

## **A Study on Customer Satisfaction towards Bsnl in Madurai City**

**Mrs,S.JAMUNA, M.JEGADESHKANNAN**

Faculty Department of Management Studies, Erode Sengunthar Engineering College, Erode  
638057, Tamil Nadu, India.

Department of Management Studies, Erode Sengunthar Engineering College, Thudupathi,  
Erode.

**ABSTRACT:** *The present study is based on the awareness of BSNL among the customers. A sample survey of 100 respondents was undertaken to find out the awareness of BSNL in Madurai city. The study mainly concentrated on general price level, quality, overall satisfaction about BSNL services, general awareness, and consumer preferences of BSNL.*

### **I. INTRODUCTION:**

#### **THE TELECOMMUNICATION INDUSTRY**

World Telecom industry is an uprising industry, proceeding towards a goal of achieving. Two third of the world's telecom connections. Over the past few years information and Communications technology has changed in a dramatic manner and as a result of that World telecom industry is going to be a booming industry. Substantial economic growth and mounting population enables the rapid growth of this industry. The world telecommunications market is expected to rise at an 11 percent compound Annual growth rate at the end of year 2010. The leading telecom companies like AT&T, Vodafone, Verizon, SBC Communications, Bell South, and Qwest Communications are trying to take the advantage of this growth.

### **II. REVIEW OF LITERATURE**

#### **CUSTOMER SATISFACTION**

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. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

### **III. MEASURING CUSTOMER SATISFACTION:**

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.

### **IV. RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It may understood as a science of studying how research is done scientifically. It explains the various steps generally in adopted in studying research problems. It is necessary for the researchers to know not only the research methods and techniques but also methodology. Research methodology generally refers to the systematic procedure carried in any project or research duty. Methodology gives a clear picture of suitable classification and sequence of the different stages of the study as to arrive at a proper manifestation of the objective, scope and limitations of the study. According to Clifford Woody "Research comprises defining and redefining problems, formulating hypothesis or suggested solutions collecting, organizing, evaluating data, making deductions and reaching conclusions.

**OBJECTIVES:**

- To identify the customer satisfaction by BSNL;
- To identify what kind of offers customer needs.
- To know the customers aware of the BSNL new offers.

**ANALYSIS AND INTERPRETATION**

**PURPOSE OF USING CELL PHONE**

S.NO	Use fullness	No of respondents	Percentage
1	Facilitate my employees	14	14
2	Contact my family members	20	20
3	Contact my friends	50	50
4	For emergency purpose	16	16
	Total	100	100

**OPINION OF BSNL BILL INFORMATION**

S.NO	OPINION	NO OF RESPONDENTS	Percentage
1	Good	37	37
2	satisfactory	37	37
3	Excellent	12	12
4	Moderate	14	14
	Total	100	100

**CUSTOMER OPINION TO BSNL SEASONAL OFFERS**

S.NO	Opinion	No of respondents	Percentage
1	Excellent	23	23
2	Good	57	57
3	Poor	13	13
4	Very Poor	7	7
	Total	100	100

**SATISFACTION OF SERVICE PROVIDED BY THE SUBSCRIBER**

S.NO	Opinion	No. of respondents	Percentage
1	Satisfied	53	53
2	Highly satisfied	26	26
3	Dissatisfied	15	15
4	Highly dissatisfied	6	6
	Total	100	100

SPSS

**CUSTOMER OPINION \* SATISFACTION OF SERVICE PROVIDE Crosstabulation**

Count

		SATISFACTION OF SERVICE PROVIDE				Total
		SATISFIED	HIGHLY SATISFIED	DISSATISFIED	HIGHLY DISSATISFIED	
CUSTOMER OPINION	EXCELLENT	12	7	2	2	23
	GOOD	33	13	8	4	58
	POOR	7	2	3	0	12

	VERY POOR	2	4	1	0	7
Total		54	26	14	6	100

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.456 <sup>a</sup>	9	.590
Likelihood Ratio	7.999	9	.534
Linear-by-Linear Association	.013	1	.909
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .42.

**HYPOTHYSIS:**

H0: There is no relationship between the customer opinion and satisfaction service

H1: There is relationship between the customer opinion and satisfaction service

**INFERENCES:**

Since,  $7.456 < 16.919$ , We accept the null hypothesis. There is no relationship between the customer opinion and satisfaction service

**V. INTERPRETATION:**

- 50% of the respondents are using cell phone for Contact my friends
- 37% of the respondents are stated that the bill was satisfactory
- 57% respondents are stated that the seasonal offers was good
- 53% respondents are satisfied the service provided by the subscriber

**SUGGESTION:**

- The company should create general awareness about the facilities of broadband.
- The company should increase the No. of modem .
- Due to the demand of the prepaid card the BSNL customers switch over to the private cell phone service. Hence the company should ensure the availability of the prepaid care to all.

**VI. CONCLUSION:**

From the researcher concludes that the respondents are satisfied by BSNL service. But level of satisfaction is low with respect to the other factors like messages, broadband service. The researcher would like to request the company members to probe in to the suggestions mentioned and take actions, if necessary for the successful running of the company.

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