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RELATIONSHIP BETWEEN QUALITY OF SERVICE PROVIDED AND CUSTOMER SATISFACTION IN CUSTOMERS AVAILING TELECOMMUNICATION SERVICES IN INDIA

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ABSTRACT
In India, telecommunication industry is one of the largest services providing sector with a large customer base. As various cellular networks prevail in India, there have been instances when customers changed their preferences from one network to the other. This process of customer defection has several reasons, one of them being the quality of service being provided. The quality of service determines the range of customer satisfaction leading to determination of reasons of customer defection. Hence, the study attempts to determine the relationship between quality of service provided and customer satisfaction in customers availing telecommunication services in the country. Primary data has been collected to test the hypothesis from SPSS and desired results are obtained

Keywords: Customer satisfaction, Quality of service and Telecommunication industry

INTRODUCTION
India is the world's second-largest telecommunication market, with around 1,177.02 million telephone subscriber bases at the end of January 2020. The telecom market can be split into three segments – wireless, wire line and internet services. The wireless market segment comprises of 1,156.44 (98.25%) million of the total subscriber base, Urban segment comprises of 644.54 (55.73%) million and Rural segment comprises of 511.90 (44.27%) million as of January 2020.

India is the second largest country in terms of internet subscribers after China. As of 2019, India holds the world’s highest data usage per Smartphone at an average of 9.8 GB per month. It is expected to double to 18 GB by 2024. India became the world’s fastest-growing market for mobile applications and remained as the world’s fastest growing market for Google Play downloads in the year 2019. In 2018 India had 483 million internet users, but it crossed 661.27 million at the end of November 2019.

Future Strategies To Enhance Telecommunication Services
Revenues from the telecom equipment sector are expected to grow to US$ 26.38 billion by 2020. The number of internet subscribers in the country is expected to double by 2021 to 829 million and overall IP traffic is expected to grow 4-fold at a CAGR of 30 per cent by 2021. The Indian Government is planning to develop 100 smart city projects, where IoT would play a vital role in development of those cities. The National Digital Communications Policy 2018 has envisaged attracting investments worth US$ 100 billion in the telecommunications sector by 2022. The Indian Mobile Value-Added Services (MVAS) industry is expected to grow at a CAGR of 18.3 per cent during the forecast period 2015–2020 and reach US$ 23.8 billion by 2020. App downloads in India are expected to increase to 18.11 billion in 2018 and 37.21 billion in 2022.

Strong policy support from the government has been crucial to the sector’s development. Foreign Direct Investment (FDI) cap in the telecom sector has been increased to 100 per cent from 74 per cent. FDI inflows into the telecom sector during April 2000 – March 2019 amounted to Rs 2.29 lakh crore (US$ 32.82 billion). As of January 2019, expenditure on telecom infrastructure and services by Government of India grew six-fold to Rs 60,000 crore (US$ 8.31 billion) between 2014 and 2019.

To propel the sector on a growth path, the Government of India has launched the National Digital Communications Policy, 2018, which envisages attracting investments worth US$ 100 billion in the telecommunications sector by 2022.

Mobile Number Portability (Mnp)
TRAI announced the rules and regulations to be followed for the Mobile Number Portability in their draft release on 23 September 2009. Mobile Number Portability (MNP) allows users to retain their numbers, while shifting to a different service provider provided they follow the guidelines set by TRAI. Once a customer changes his/her service provider & retaining the same mobile number they are expected to hold the mobile number with a given provider for at least 90 days, before they decide to move to another service provider. This restriction is set in place to keep a check on exploitation of MNP services provided by the service providers.

Government of India decided to implement MNP from December 31, 2009 in Metros & category ‘A’ service

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areas and by March 20, 2010 in rest of the country. It has been postponed to March 31, 2010 in Metros & category 'A' service areas. However, time and time again, lobbying by the state-run firms, BSNL and MTNL has resulted in innumerable delays in the implementation of mobile number portability. Finally, BSNL and MTNL are ready to implement the Mobile Number Portability by October 31, 2010

Inter service area MNP has been implemented in the country w.e.f. 03.07.2015. Now, the wireless telephone subscribers can retain their mobile numbers when they relocate from one service area to another. During the month of January 2020, a total of 5.33 million requests were received for MNP. Out of total 5.33 million new requests, 3.14 million requests received from Zone-I and 2.19 million requests received from Zone-II. The cumulative MNP requests are increased from 470.08 million at the end of December 2019 to 475.41 million at the end of January 2020, since the implementation of MNP. In MNP Zone-I (Northern and Western India), the highest number of requests till date have been received by Rajasthan (about 36.76 Million) followed by Maharashtra (about 36.54 million) service area. In MNP Zone-II (southern and eastern India), the highest number of requests till date have been received in Karnataka (about 43.06 million) followed by Andhra Pradesh (about 39.95 million).

Table 1: Mobile Number Portability Status (in Millions) (2013-2019)

At the end of March	India (in Millions)	Karnataka (in Millions)
2013	478.21	61.96
2014	27.32	2.65
2015	153.84	17.66
2016	209.12	23.42
2017	272.76	29.90
2018	370.82	36.16
2019	428.40	39.83

Source: DOT

Customer Defection

Customer defection is also known as Customer attrition or customer churn or customer turnover which means the loss of clients or customers. Several common reasons are present for customers leave:

1. Brand Value: A decline in brand value
2. Customer Relationships: Customers who do not feel that the value of business.
3. Customer Service: Poor Customer Service experiences frequently result in a Customer Defection.
4. Ease of Use: A competitor who makes things easier to customers. If customers are required to jump through a lot of hoops to get things done, they may defect.
5. Fairness: People tend to have a strong sense of justice. They may defect due to perceptions that practices such as legal terms, conditions, rules or practices are not fair.
6. Innovation: A technology or approach makes the product less competitive in market.
7. Needs: A competitor better meets the customer's needs with features or services that is not being offered.
8. Price: Firms that charge loyal customers a higher set of prices are that face intense price competition.
9. Quality: The perception that your products and services are low quality.

Customer Satisfaction

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or excel customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.(Farries, et. al., 2010)

It is seen as a key performance indicator within business and is often part 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.

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A company's ability to attract and retain new customers is related not only to its product or services, but also to the way it services its existing customers, the value the customers actually perceive as a result of utilizing the solutions, and the reputation it creates within and across the marketplace which brings customer retention into play. Successful customer retention involves more than giving the customer what they expect. Generating loyal advocates of the brand might mean exceeding customer expectations. Creating customer loyalty puts 'customer value rather than maximizing profits and shareholder value at the centre of business strategy'. Customer retention has a direct impact on profitability (John Fleming and Jim Asplund 2007) engaged customers generate 1.7 times more revenue than normal customers, while having engaged employees and engaged customers return a revenue gain of 3.4 times the norm.

REVIEW OF LITERATURE

Vinod Sharma and Jayant Sonwalkar (2016) are focused on developing a theoretical framework for consumer retention strategies for telecom service industry in India. The study conducted to develop a theoretical framework for consumer retention strategies which can be measured via three constructs; consumer satisfaction, consumer loyalty and switching barriers (customer relationship management, alternative attractiveness & switching cost).

Pankaj Sharma (2017) investigated on telecommunications services provided in India, particularly the private companies and has provide an operational framework to the policy makers about the customer expectations and perceptions of service quality and their behavioral intentions in Indian Telecom Sector.

Nicholas Grigoriou, et. al., (2018) the studies examined the potential differences in consumers' behavior towards mobile telecommunications services in both emerging and developed markets, and help us understands the potential reasons for these differences. Further study reveals that e modeled brand switching behavior among mobile telecommunications consumers across four nations and provided evidence of the factors that are most likely to lead to brand switching behavior.

Objectives Of The Study

1. To determine if the cellular service providers are providing quality service to the customers
2. To ascertain if the customers are satisfied with the service provided.

Hypothesis Of The Study

H0: There is no significant relationship between service quality and customer satisfaction

H1: There is a significant relationship between service quality and customer satisfaction

DATA ANALYSIS AND INTERPRETATION

Table 1: Gender and Domicile Area of Respondents

Gender	Domicile Area		
	Rural	Semi urban	Urban
Male	120 (46.3%)	25 (9.7%)	114 (44%)
Female	162(47.5%)	42 (12.3%)	137 (40.2%)
Total	282 (47%)	67 (11.2%)	251 (41.8%)

The Table 1 shows the gender and domicile area of the respondents. Among the 600 respondents, there were 259 males and 341 females. Among the 259 male respondents, 46.3% stayed in the rural area, 9.7% stayed in the semi-urban area and 44% of the male respondents resided in the urban area. Among the 341 female respondents, 47.5% stayed in the rural area, 12.3% stayed in the semi-urban area and 40.2% of the female respondents resided in the urban area. This shows that majority of the respondents resided in rural areas.

Table 2: Response to "How long you have been with current service provider?"

How long you have been with current service provider?		Domicile Area			Total
		Rural	Semi urban	Urban	
<1 year	Frequency	56	19	47	122
	%	45.9%	15.6%	38.5%	100.0%
1-3 years	Frequency	134	30	88	252
	%	53.2%	11.9%	34.9%	100.0%
3-5 years	Frequency	29	12	37	78
	%	37.2%	15.4%	47.4%	100.0%
>5 years	Frequency	62	5	81	148
	%	41.9%	3.4%	54.7%	100.0%

Total	Frequency	281	66	253	600
	%	46.8%	11.0%	42.2%	100.0%

The table 2 shows the response to how long the respondents have been associated with the current service provider. It was found that respondents were associated with the service provider for less than 1 year, 1-3 years, 3-5 years and more than 5 years. 45.9% of the rural respondents were associated with the service provider for less than 1 year. 34.9% of the urban respondents were associated with the service providers for 1-3 years. 47.4% of the urban respondents were associated with the service providers for 3-5 years and 54.7% of the urban respondents were associated with the service providers for more than years. However, 46.8% of association with service provider was of the rural respondents.

Table 3(a): Services Used by the Customers from Their Mobile Phones

Descriptive Statistics			
	N	Mean	Std. Deviation
Mobile phone internet	600	4.423	0.897
International Calls	600	1.820	1.175
National Roaming	600	2.460	1.193
International Roaming	600	1.538	1.033
GPS	600	3.275	1.367
Social media	600	4.338	.930
Voice Message/Voicemail	600	3.130	1.312
Call diverting, call wait, call hold	600	2.985	1.197
Call conference	600	3.160	1.179
Premium SMS	600	2.287	1.380
MMS, International SMS	600	1.783	1.193
Caller Tunes	600	2.538	1.452
Mobile Banking bill payments	600	3.183	1.447
Cricbuzz live score	600	2.637	2.276
Video Calling	600	3.308	1.131
Movie Ticket Booking	600	2.472	1.416
Railway Ticket booking	600	2.307	1.403

Table 3(a) shows the mean and standard deviation of services used by the customers from their mobile phones. It was observed that the total mean of usage of mobile phone internet was 4.423 and standard deviation of 0.897. The total mean of usage of social media was found to be 4.338 with a standard deviation of 0.930. A high standard deviation means that the numbers are spread out. Usage of cricbuzz live score had the highest standard deviation of 2.276. Video calling was found to have a mean of 3.308 and standard deviation of 1.131. GPS was found to have a mean of 3.275 and standard deviation of 1.367.

Table 3(b): Response to services used by the customers from their mobile phones

Description	Always	Very often	Sometimes	Rarely	Never	Total
Mobile Phone Internet	387	108	84	14	7	600
	64.50%	18%	14%	2.33%	1.17%	100%
International calls	26	48	69	106	351	600
	4.33%	8%	11.50%	17.67%	58.50%	100%
National Roaming	42	65	181	151	161	600
	7%	10.83%	30.17%	25.17%	26.83%	100%
International roaming	21	23	50	70	436	600
	3.50%	3.83%	8.33%	11.67%	72.67%	100%
GPS	148	131	149	82	90	600
	24.67%	21.83%	24.83%	13.67%	15%	100%
Social Media	353	131	90	18	8	600

	58.83%	21.83%	15%	3%	1.33%	100%
Voicemail	130	99	161	139	71	600
	21.67%	16.50%	26.83%	23.17%	11.83%	100%
Call Diverting, call wait, call hold	92	79	227	132	70	600
	15.33%	13.17%	37.83%	22%	11.67%	100%
call conference	106	91	259	81	63	600
	17.67%	15.17%	43.17%	13.50%	10.50%	100%
Premium SMS	66	61	102	121	250	600
	11%	10.17%	17%	20.17%	41.67%	100%
MMS, International SMS	31	41	66	91	371	600
	5.17%	6.83%	11%	15.17%	61.83%	100%
Caller Tunes	93	64	130	99	214	600
	15.50%	10.67%	21.67%	16.50%	35.67%	100%
Mobile banking/Bill Payments	159	94	166	60	121	600
	26.50%	15.67%	27.67%	10%	20.17%	100%
Cribuzz Live Score	110	62	96	64	368	600
	18.33%	10.33%	16%	10.67%	44.70%	100%
Video Calling	107	142	221	89	41	600
	17.83%	23.67%	36.83%	14.83%	6.83%	100%
Movie Ticket Booking	79	73	116	116	216	600
	13.17%	12.17%	19.33%	19.33%	36%	100%
Railway Ticket Booking	76	51	101	125	247	600
	12.67%	8.50%	16.83%	20.83%	41.17%	100%

The table 3(b) shows the response to services used by the customers from their mobile phones. 64.50% and 58.83% of the respondents stated that they always used mobile phone internet and social media respectively. 58.50% and 72.67% of the respondents expressed that they never made any international calls or used international roaming respectively. 30.17% of the respondents stated that they used the services of national roaming sometimes. 26.50% of the respondents expressed that they used mobile banking or online bill payments always.

Table 4(a): Services Received From Current Service Providers

Description	N	Mean	Std. Deviation
Customer care service by staff: The staff at my service centre are customer friendly	600	3.835	.838
All my queries were answered by staff at customer service centers to my satisfaction	600	3.663	.871
My problems were understood by staff at customer service centre	600	3.697	.860
I am able to contact my customer service centre staff easily	600	3.395	1.082
Service staff keep up their promises regarding services	600	3.232	1.058
Quality of Service: The service provider's delivery of SMS. MMS etc. are prompt	600	3.773	.988
Service providers' staff posses the required skill and knowledge to answer my queries	600	3.640	.880
Service providers look forward to my feedback and response	600	3.565	.965
I receive all the services on time	600	3.378	1.052
There is voice clarity in my present	600	3.508	1.064
I am not unnecessarily made to talk to machines	600	3.355	1.164
I have not faced any problems relating to the SIM I use	600	3.318	1.170
The time taken for recharging is convenient to me	600	3.787	.964
My service provider has adequate infrastructure at the service centre	600	3.513	.951
I have been recommending my service provider	600	3.350	.955
I Have subscribed to ' do not disturb' facility still I am receiving unwanted calls/sms	600	3.222	1.254
Billing services: I find the billing methods to be transparent	600	3.675	.982

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I understand the contents of the bill with ease	600	3.782	.907
The promotional offers provided along with my bill were useful to me	600	3.370	1.029
My bill adequately explains my expenses/plan	600	3.600	1.011
The number of retail outlets and bill collection centre are sufficient and are easily accessible	600	3.415	.961
The period allowed for payment of bill by my service provider is convenient to me	600	3.608	.924
My network operator has plans which suit me fine	600	3.423	1.058
There are cheaper plans available with other operators but there quality is poor	600	3.388	1.083
Ethics of service provider: my current service provider behaves ethically while rendering his service	600	3.655	.926
My service provider tenders apology for any inconvenience caused to me	600	3.332	1.079
My service provider has convenient periods and terms for my SIM activation	600	3.650	.877
My service provider has not disconnected my connection even when I paid my bills late	600	3.088	1.358
The working hours of my service provider is convenient to me	600	3.627	.982
Connectivity Issues: I am satisfied with network coverage around my home	600	3.242	1.230
I am Satisfied with network coverage around my work area	600	3.290	1.262
I am satisfied with network coverage while I am travelling	600	2.913	1.185
I am satisfied with network coverage in crowded area	600	3.165	1.085
I am satisfied with network coverage in rural areas also	600	3.008	1.220
I frequently have to switch places or walk to get clearer reception	600	3.265	1.028
I sometimes have to dial twice or thrice to complete a call	600	3.498	1.122
My message gets delivered late especially on festivals	600	3.377	1.114
I can call to all sorts numbers(toll free, public service etc.) from my phone	600	3.560	1.079
If I come to know of a cheaper service I would definitely shift	600	3.588	1.214

Table 4(a) shows the mean and standard deviation of services received by the customers from their current service providers. With respect to customer care services, it was observed that the total mean of staff at the customer care being friendly was 3.835 and standard deviation of 0.838. The total mean of time taken for recharging being convenient was found to be 3.787 with a standard deviation of 0.964. With respect to billing services, understanding the bills with ease has a total mean of 3.782 and a standard deviation of 0.907. With respect to following of ethics of service provider, the mean was found to be 3.655 and standard deviation of 0.926. Relating to connectivity issues, respondents opined that if they found cheaper service, they would definitely shift with a mean of 3.588 and standard deviation of 1.214.

Table 4(b)(1): Response to services received from current service providers

Customer Care Services by Staff	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
The staff at my service centers are customer friendly	98	359	106	20	17	600
	16.33%	59.83%	17.67%	3.33%	2.83%	100%
All my queries were answered by staff at customer service centers to my satisfaction	74	320	152	38	16	600
	12.33%	53.33%	25.33%	6.33%	2.67%	100%
My problems were understood by staff at customer service centers	84	312	154	38	12	600
	14%	52%	25.67%	6.33%	2%	100%
I am able to contact my customer service centre staff easily	97	202	165	113	23	600
	16.17%	33.67%	27.50%	18.83%	3.83%	100%
Service staff keep up their promises regarding services	63	190	212	93	42	600
	10.50%	31.67%	35.33%	15.50%	7%	100%

The table 4(b)(1) shows the customer care services received from current service providers and it was found that 59.83% and 53.33% of the respondents agreed that staff at service centers are customer friendly and they effectively addressed queries. 33.67% of the respondents opined that they were able to contact service center easily. But 31.67% of the staff stated that the service staff kept up their promises regarding services. It implied that most of the customers were satisfied with the services received from current service providers.

Table 4(b)(2): Response to services received from current service providers

QUALITY OF SERVICES	Strongly Agree	Agree	neither Agree nor Disagree	Disagree	Strongly Disagree	Total
The service provider's delivery of SMS, MMS etc. are prompt	141	264	130	48	17	600
	23.50%	44%	21.67%	8%	2.83%	100%
Service providers' staff possess the required skill and knowledge to answer my queries	78	302	157	52	11	600
	13%	50.33%	26.17%	8.67%	1.83%	100%
Service providers look forward to my feedback and response	79	284	157	57	23	600
	13.17%	47.33%	26.17%	9.50%	3.83%	100%
I receive all the services on time	78	226	169	99	28	600
	13%	37.67%	28.17%	16.50%	4.67%	100%
There is voice clarity in my present	100	245	139	92	24	600
	16.67%	40.83%	23.17%	15.33%	4%	100%
I am not unnecessarily made to talk to machines	104	191	166	92	47	600
	17.33%	31.83%	27.67%	15.33%	7.83%	100%
I have not faced any problems relating to the SIM I use	99	197	142	120	42	600
	16.50%	32.83%	23.67%	20%	7%	100%
The time taken for recharging is convenient to me	120	317	101	39	23	600
	20%	52.83%	16.83%	6.50%	3.83%	100%
My service provider has adequate infrastructure at the service centre	73	264	182	60	21	600
	12.17	44%	30.33%	10%	3.50%	100%
I have been recommending my service provider	59	219	214	89	19	600
	9.83%	36.50%	35.67%	14.83%	3.17%	100%
I Have subscribed to ' do not disturb' facility still I am receiving unwanted calls/sms	97	188	139	103	73	600
	16.17%	31.33%	23.17%	17.17%	12.17%	100%

The table 4(b)(2) shows the quality of services received from current service providers. 50.33% of the respondents expressed that the staff of service providers possessed the required skill and knowledge to answer the queries of the customer. 32.83% of the respondents opined that they have not faced any problems relating to the usage of SIM. 52.83% of the respondents stated that the time taken for recharging is convenient for them. 31.33% of the respondents expressed that they subscribed to 'do not disturb' facility and were still receiving unwanted calls/SMS. It indicated that most of the respondents opined that they were satisfied with the quality of services provided.

Table 4(b)(3): Response to services received from current service providers

Billing services	Strongly Agree	Agree	neither Agree nor Disagree	Disagree	Strongly Disagree	Total
I find the billing methods to be transparent	106	293	118	66	17	600
	17.67%	48.83%	19.67%	11%	2.83%	100%
I understand the contents of the bill with ease	118	298	131	41	12	600
	19.67%	49.67%	21.83%	6.83%	2%	100%
The promotional offers provided along with my bill were useful to me	78	208	199	88	27	600
	13%	34.67%	33.17%	14.67%	4.50%	100%
My bill adequately explains my expenses/plan	97	280	132	68	23	600
	16.17%	46.67%	22%	11.33%	3.83%	100%
The number of retail outlets and bill collection centre are sufficient and are	57	255	195	66	27	600
	9.50%	42.50%	32.50%	11%	4.50%	100%

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easily accessible						
The period allowed for payment of bill by my service provider is convenient to me	75	306	146	55	18	600
	12.50%	51%	24.33%	9.17%	3%	100%
My network operator has plans which suit me fine	90	214	188	76	32	600
	15%	35.67%	31.33%	12.67%	5.33%	100%
There are cheaper plans available with other operators but their quality is poor	102	179	197	94	28	600
	17%	29.83%	32.83%	15.67%	4.67%	100%

The table 4(b)(3) shows the billing services received from current service providers. 48.83% and 49.67% of the respondents stated that the billing methods adopted by cellular network companies were transparent and they understood the contents of bills with ease. The provision of promotional offers along with the bill was found to be useful by 34.67% of the respondents. 46.67% and 51% of the respondents expressed that their bill explained about the expenses incurred and period allowed for payment of bill by my service provider was convenient. 29.83% of the respondents opined that cheaper plans were available with other operators but their quality was poor.

Table 4(b)(4): Response to services received from current service providers

Ethics of service provider	Strongly Agree	Agree	neither Agree nor Disagree	Disagree	Strongly Disagree	Total
My current service provider behaves ethically while rendering his service	92	290	153	49	16	600
	15.33%	48.33%	25.50%	8.17%	2.67%	100%
My service provider tenders apology for any inconvenience caused to me	64	242	170	77	47	600
	10.67%	40.33%	28.33%	12.83%	7.83%	100%
My service provider has convenient periods and terms for my SIM activation	75	314	150	48	13	600
	12.50%	52.33%	25%	8%	2.17%	100%
My service provider has not disconnected my connection even when I paid my bills late	115	142	118	131	94	600
	19.17%	23.67%	19.67%	21.83%	15.67%	100%
The working hours of my service provider is convenient to me	76	308	148	52	16	600
	12.67%	51.33%	24.67%	8.67%	2.70%	100%

The table 4(b)(4) shows the details regarding ethics of service providers. 48.33% of the respondents expressed that the current service provider was ethical in providing service. 40.33% of the respondents mentioned that for any inconvenience caused, the service provider would offer an apology. 23.67% of the respondents stated that their connections were not disconnected even if late payment of bills was made but 15.67% of them strongly disagreed with the same. 51.33% of the respondents were satisfied with working hours of the service providers. This indicated that ethics were being followed by service providers but they required some improvement.

Testing of Hypothesis:

H0: There is no significant relationship between service quality and customer satisfaction

Table 5(a): Results of one-sample t-test for quality of service provided to customers

	Test Value = 68					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Service Quality	-41.027	599	.000	-20.52333	-21.5058	-19.5409

When one sample t test was performed to test the quality of service among respondents, taking 68 as standard and it was found that quality of service was lesser than expected. The observed mean for quality of service was 47.48 as against expected score of 68. ‘t’ value of 41.027 was found to be significant at .000 level.

Table 5(b): Results of one-sample t-test for customer satisfaction level

	Test Value = 156				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference

					Lower	Upper
Customer Satisfaction	-29.014	599	.000	-21.24667	-22.6849	-19.8085

When one sample t test was performed to test the customer satisfaction level among respondents, taking 156 as standard and it was found that customer satisfaction level was lesser than expected. The observed mean for customer satisfaction level was 134.75 as against expected score of 156. 't' value of 29.014 was found to be significant at .000 level.

Both, quality of service and customer satisfaction levels show a statistically significant difference. Hence, there is a significant relationship between service quality and customer satisfaction amongst cellular network companies in India. The null hypothesis was rejected and alternate hypothesis was accepted.

CONCLUSION

In today's world of globalization there is a cut throat competition. The service providers are facing stiff competition with respect to each other. In the competitive world of business, people would expect quality products and quality services. The study identifies that consumers prefer a particular service provider on the basis of call tariff, network coverage and value added services. The consumers are highly influenced by their friends and relatives and media while selecting or buying a particular service provider. The significant development in this field in the past ten years shows that there is a very bright scope for expansion and modernization in cellular area with a very short span of time. Thus, service providers have to understand the ever changing preferences and the behavior of consumers constantly in order to satisfy and serve them better. In the era of ever increasing competition, it is very important for service providers to keep a constant eye on preferences and behavior of their consumers in order to capture the large untapped market in India.

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