

Customer Satisfaction Jio SIM: A Study Conducted in the District of Tirupattur

Dhanalakshmi K

Assistant Professor, Islamiah Women's Arts and Science College Vaniyambadi, Tamil Nadu, India

Bharghava Santosh

Associate Professor and Research Supervisor, Sacred Heart College (Autonomous) Tirupattur, Vellore, Tamil Nadu, India

Abstract

Customer satisfaction is the overall essence of the impression of the supplier by the customers. This impression which a customer makes regarding the supplier is the total of all the processes he goes through, right from communicating with the supplier before doing any marketing to post-delivery options and services and managing queries or complaints post-delivery. During this process, the customer comes across the working environment of various departments and the type of strategies involved in the organisation. This helps the customer to make a strong opinion about the supplier, which finally results in satisfaction or dissatisfaction. Customer satisfaction is a business term that is used to capture the idea of measuring how satisfied an enterprise's customers are with the organisation's efforts in a marketplace.

The use of Reliance Jio Sim has been increasing rapidly in recent years. It gives more concentration towards satisfying customers. This made the researcher study the satisfactory level of customers towards Reliance Jio Sim in Tirupattur District. The present study is about customer satisfaction with Reliance Jio services, factors influencing to prefer to go with Reliance Jio Sim. Percentage analysis, Freidman Rank Test is applied to find the satisfactory level of Reliance Jio services.

Keywords: Customer satisfaction, Satisfactory level of Reliance Jio services.

Introduction

Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have been met. Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use customer satisfaction surveys to gauge customer satisfaction. Typical areas addressed in the surveys include:

- Quality of product
- Value of product relative to price - a function of quality and price
- Time issues, such as product availability, availability of sales assistance, time waiting at the checkout, and delivery time
- An Atmosphere of the stores, such as cleanliness, organisation, and enjoyable shopping environment
Service personnel issues, such as politeness, attentiveness and helpfulness
Convenience, such as location, parking, and hours of operation.

Importance of Customer Satisfaction

1. Understanding the needs of the customer is critical
2. Make sure the employees operate with the same principles

3. Be honest when expectations are not met
4. Customer satisfaction is the foundation of a good business

Top 5 Ways to Measure Customer Satisfaction

1. Survey Customers
2. Understand Expectations
3. Find out where you're failing
4. Pinpoint Specifics
5. Assess the Competition

Steps to Improve Customer Satisfaction

Step 1: Listen to Customer Feedback

Step 2: Fix the individual Customer problem Step 3: Analyze the Data

Step 4: Take action to resolve or prevent customer issues

Step 5: Management Systems

Reliance Jio Services Introduction

Reliance Jio Infocomm Limited, popularly known as Jio, is an Indian mobile network operator. Owned by Reliance Industries and headquartered in Mumbai, Maharashtra, it operates a national Long-Term Evolution (LTE) network with coverage across all 22 telecom circles. Jio does not offer 2G or 3G service and instead uses Voice over LTE (VoLTE) to provide voice service on its network. The launch of Reliance Jio has caused a revolution in the telecom industry. Now, Jio claims to be the world's largest data network based on mobile data consumption.

Technology

Jio High-Speed Internet service is the fourth generation (4G) mobile technology that enables high-speed Internet services. It uses voice-over LTE to provide voice service on its network. LTE refers to Long Term Evolution of telecom technology that enables High Definition of voice and high-speed internet access.

Network

Jio owns spectrum in 850 MHz and 1,800 MHz bands in India's 22 circles and owns pan-India licensed 2,300 MHz spectrum. The spectrum is valid until 2035. The sharing deal is for 800 MHz bands across seven other than the ten circles Jio already owns. In September 2016, Jio signed a pact with BSNL for intra-circle roaming, which would enable users of the operators to use each other's 4G and 2G spectrum in national roaming mode. In February 2017, Jio announced a partnership with Samsung to work on LTE - Advanced Pro and 5G.

Jio Apps

A mobile app or mobile application is a computer program or software application designed to run on a mobile device such as a phone/tablet or watch. Apps were originally intended for productivity assistance, such as Email, Calendar, and contact database. Still, the public demand for apps caused rapid expansion

into other areas such as mobile games, factory automation, GPS and location-based services, order tracking and, tracking and purchases so that there are now millions of apps available. Apps are generally downloaded from an application distribution platform operated by the owner of the mobile operating system, such as the App Store (iOS) or Google Play store. Some apps are free, and others have a price, with the profit being split between the application's creator and the distribution platform. **Apps owned by JIO**

In May 2016, JIO launched a bundle of multimedia apps on Google Play as part of its upcoming 4G services. Many apps were launched late too. While the apps are available to download for everyone, a user will require a Jio SIM card to use them. Additionally, most of the apps are in the beta phase.

Notable apps include

- Jio Chat – instant messaging app.
- Jio Xpress news – e-news app.
- Jio News Paper – Newspaper app.
- Jio Net – App connecting to Jio wifi.
- Jio Health Hub – Free access to tests, doctors and reports
- Jio TV (Formerly Known as JioPlay) – Jio users can watch 642 TV channels free with JioTV.
- Jio Cinema – online HD video library.
- Jio Cloud-based backup tool.
- Jio Mags – E-reader for magazines.
- Jio Moey – Online payments/wallet app.
- JioSaavn (earlier, Jio Music) – For online and offline music streaming in English and Indian Languages.
- JioSecurity – Security app.
- Jio4GVoice (earlier, JioJoin) – VoLTE phone simulator
- MyJio – Manage Jio account and digital services associated with it.

Scope and Need for Study

- An understanding of customer perception and satisfaction for the Reliance Jio Sim Service Provider
- An insight into customers' decision-making process towards Reliance Jio Sim service.
- The factors influencing the service quality and customer satisfaction towards the Reliance Jio Sim in Tirupattur District.
- This study helps know the perception and satisfaction level of existing customers in Tirupattur District.

Objectives of the Study

1. To know about the awareness level of customers towards Reliance Jio Sim.
2. To identify the customer satisfaction level towards Reliance Jio Sim.
3. To find out the factors influencing the customers.

4. To identify the reason to buy the Reliance JioSim.

Research Methodology

This research aimed to identify customer satisfaction towards Reliance Jio SIM. To measure the satisfaction level of customers' purposive random sampling was used. For this purpose, 100 respondents are selected. Questionnaires were used to collect data from the respondent. For the analysis of data, various tests like percentage analysis, Friedman Rank test was used with the help of SPSS software.

Analysis and Results Percentage Analysis

Demographic Details of the Respondents Table 1: Demographic Details

Demographic Details		Frequency	%
Age (years)	Below 30	48	48
	30-40	33	33
	40-50	11	11
	Above 50	8	8
	Total	100	100
Gender	Male	46	46
	Female	54	54
	Total	100	100
Area	Rural	48	48
	Urban	52	52
	Total	100	100
Education level	UG	21	21
	PG	33	33
	Professional	15	15
	Others	31	31
	Total	100	100
Occupation	Student	17	17
	Business	21	21
	Employee	23	23
	Others	39	39

	Total	100	100
Family income	Below Rs. 10000	58	58
	Rs. 10000 – Rs. 20000	24	24
	Rs. 20000 – Rs. 30000	5	5
	Above Rs. 30000	13	13
	Total	100	100

Table 1 shows the demographic details of respondents. Respondents have been classified based on age, gender, area, qualification, occupation, and family income.

Factors influencing to buy Reliance Jio SIM

Table 2: Factors influencing to buy Reliance Jio SIM

Factors	Frequency	%
Friends and Relatives	43	43
Advertisements	19	19
Word-of-mouth publicity	14	14
Others	24	24
Total	81	100

New Schemes	8	8.0
Other Reasons	10	10.0
Total	100	100.0

From the above table, it is found that nearly half of the respondents are influenced by their Friends and Relatives to buy Reliance Jio Sim. 14% are influenced by word of mouth publicity.

Level of Awareness on Service Conditions

Table 3: Level of Awareness on Service Conditions

Awareness Level	Frequency	%
Fully Aware	35	35.0
Aware	41	41.0
Little Bit Aware	18	18.0
Not Aware	6	6.0
Total	100	100.0

The above table shows that 41% of them are just aware of service conditions, and only 6% stated that they are not aware of service conditions of Reliance Jio Sim.

Factors Influencing Selection of Reliance Jio SIM Table 4: Factors Influencing Selection of Reliance Jio SIM

Factors	Frequency	%
Connectivity	18	18.0
Schemes	11	11.0
Advertisements	5	5.0
Free Sim Cards	6	6.0
Price	6	6.0
4G Services	47	47.0
Goodwill	7	7.0
Total	100	100.0

From the above table, it is clear that 47% of them are influenced by 4G services of Reliance Jio Sim, and only 7% are influenced by the goodwill of the company.

Reasons for Buying Reliance Jio SIM

Table 5: Reasons for Buying Reliance Jio SIM

Reasons	Frequency	%
Unlimited Data Service	22	22.0
Free-Roaming Calls	21	21.0
Network Coverage	39	39.0

The above table shows that 39% stated network coverage is the reason for buying Reliance Jio SIM, 8% said new schemes offered are the reason for buying.

Amount Spent on Mobile Recharge

Table 6: Amount Spent on Mobile Recharge

Amount Spent Per Month	Frequency	%
Rs.100-Rs.200	41	41.0
Rs.200-Rs.300	28	28.0
Rs.300-Rs.400	16	16.0
Above Rs.400	15	15.0
Total	100	100.0

The above table shows that the majority 41%, of respondents, spend between Rs.100 and Rs.200 per month on the mobile phone, at least 15% of them spend above Rs. 400 per month for their mobile.

Most Liked Service in Reliance Jio Services Table 7: Most Liked Service in Reliance Jio Services

Services	Frequency	%
Data Services	45	45.0
Call Rates	19	19.0
Network Coverage	28	28.0
Value-Added Services	8	8.0
Total	100	100.0

From the above table, it is found that nearly half of the respondents like data service the most using Reliance Jio services, and 8% like value-added services by using Reliance Jio services.

Overall Satisfaction on Reliance Jio SIM
Table 8: Overall Satisfactions on Reliance Jio SIM

Satisfaction Level	Frequency	%
Highly Satisfied	33	33.0
Satisfied	47	47.0
Neutral	14	14.0
Dissatisfied	6	6.0
Total	100	100.0

The above table clears that most of the respondents are highly satisfied with Reliance Jio Sim, and none have stated highly dissatisfied.

Friedman Rank Test

Friedman Rank Test is applied to identify the satisfactory level of Reliance Jio Services.

Satisfactory Level of Reliance Jio Services

H_0 : There is no difference between rankings of a satisfactory level of Reliance Jio services

H_a : There is a difference between ranking of a satisfactory level of Reliance Jio services.

Table 9: Chi-Square Test Statistics

Test Statistics	
N	100
Chi-square	81.498
Df	5
Asymp. Sig.	.000
a. Friedman Test	

The asymptotic significant value is less than 0.05; the null hypothesis is rejected. Hence, there is a significant difference between rankings of a satisfactory level of Reliance Jio services.

Therefore, factors have been ranked and displayed in the following table.

Table 10: Showing Ranking of Satisfactory Level of Reliance Jio Services

Services	Mean Rank	Rank
Network Coverage	2.74	I

Data Services	3.07	III
Calling Services	2.93	II
Value-Added Services	4.14	V
Customer Service	4.27	VI
New Schemes and Offers	3.85	IV

The major satisfying factors of Reliance Jio services are Network coverage and calling services. Hence, these are ranked one and two, respectively.

The reasonable satisfying factors are Data services and New schemes and offers. Therefore, these are ranked three and four, respectively.

The least satisfying factors are value-added services and customer care services. Thus, these are ranked five and six, respectively.

Findings and Results General Findings Based on applying percentage analysis, the following findings have been drawn:

- 54% of respondents are females
- 48% of respondents belong to less than 30 years of age group
- 52% of respondents are from Urban area
- 33% of respondents are Postgraduates
- 23% of respondents are employees and, 39% stated other occupations
- 58% of respondents family monthly income is less than Rs.10,000
- 43% of respondents are influenced by their friends and relatives to buy Reliance Jio sim
- 41% of respondents are aware of service conditions of Reliance Jio Sim
- Nearly half (47%) of respondents are influenced by 4G services for selecting Reliance Jio services
- 39% of respondents buy Reliance Jio Sim due to its Network Coverage
- 41% of respondents spend between Rs.100 and Rs.200 per month on their mobile
- 45% of respondents stated that Data service is the most liked service of using Reliance Jio services
- Nearly half (47%) of respondents are satisfied with the overall service of the Reliance Jio Sim

Specific Findings Friedman Rank test

- The most satisfying factors of Reliance Jio services are Network coverage and Calling service.
- The fair, satisfying factors are Data service and New schemes & offers.

- The least satisfying factors are value-added services and customer care service.

Suggestions

From the overall study, it was found that most of the customers are satisfied with the current services. Though they are satisfied, the study found some of the suggestions from the respondents to improve the service of Reliance Jio Sim.

- The Majority of the customer felt that they want to remove the problem of call blocking and call drop.
- A Company should improve the ambience of the service stations.
- The download and upload speed of the network has reduced drastically in many places. The Reliance Jio Sim users are expecting high speed. And so increasing network speed to a great extent. It would be better.
- Giving continuous offers on calls to customers at the best possible levels will be good.
- Provide more quality mobiles with Jio Sim.
- Bring more offers to attract non-Jio Sim users.

Conclusion

In today's competitive business, Customers are considered the backbone of the company. Treating the customers like friends is the best way to attract them and make them always come back. The level of satisfaction can also vary depending on other options and customers. The study shows that respondents are influenced by Reliance Jio Services mainly by friends and relatives. Hence, it is recommended that the company can give more attention to advertisements. It is found from the study that improvements shall be given on customer service and value-added services by Reliance Jio Sim services. Due importance shall be given to users from rural areas. If the company makes necessary changes in these facets, the satisfactory level would be high from the present satisfactory level.

References

- Boobalan, C., and K. Jayaraman. "Customers' Satisfaction towards Reliance Jio Sim with Special Reference to Dharmapuri District." *Journal on Management Studies*, vol. 3, no. 3, 2017, pp. 547-552.
- Bell, Pete. "The Jio Effect: How the Newcomer Made an Impact in India." *Telegeography*, 2017.
- Farrell, Greg, et al. "Is Jio Really Profitable? Audit to Answer Doubts and Controversies." *NDTV*, 2018.
- Jain, Upasana. "Idea Agrees to give Reliance Jio