

Service Quality Relationship Between Airtel and BSNL on Behaviour and Switching Intentions in the Telecommunication Sector in Himachal Pradesh

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ABSTRACT

In the present time of competition, a standout amongst the most imperative issues for a telecom industry is realize the fulfillment dimension of customers, their conduct and their switching intentions regarding the service providers, as the quick changing business situation for the whole exchange exercises starts and finishes with the client. Service Quality, consumer loyalty and Customer maintenance is the essential objective of each business association as the consumer loyalty influences the client's steadfastness, standard for dependability and their conduct whether positive or negative. Different studies have been completed to merge the components of service quality and servqual has been acknowledged too developed instrument to gauge service quality. The present examination intends to break down the comparative impact of service nature of Airtel and BSNL on conduct and switching intentions of the customers in the telecommunication area in Himachal Pradesh. The information for the investigation was gathered through an overview comprising an example of 600 subscribers (300 each Airtel and BSNL) chose on advantageous arbitrary premise to discover the elements which are in charge of behavioral result and switching intentions. The factual devices connected in the investigation were factor analysis, skewness, kurtosis and chi-square test. The outcomes demonstrated that five components for example corporate picture, switching costs, poor performance, service expeditiousness and critical thinking are the huge patrons for switching intentions of the customers.

1. Introduction

Service quality becomes the crucial issue for hospitality industry and the theory of service quality has evolved over long period of time through testing and trials in service sector. . The demanding customers and increased sense of customer satisfaction led to the use of the new service parameters making hoteliers to implement quality management as an effective aid. During the last few decades there is phenomenal change experienced in the hospitality industry and the reason being is Service Quality. Knowing that both service quality and value is difficult to measure, hospitality companies heavily rely on guest's quality perception and expectations. It could be achieved by

asking guest's questions related to expectations and their perceptions of the service quality through carefully designed surveys.

Telecommunication is one of the fastest-growing industries in India and is the second largest market in the world. The entire telecommunication industry which has become a dynamic service industry in India is facing a tough competition due to liberalization and privatization subject to increasing competition with huge growth potential in terms of subscribers and revenue. The Indian customers are enjoying a wide range of services along with the world's lowest local call rates. The service providers in India are faced with the challenge of reducing customer churn in the ever increasing telecommunication market. Under these circumstances, the success of mobile phone service providers in India mainly depends on service quality which ultimately increase customer

base and Service quality will become quality service if it meets the customers' expectations.

Service quality becomes the vital issue for cordiality industry and the hypothesis of service quality has developed over extensive stretch of time through testing and preliminaries in service division. . The requesting customers and expanded sense of consumer loyalty prompted the utilization of the new service parameters making hoteliers to actualize quality administration as a powerful guide. Amid the most recent couple of decades there is wonderful change experienced in the accommodation business and the reason being is Service Quality. Realizing that both service quality and esteem is hard to quantify, neighborliness organizations vigorously depend on guest's quality discernment and desires. It could be accomplished by asking guest's questions identified with desires and their impression of the service quality through cautiously structured studies.

Telecommunication is one of the quickest developing enterprises in India and is the second biggest market on the planet. The whole telecommunication industry which has become a dynamic service industry in India is confronting an intense competition because of progression and privatization subject to expanding competition with enormous development potential as far as subscribers and income. The Indian customers are appreciating a wide scope of services alongside the world's least neighborhood call rates. The service providers in India are looked with the test of decreasing client agitate in the regularly expanding telecommunication market. Under these conditions, the accomplishment of cell phone service

providers in India predominantly relies upon service quality which at last increment client base and Service quality will become quality service in the event that it meets the customers' desires.

Current aggressive environment has constrained telecommunication organizations to concentrate on service quality related measurements and have an intensive comprehension on the client's need and the exercises that builds the consumer loyalty and help in holding the customers, so as to productively boost income. Along these lines, in this age of client's center, conveying quality service has become an essential method for separation and way to make business progress and survival in today focused environment. Be that as it may, no business association can get by without structure its consumer loyalty and client dedication. Moreover no organization can bring home the bacon without addressing the necessities of its customers. That is the thing that associations do, they serve individuals' needs. Conveying of value service to the customers has become an essential factor for progress and survival of telecommunication organizations. Service quality can be characterized as the individual experience of the client with the service provider. Customers need to benefit the diverse sorts of services given by the telecom service providers. Consumer loyalty is a gauge of how well the items or services offered by a firm meet or surpass client desire. Then again, if the apparent performance surpasses the desires, customers will be fulfilled. Whenever saw performance is not exactly expected, customers will be disappointed. Clearly whether customers don't get quality service and become disappointed by the provider, they without a doubt will go somewhere else. Along these lines, it is basic for the service provider to comprehend the service quality, client conduct and explanations behind switching of the customers and try endeavors to hold the customers and contend the firm competition in the market.

1.1 Service quality

Quality in a service is a proportion of the degree to which a conveyed service meets the client's desires. It is dictated by the client's observation and not by the view of the providers of the service. Service quality is viewed as a basic determinant of aggressiveness. Service quality can separate itself from different contenders and increase an upper hand. Better service quality is a key than improved benefit. Services are an imperative portion everything being equal and they become progressively more a piece of regular day to day existence as economies create. Purchaser service is a key factor towards producing faithful retail customers, and at last, effective retail businesses.

1.2 Models for Measuring Service Quality

The measurement and management of service quality is more challenging as compared to tangible products

- Service Quality Scale (SERVQUAL)
- Service Performance Model (SERVPERF Model)
- Retail Service Quality Scale (RSQS)

2. Review of literature

Blesic et al (2009) in their exploration on service quality at spa lodging have effectively utilized SERVQUAL and inferred

that the acknowledgment of objectives is obvious through services which suits visitor's needs and requests. To abridge the hole between the visitor's desires view of conveyed services, each person in the association ought to guarantee that each time they serve visitors, it gives them positive experience. The administration ought to endeavor to make quality norms for service which are very much characterized and absolutely straightforward. The properties which frames quality measurements, for example, addressing visitors needs, reliability in service, appropriately controlled coordination just as social measurements, for example, criticalness of taking care of issues, positive mentality and giving individual thoughtfulness regarding visitors.

Ahmed et.al (2010) in their examination inspected the service nature of the portable service providers and customers' fulfillment and customers' maintenances with respect to SMS in cell organizations of Pakistan. The investigation concentrated just the SMS service given by telecom associations. The information was gathered through organized poll from 331 adolescents from various colleges who utilize the SMS service of any organization. Connection and relapse analysis were utilized to examine the information. Service quality was estimated utilizing five measurements and its relationship was resolved with consumer loyalty. It was discovered that all the measurement have a huge association with the fulfillment of the customers and customers were marginally fulfilled from the service nature of SMS service providers in Pakistan.

Prakash et al (2011) on systematic methodology for demonstrating and assessing service quality and usage through strategy arranging and improvement programs: A comparative investigation of different service quality models by successful utilization of neural systems and its most essential component has affirmed that the Performance – Expectation Gap is best appropriate for assessing service quality as it outperformance different methods and this methodology can used to any part or industry. In spite of the fact that it is extremely hard to determine the definite constituents of service quality significant components can be distinguished by fluctuating degrees of significance for the customers to assess apparent service quality by contrasting apparent performance and desires.

Nandi and Pattanayak (2015) in their paper concentrated on the brand switching propensities of youthful Indians and successfully investigated the effect of various demo-realistic factors on brand dependability. The information was gathered from 600 youthful grown-ups containing the two students and experts from different rumored universities and organizations in Bangalore and their reactions were examined on SPSS. The measurable instruments utilized in the investigation were cross-tabs, chi-square and various relapse analysis. The examination showed that among different statistic factors, just age affected brand unwaveringness. Samsung is the most well known brand pursued by Nokia, Sony and Apple. Apple has the most steadfast base of customers and is one of the yearning brands. The level of switching was most astounding if there should arise an occurrence of Karbonn versatile clients pursued by Micromax. Among the famous brands, Nokia had a

greater number of switches than Samsung and Sony. The essential purpose behind switching of reactants was specialized contradiction, new specialized and esteem included highlights and value offer. The examination proposed that the versatile organizations ought to present diverse models with new imaginative highlights and create explicit procedures and move plans making into record the unpredictable arrangement of components that impact purchaser purchasing conduct which helps in improving the fulfillment dimension of their present customers and make them progressively faithful.

Panigrahi, Azizan and Khan (2018) conveyed an examination to research the observational connection between Service Quality, Trust, Satisfaction and Intention to customers buying Life Insurance Products in Malaysia. The essential information was gathered from 215 respondents dependent on accommodation examining strategy and was investigated on five point Likert scale. Elucidating insights, exploratory and corroborative factor analysis were utilized in the examination. To gauge consumer loyalty, trust and buy expectation, seven key SERVQUAL factors were used for example substantial quality, unwavering quality, responsiveness, confirmation, sympathy, accommodation and critical thinking. The outcomes found that substantial quality, unwavering quality, responsiveness, critical thinking and support on buy goal were discovered noteworthy with the exception of sympathy and affirmation. The discoveries demonstrated that critical thinking

and support are key factors in protection industry which prompts consumer loyalty and trust, and would full service quality hole and increment capability of specialists to perform legitimately as indicated by the requirements of the customers.

3. Objectives

1. To assess the level of customer satisfaction related with the service quality of the subscribers in Himachal Pradesh
2. To identify the factors that influence the behavior and switching intentions of the customers.

4. Research methodology and data collection

4.1 Collection of the data

The essential information has been gathered to achieve the targets of the examination. Secondary information have been accumulation through sources is government productions, sites, books, diary articles, inner records and so forth.

4.2 Sample Size

An example of 600 respondents for example 300 Airtel and 300 BSNL customers has been drawn based on advantageous arbitrary examining. Further, two zones were chosen and out of each zone two regions were chosen and out of each region two squares were chosen based on most noteworthy populace.

Sr. No.	Zones	Districts	Blocks	Total No. of Respondents
1.	Shimla	Shimla	Shimla	75
			Theog	75
		Solan	Nalagarh	75
			Solan	75
2.	Kangra	Kangra	Palampur	75
			Nurpur	75
		Chamba	Chamba	75
			Churah	75
	Total			600

4.3 Statistical Tools used

The assessment was done on a five point Likert scale and skewness, kurtosis, chi-square and factor analysis have been applied.

5. Results and discussion

Table 1: Descriptive Statistics on Behavior Outcomes of the Respondents

Behavior Outcomes	Mean Score		Skewness		Kurtosis		Chi-square		P-value	
	Airtel	BSNL	Airtel	BSNL	Airtel	BSNL	Airtel	BSNL	Airtel	BSNL
Positive response of respondents	3.9933	3.9067	-.945	-1.188	1.229	2.136	246.827	389.933	.000	.000
Strong recommend-action of service provider	3.7300	3.5567	-.803	-.435	.390	-.406	243.667	179.100	.000	.000
Service Provider is always first choice	3.4300	3.3167	-.292	-.337	-.717	-.545	170.567	176.600	.000	.000
Redressal of their complaints	3.8600	3.8567	-1.512	-1.520	2.786	3.044	405.900	432.300	.000	.000
Switching to other service provider if provides better deal	2.9867	2.9433	.118	.014	-1.154	-.604	50.600	107.100	.000	.000
Complain to external agencies	2.3300	2.4267	.139	-.294	-.020	-.543	198.433	130.027	.000	.000

The elucidating factual analysis in regards to the behavioral results of the respondents as introduced in the table

1 uncovers that the mean score of reactions among Airtel and BSNL has been discovered higher than the normal mean score

in every one of the announcements aside from to the extent switching to other service provider if better arrangements are offered and whining to outer organizations is concerned. The negative estimation of skewness of Airtel and BSNL in all announcements depicts that greater part of reactions of respondents is towards the higher side of mean an incentive aside from the announcements identified with switching to other service provider and grumbling to outer offices. The estimation of kurtosis in the event of both service providers demonstrates that appropriation of reactions is Leptokurtic in the announcements positive reaction of respondents, solid

recommendation of service providers and redressal of their grumbings though it is Platykurtic to the extent service provider is forever their first decision, switching to other service provider and whining to outer organizations is concerned. The figured estimation of Chi-square for Airtel subscribers in comparison to BSNL subscribers has been discovered huge at 1 % dimension of importance regarding every one of the announcements of behavioral results. Consequently, it tends to be reasoned that the conclusion of the respondents varies altogether in both the service providers to the extent behavioral result of the respondents is concerned.

Table 2: Descriptive Statistics on Reasons for Switching Of the Respondents

Reasons for Switching	Mean Score		Skewness		Kurtosis		Chi-square		P-value	
	Airtel	BSNL	Airtel	BSNL	Airtel	BSNL	Airtel	BSNL	Airtel	BSNL
If less charged for data services	3.2567	3.0667	-.340	-.279	-.958	-.669	87.200	88.600	.000	.000
If offered low call, SMS charges	3.5967	3.4667	-.580	-.423	-.726	-.613	183.133	166.267	.000	.000
If friends, relatives are using particular connection	2.8900	2.6733	.038	.294	-.918	-.788	61.300	51.067	.000	.000
Influenced by advertisements	2.5433	2.4567	.226	.329	-1.136	-.999	70.333	55.633	.000	.000
Dissatisfied with the services of service provider in future	4.0933	3.9767	-1.001	-.638	1.176	.667	298.233	288.033	.000	.000
Switch due to Poor roaming network	2.9967	2.9967	.311	10.036	.622	145.036	300.433	418.640	.000	.000
If service provider is slow in responding	3.3867	3.3400	-.597	-.430	-.357	-.591	176.500	194.067	.000	.000
More vas are provided by others	3.0667	3.0100	.135	-.039	-.410	-.354	116.000	113.567	.000	.000
Poor network and call clarity	4.1733	4.0167	-1.136	-.957	1.905	1.324	304.933	274.167	.000	.000
Just for a change	2.0767	2.0300	.817	.740	-.499	-.354	146.100	145.433	.000	.000
Switching does not cost heavy expenses	2.5300	2.4833	.196	.354	-1.275	-.878	87.500	92.100	.000	.000
If there is problem of Billing, activation	3.5967	3.4967	-1.167	-.882	.619	.350	301.767	210.633	.000	.000

The elucidating measurable analysis in regards to the switching intentions of the respondents as exhibited in the table 2 demonstrates that as the mean scores has been discovered higher if there should be an occurrence of both the service providers concerning every one of the announcements with the exception of if companions and relatives are utilizing a specific association, affected by the ads, change because of poor wandering system, only for a change and switching does not cost substantial costs. The negative estimation of skewness identified with the announcements charges less for information services, low call rates, disappointed with the services of service provider in future, moderate in reacting to protests, poor system and call lucidity and issue of charging and initiation of services, demonstrates that dominant part of reactions of both Airtel and BSNL are towards the higher side of mean esteem. The negative estimation of kurtosis of both Airtel and BSNL subscribers depict that conveyance of reactions is Platykurtic aside from to the extent proclamations identified with disappointment with the services of service

provider in future, switching because of poor meandering system is concerned. The estimation of chi-square for both Airtel and BSNL subscribers has been discovered critical at 1 % dimension of importance which uncovers that there is a huge distinction in the reactions of both the subscribers of service providers to the extent articulations' with respect to explanations behind switching is concerned.

5.1 Behavioral Outcomes and Switching Intentions: A Factor Analysis

The Kaiser Meyer Olkin (KMO) proportion of inspecting amplexness is a measurement that analyzes the fittingness of factor analysis. The Kaiser Meyer Olkin measure the inspecting sufficiency which ought to be more than 0.5 for an attractive factor analysis. The consequences of the Kaiser Meyer Olkin (KMO=.807) proportion of examining amplexness and Bartlett's trial of sphericity with profoundly huge esteem obviously shows the suitability of the utilization of factor analysis.

TABLE 3: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.807	
Bartlett's Test of Sphericity	Approx. Chi-Square	2412.412
	df	153
	Sig.	.000**

**Significant at .05 level of confidence

5.2 Total Variance Explained

Table shows what number of factors can be joined together to make a solitary factor. The underlying parts are the quantity of the factors utilized in the factor analysis and is determined by utilizing vital segment technique. The Eigen esteems are the changes of the elements and just the

elements with Eigen esteem more noteworthy than one are held. Five elements with Eigen esteem more prominent than one are held out of eighteen factors. The level of difference shows the all out change ascribed. The combined level of variety as appeared by these five factors is 56.455 percent.

Table 4: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sum of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.209	23.385	23.385	4.209	23.385	23.385	2.429	13.496	13.496
2	1.945	10.803	34.188	1.945	10.803	34.188	2.404	13.354	26.850
3	1.564	8.690	42.878	1.564	8.690	42.878	2.102	11.680	38.530
4	1.259	6.996	49.873	1.259	6.996	49.873	1.950	10.831	49.361
5	1.185	6.581	56.455	1.185	6.581	56.455	1.277	7.094	56.455
6	.865	4.804	61.259						
7	.852	4.734	65.993						
8	.743	4.126	70.119						
9	.711	3.951	74.070						
10	.663	3.685	77.755						
11	.647	3.592	81.347						
12	.583	3.240	84.587						
13	.540	2.997	87.585						
14	.532	2.956	90.540						
15	.498	2.769	93.310						
16	.451	2.507	95.817						
17	.384	2.132	97.949						
18	.369	2.051	100.000						

Extraction Method: Principal Component Analysis

5.3 Rotated Component Matrix

To discover the connection between the factors, the factors are pivoted by utilizing varimax turn. The factors which speak to the segments of behavioral results and switching intentions are picked. The consequences of segment framework report the stacking of various factors on recognized five elements which have been removed through factor analysis and are generally corresponded.

Factors which have been stacked on first factor for example corporate picture incorporates; unequivocally recommend services of service provider to companions and relatives, dependably administrator is given first decision, positive about service provider and not move to other service provider. The primary factor clarifies 23.385 percent of fluctuation.

The second factor for example service cost speaks to five factors to be specific not move to other service provider regardless of whether offered shabby information services, regardless of whether loved ones are utilizing specific

association, whenever impacted by the notices, whenever offered low call rates, regardless of whether switching isn't exorbitant and only for a change. The second factor clarifies 10.803 percent of change.

In third factor, poor performance incorporates poor system and call lucidity, disappointed with the service provider and issue of charging, enactment and deactivation and revive. The third factor clarifies 8.690 percent of difference.

The factors which are stacked in fourth factor for example service quickness is related to weight on three components which incorporates poor wandering system, moderate in reacting to objections and assortment of services given by other service provider. The fourth factor clarifies 6.996 percent of change.

The fifth factor for example critical thinking; incorporates look for the assistance of outside offices like DOT, TRAI and protest to service provider if any issue is confronted. The fifth factor clarifies 6.581 percent of fluctuation.

Table 5: Rotated Component Matrix

Statements	Component				
	1	2	3	4	5
Strongly recommend to friends and relatives	.814	-.005	-.131	-.031	-.049
Service provider is always your first choice	.792	-.071	-.133	.049	-.014
Say positive about service provider	.716	-.103	.017	-.201	-.054
No switching to other service provider	.508	-.283	-.324	.115	.305
No shift even if offer cheap data services	-.168	.696	.318	.002	-.043
Switch if friends, family are using particular connection	-.012	.630	.089	.218	.293
Switch if influenced by advertisements	.066	.607	.093	.108	-.035
No switching if offer low call rates, SMS charges etc.	-.266	.549	.438	-.057	-.029
If switching does not cost heavy expenses	-.170	.542	-.007	.395	-.170
Just for a change	-.142	.540	-.315	.391	-.040
Poor network and call clarity influence to switch	-.089	.074	.746	.139	.067
Switch if dissatisfied with the services of service provider	-.074	.179	.694	.109	.068
Switch if problem of billing, activation and recharge	-.240	.084	.514	.341	-.264
Switch due to poor roaming network	.016	-.034	.295	.693	.054
Switching if operator is slow in responding	-.046	.197	.243	.678	-.086
Variety of services are provided by others	-.036	.290	-.091	.645	.065
Complain to external agencies like DOT, TRAI	.099	.038	.204	-.093	.787
Complain to service provider if face any problem	.362	.036	.233	-.101	-.588

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 10 iterations.

6. Conclusion

The conduct result of most of respondents uncover that there is a critical contrast in the supposition of respondents of both the service providers to the extent articulations identifying with focuses about service providers, solid recommendation of service provider and redressal of protests. Further, the fundamental reasons which impact the subscribers to switch are; high service charges, disappointment with the service provider in future, moderate reaction of grievances and poor system and call clearness.

Corporate picture has been discovered the most vital factor for switching pursued by service cost. The poor performance of service provider improves the switching aim of

the subscribers. Thus, the service providers must have great corporate picture and should concentrate on the diminishing the service cost. Further, the service providers should concentrate on system availability, call clearness, enactment and charging issues. Different variables which are observed to be vital explanations behind switching are: service speediness and critical thinking. The factor which prompts disappointment among the subscribers is high services charges and system issues which impact the subscribers to change starting with one service provider then onto the next. Thus, by making great corporate picture and great system availability, the service providers would almost certainly hold their client base which would at last increment client unwaveringness.

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