	VAR00019	-.035	.050	-.089	.766	.445
6	(Constant)	.946	.078		-.711	.478

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	VAR00015	.090	.046	.248	12.076	.000
	VAR00016	.018	.043	.046	1.946	.053
	VAR00017	.058	.047	.156	.415	.678
	VAR00018	.039	.051	.101	1.235	.218
	VAR00019	-.035	.053	-.088	.759	.449
	VAR00020	-.001	.044	-.004	-.660	.510
7	(Constant)	.946	.079		-.034	.973
	VAR00015	.090	.047	.248	12.000	.000
	VAR00016	.018	.043	.047	1.940	.054
	VAR00017	.059	.049	.158	.417	.677
	VAR00018	.039	.051	.101	1.211	.227
	VAR00019	-.034	.055	-.086	.758	.449
	VAR00020	-.001	.046	-.002	-.624	.534
	VAR00021	-.003	.053	-.007	-.018	.986
a. Dependent Variable: VAR00012						

As per the result we can analyze that all the bi variate correlation R value is greater than 0.400 which shows that there is a strong relation between various independent variable and customer satisfaction. The coefficient table 5 states that consumer satisfaction can be changed or is impacted by independent variable. A change in service, data service, calling service, value added service, network, customer care and offers and promotion will affect the satisfaction level of the customer.

CONCLUSION:

The analysis stated that Reliance JIO is the popular brand among the people of Kopargoan. The customer are highly satisfied with the various services like service, customer care, data service, calling service, offer and promotion, network coverage and value added service. A person hasbecome so addicted for the internet and JIO understood the requirement of the customer. It provides the facility of free unlimited call local and national, data service and SMS at very low price. Reliance JIO come up with the new concept and was the first service provider who provided 4 G network. It has satisfied the speed need of the people. It possess congestion free &wide network coverage, consumer prefer 4 G scheme and free roaming services which has given strong competition to the competitor. Many service providers try to compete but due to the strong strategy they were not able to stand in front of Reliance JIO. The service sector mainly focuses on providing the satisfaction and JIO successfully offer wide area network and 4 G services which is requirement of today's environment. Reliance JIO is emerging home brand company which has made strong foot hold in Indian market and in upcoming times it will reach in oversea market. JIO is one who has congestion free &wide network, attractive 4G schemes &customer services to wrap large area.

The study concluded that people are highly satisfied with the Reliance JIO and they don't have any mind of changing their network provider. Problem of call blocking and call drop should be removed in order to attract the business class people and top managerial person. It will help to tap the untapped people. In some areas the speed of uploading and downloading is getting reduced. Some corrective action should be taken to remove them as JIO is always known for its speeds. From the overall study, it was found that most of the customers are satisfied with the currentservices. Technology updationand offers are given by the JIO on the regular basis which seeks the attention of many people. Reliance JIO has created goodwill in the market for speed. Companies should bring and design the scheme as per the need of user and age of the user. With the change in age requirement also changes. Reliance JIO is acting as a strong competitor for other service provider. More Improvement in the services and facilities will lead to higher customer satisfaction. The user prefers to be part of Reliance JIO family. The satisfaction level is so high that they are not willing to shift from JIO to some other provider. Reliance JIO market is increasing day by day which states the company is having bright future. In future Reliance JIO would be at boom in the telecom industry.

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