

A Study on Customer Satisfaction Towards Bsnl, Tirupati.

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Abstract: *Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. This present study covers the customer satisfaction of bsnl customers in Tirupati region.*

Keywords: *Customer satisfaction, Awareness level of customers.*

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I. INTRODUCTION:

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy
Measuring customer satisfaction

Organizations are increasingly interested in retaining existing customers while targeting non-customers, measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed. Work done by Berry, Brodeur between 1990 and 1998 defined ten 'Quality Values' which influence satisfaction behavior, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction

Measurement as an integrated model. Work done by Parasuraman, Zeithaml and Berry between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation. According to Garbrand, customer satisfaction equals perception of performance divided by expectation of performance.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of the performance of the organization being measured.

Definition:

Customer satisfaction

The degree to which there is match between the customer's expectations of the product and the actual performance of the product.

The broad definition of services implies that intangibility is a key determinant of whether an offering is a service. While this is true, it is also true that very few products are purely intangible or totally tangible. Instead, services tend to be more intangible than manufactured products, and manufactured products tend to be more tangible than services. For example, the fast-food industry while classified as a service, also has many tangible components such as the food, the packaging, and so on.

Automobiles, while classified within the manufacturing sector, also supply many intangibles, such as transportation. Throughout this text, when we refer to services we will be assuming the broad definition of services and acknowledging that there are very few "pure

Services, or "pure goods." The issues and approaches we discuss are directed toward those offerings that lie on the right side, the intangible side, of the spectrum.

As suggested earlier, intangibles are not produced only in the service sector of the economy. Manufacturers such as Boeing Airplane Company and Ford Motor Company also produce products on the right end of the spectrum, both for sale to external consumers and to support internal production processes. For example, Boeing has provided consulting services and demand forecasting services for its airline customers. And within Boeing large departments (such as data processing and legal services) provide internal services to the organization.

National Customer Satisfaction Index

Because of the importance of customer satisfaction to firms and overall quality of life, many countries now have a national index that measures and tracks customer satisfaction at a macro level.²³ Many public policymakers believe that these measures could and should be used as tools for evaluating the health of the nation's economy, along with traditional measures of productivity and price. Customer satisfaction indexes begin to get at the quality of economic output, whereas more traditional economic indicators tend to focus only on quantity. The first such measure was the Swedish Customer Satisfaction Barometer introduced in 1989. Through out the 1990s similar indexes were introduced in Germany (Deutsche Kundenbarometer, or DK, in 1992), the United States (American Customer Satisfaction Index, ACSI, in 1994), and Switzerland (Swiss Index of Customer Satisfaction, SWICS, in 1998).

II. Review of Literature:

Satisfaction is seen as an additional function of the sole-relevant attributes possessed by the object of evaluation (the product), which are really important to the consumer and thus are effectively and rapidly recalled when he/she evaluates his/her own satisfaction (see Oliver, Rust, and Varki, 1997).

some satisfaction judgments are more sensitive to negative evaluations of performance with respect to a given attribute than positive evaluation of the same intensity (Mittal, Ross, and Baldasare, 1998)

the impact of the individual attributes on overall satisfaction increases according to the relative importance explicitly attributed to them by the consumer (Matzler et al., 2004).

According to Fournier and Mick (1999, p. 6), "satisfaction has not been considered thoroughly as it is experienced and expressed through the consumer's own voice.

OBJECTIVES OF THE STUDY:

- ▶ To find the customer satisfaction towards the basic telephone services of BSNL
- ▶ To know the awareness levels of various plans of BSNL
- ▶ To measure the service quality of the services of the BSNL

SCOPE OF THE STUDY:

The present study is restricted to the satisfaction level of customers of BSNL, TIRUPATI area only.

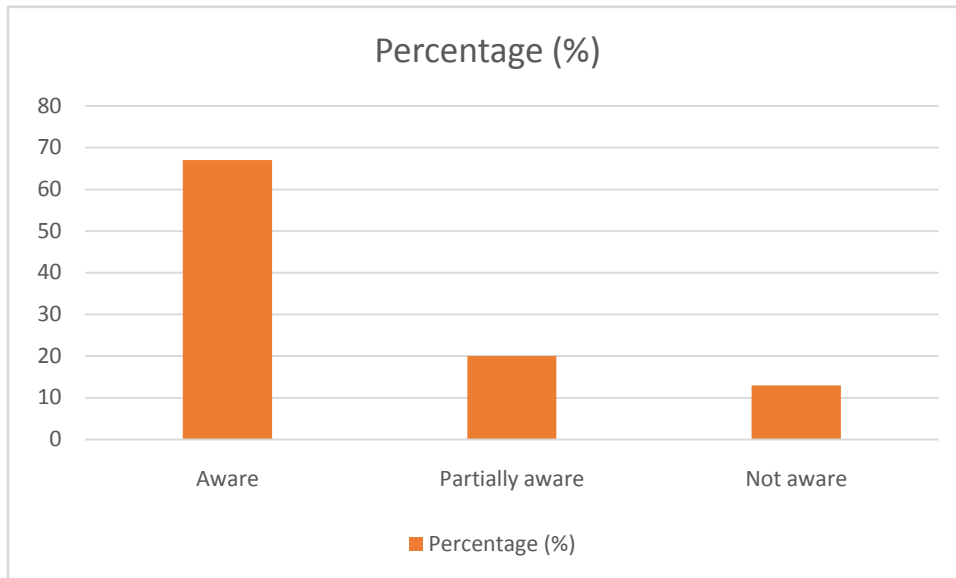
RESEARCH METHODOLOGY:

- ▶ Research type:- Descriptive research
- ▶ Research instruments:-Questionnaire
- ▶ Data collection method :-
- ▶ Primary data : Questionnaire
- ▶ Secondary data: Google ,websites
- ▶ Sampling method:-simple random sampling
- ▶ Sample size:-100

Data Analysis:

Table 1: Aware of various plans for land line

Option	No. of respondents	Percentage (%)
Aware	100	67
Partially aware	30	20
Not aware	20	13
Total	150	100

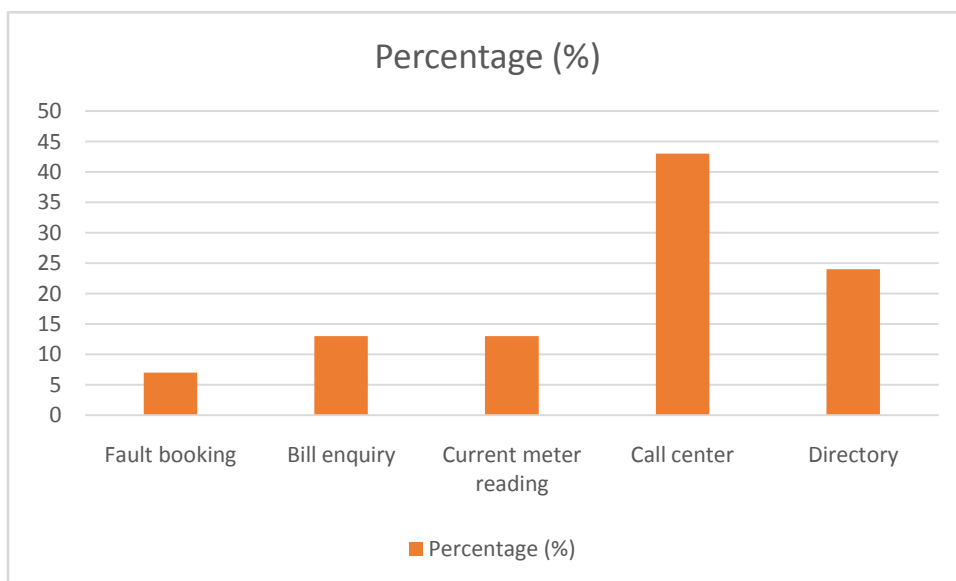


Interpretation

The above table clearly shows that 67 % of respondents are said that about the aware of various plans land line, 20% Partilly aware, 13% not aware.

Table 2: Aware of the following services

Option	No. of respondents	Percentage (%)
Fault booking	10	7
Bill enquiry	20	13
Current meter reading	20	13
Call center	65	43
Directory	35	24
Total	150	100



Interpretation

From the above table 43% of Respondents aware of the call centre service, 13 percent respondents for both current meter reading and bill Enquiry, 7 percent of respondents for Fault booking.

FINDINGS:

- ▶ From the above study it was found that 53% of respondents said that the customer care services are Excellent.
- ▶ From the above study it was found that 90% of respondents are satisfied with the tariff plans and 10% are not.
- ▶ The study research that majority of customers are said that staff handling of customers problems Is excellent i.e.60%.
- ▶ From the above study respondents aware of the call centre service, 13% respondents are both Current meter reading and bill enquiry,,7% of respondents for fault booking.

SUGGESTIONS:

- ▶ BSNL has to improve promotional techniques.
- ▶ BSNL has to provide different offers regarding to land line.
- ▶ BSNL has to make their employees to give prompt service to the customers.
- ▶ BSNL has to modify the tariff plans according to the customers need.
- ▶ Company employees has to show sincere interest in solving problems of customers.

III. Conclusion:

- ▶ Company is very strong in the areas of keeping telephone lines and phone in good working condition, billing, however company improve their customer care, training staff in effective handling of customers and various promotional tools.

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