Impact Of Responsiveness On Customer Satisfaction In Telecommunication Sector

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ABSTRACT

The main aim of this study is to identify the various variables influencing customers on Responsiveness factor and to analyses the influence on Responsiveness factor on customer satisfaction . The researcher used t –test and analysis of variance to find the result. The various variables are influencing customers in responsiveness factors are solve issues while using tele communication, anywhere services, understand needs of the customers, feel comfortable, 24/7 services, affordable cost and mode of payment. There is a significant relationship between responsiveness factor and customer satisfaction in Tele communication sector.

Keywords: Customer loyalty, Tele communication sector, Responsiveness.

INTRODUCTION

The ability to attract the right target market, making them buy/consume the product on a regular basis and in high quantities and advocating for the product enabling more customers to shift from the substitute products to your product is termed as Customer loyalty. It is often described as the ability to generate repeat orders from the customers and securing good ratings and reviews

In the Indian market which is ever dynamic in nature to keep the existing customers is a huge challenge. Customer Relationship Management is an outcome to improve and maintain the relationships with the customers in this competitive edge. Many telecom companies have been building their organizational capacity in this regard. Customer Relationship Management

emphasize upon the effective management of relationship with customers, hence it is focused upon customer retention and this idea of Customer retention helps in maintaining the existing customer rather than creating new ones. Customer Relationship Management as combination of people process and technology, while seemed it as a combination of technology and business.

Three parameters of service quality; reliability, empathy and service Quality was found positively correlated (Siddiqui, 2011). Positive relationship was found between all the attributes of service quality attributes and customer loyalty with mediating effect of customer satisfaction in a study in retail banking sector in Bangladesh. Tangibles, responsiveness and reliability were found directly related with customer loyalty in Telecommunication industry . Empathy had highest positive correlation while assurance had least correlation with customer loyalty.In Kenyan mobile telecommunication sector, all the indicators of service quality (of SERVQUAL) model found to have positive correlation with customer loyalty. Empathy has the highest influence on customer loyalty. Impact of all the parameters of customers" perceived service quality was positive on customer loyalty except tangibility.

Service quality is a term that has been elaborated and explained through many definitions. However it's an accepted and learned fact that higher service quality can only be defined by the customers resulting from provision of services by an organization that satisfies the customer's needs and expectations . Thus, service quality can simply be defined as the fulfillment of customer expectations. Conceptual and empirical studies suggest that service quality is comprises of three dimensions product, environment, and delivery (Rust and Oliver, 1994) or quality delivered through interaction, physical environment and outcomers . Price is distinguished in to two components, the objective price (the actual prevailing price of a product) and the perceived price (the price as determined by the consumer) (Jacoby and Olson, 1977). Perceived price can be defined as the customers judgment about an average price in comparison to the price charged by competitors for same product or services.

Customer loyalty is one of the most important aspects of marketing planning since customer retention is more important than customer absorption. It is a long term commitment from the existing customers for the repurchase of products and services. Customer loyalty is termed as a sustainable source for generation of income while on the other hand, loyal customers are considered as the best people for marketing of products and services

REVIEW OF LITERATURE

Amna Nasir (2014) Customer Loyalty in Telecom Sector of Pakistan. Journal of Sociological Research ISSN 1948-5468 2014, Vol. 5, No. 1. This study examines major influences on customer loyalty in a research framework where customer loyalty is the dependent variable and customer satisfaction, perceived price, service quality and trust are all independent variables. In addition to that service quality also has a significant positive influence on trust. Customer satisfaction is a strong variable effecting customer loyalty and trust positively. Therefore it could

be postulated that customers with high rated perception of service quality and satisfaction also generally exhibit repurchase intent and strong loyalty towards the products. Furthermore, the study also adds up that the moderating variables positively influence the relationship. Increase in the customer"s perception on the reasonableness of price also tends to increase the impact of service quality on customer satisfaction.

ArchiDubey (2016) Impact of Service Quality on Customer Loyalty- A Study on Telecom Sector in India. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 18, Issue 2 .Ver. I The objective of this paper is to identify the impact of service quality on customer relationship management and customer loyalty in the Indian telecom sector. Service quality has been considered as independent variable whereas customer relationship management and customer loyalty were considered as dependent variable. Results depicted that the service quality has significant and positive impact on customer relationship management and customer loyalty. Out of the four antecedents of service quality, tangibility and assurance has significant and positive impact on customer relationship management, while tangibility has a significant impact on customer loyalty. The study suggests that the service providers should put their endeavor to upgrade the technology and serve the customers with modern equipments. Besides, the staff should try to please the customers by their neat appearance.

Kavitha M (2019) A Study on Service Quality Dimensions on Green Marketing.International Journal of Management, IT and Engineering.Volume 09 Issue 3(2) March 2019. To find the influence of service quality dimensions on green marketing. The result shows that there is positive relationship between service quality dimensions and green marketing

Kavitha M (2020) AN EMPIRICAL RELATIONSHIP BETWEEN SERVICE QUALITY DIMENSIONS AND CUSTOMER ENGAGEMENT OF BANKING SECTOR.AEGAEUM JOURNAL.Volume 8, Issue 4, 2020.Banks are providing attractive services to the customers. Customers are admired many of the services provided by the Banking sector and they are engaged with the same Bank. The important service quality dimensions provided by the Banks are reliability, responsiveness, assurance, tangibles, empathy, Bank Loyalty and Bank Image. Among the all services customers are admired by the responsiveness of the banks for the immediate transactions.

Mikilos (2019) Banks must meet the needs of their customers in order to achieve sustainable development. MDPI. Sustainability Journal.The aim of this paper is to examine service quality dimensions, by using the modified SERVQUAL model, which can be used to measure customer satisfaction, and the effect of these dimensions (tangibles, responsiveness, empathy, assurance, reliability, access, financial aspect, and employee competences) on customer satisfaction in Jordanian banks. Further studies should consider the dimensions of access, financial aspect, and employee competences as essential parts of service quality dimensions with the other subscales, so as to improve wider customer satisfaction in the banking sector. In the authors' opinion, the

modified SERVQUAL model is useful for addressing customer satisfaction in the banking sector.

Intend of the Study

➢ To identify the various variables influencing customers on Responsiveness factor
➢ To analyses the influence on Responsiveness factor on customer satisfaction

Statement of Hypotheses

➢ There is no significant difference among the variables influencing customers on Responsiveness factor
➢ There is no significant relationship between Responsiveness factor and customer satisfaction

Methodology

Nature of the study

The study is spotlighted to identify the factors are influencing customers on Tele communication sector in Chennai city.

Data sources

The study used secondary & primary data.

Sample

The primary information collected from the customers using Tele communication in Chennai City. Overall, 140 questionnaires distributed to customers using Tele communication in Chennai city. Out of 140 questionnaires, 115 questionnaires were filled by the customers and returned. The scrutiny process of questionnaires, 15 questionnaires were disallowed due to inadequate details provided by the customers. Finally, 100 questionnaires were used for the final study.

Instrumentation

Method of Analysis

The collected data key in excel sheets and then transferred to SPSS software version 21. The one-sample t-test, Analysis of variance.

Data Analysis and Discussion

Null Hypothesis

There is no significant difference among the variables influencing customers on Responsiveness factor

In the case of Responsiveness the researcher identifies that the following order is perceived very important for the reliability measure

Table 1 T-test for Responsiveness

	N	Mean	Std. Deviation	Std. Error Mean	t-value-Lower	Significance-Lower	Rank
RE1	100	3.5200	1.27784	.05715	9.099	.000	2
RE2	100	3.3980	1.12166	.05016	7.934	.000	4
RE3	100	3.0340	1.68479	.07535	.451	.652	5
RE4	100	2.9320	1.38680	.06202	-1.096	.273	6
RE5	100	3.4280	1.27124	.05685	7.528	.000	3
RE6	100	2.8620	1.43495	.06417	-2.150	.032	7
RE7	100	2.8740	1.15099	.05147	-2.448	.015	8
RE8	100	3.5240	1.20180	.05375	9.750	.000	1

Source-Computed data

From the above table it can be found that the mean values range from 2.86 to 3.52 with the respective standard deviation and standard error. The t values 9.099, 7.934, 7.528, 9.750 are statistically significant at the 5 % level. The t values.451 is statistically insignificant at 5% level and this is neither agreeing and nor disagree by the customers. The t values -1.096,-2.150, -2.448 are statistically significant and disagree with the customers. Therefore, it can be concluded, among the eight factors understand customer needs is considered very important by the customers to more responsibility on telecommunication sectors

Null Hypothesis

To analyses the influence on Responsiveness factor on customer satisfaction

INFLUENCE ON RESPONSIVENESS ON CUSTOMER SATISFACTION

The responsiveness covers eight variables and its influence over customer satisfaction is measured through linear multiple regression analysis. The findings are given below

Table 2   Model Summary for Responsiveness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993(a)	.986	.986	.12007184

a Predictors: (Constant), RE8, RE3, RE7, RE2, RE6, RE1, RE4, RE5
Source –Computed data

It was shown in the above table R=.993 R square = .986 and adjusted R square .986. It indicates the responsiveness variance stimulates 98.6% variance over the customer satisfaction. The cumulative influence of eight variables of responsiveness over customer satisfaction is computed through the following one way analysis of variance.

Table 3 ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	491.921	8	61.490	4265.040	.000(a)
	Residual	7.079	491	.014		
	Total	499.000	499			

a Predictors: (Constant), RE8, RE3, RE7, RE2, RE6, RE1, RE4, RE5
b Dependent Variable: Customer satisfaction
Source –Computed data

It was given in the above table f=4265.040 p=.000 are statistically significant at 5% level. This establishes all the eight variables cumulatively responsible for customer satisfaction. The individual influence of all this eight variables is clearly given in the following co-efficient table.

Table 4 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	-2.786	.019		-143.660	.000
	Affordable cost	.012	.016	.015	.731	.465
	Mode of payment	.239	.015	.268	15.499	.000
	prompt service	.025	.010	.042	2.440	.015
	Feel Comfortable	.136	.016	.189	8.273	.000
	24 /7 services	.191	.018	.242	10.490	.000
	Solve issues	.015	.014	.021	1.044	.297
	Anywhere services	-.070	.015	-.081	-4.692	.060
	Understand the needs	.274	.018	.329	14.865	.000

a Dependent Variable: Customer satisfaction
Source –Computed data

It revealed in the above table Any mode of payment (Beta=.268, t=15.499, p=.000), prompt service (Beta=.042, t=2.440, p=.015), Feel Comfortable (Beta=.189, t=8.273, p=.000), 24 /7 services(Beta=.242, t=10.490, p=.000)Understand the needs(Beta=-.329, t=14.865, p=.000) are statistically significant at 5% level.Affordable cost(Beta=.015, t=731, p=.465),Anywhere services (Beta=-.081, t=-4.692, p=.060)are nor statistically significant at 5% level. This enables

that the Understand the needscreate influence among the customers and they measure them during the realization of satisfaction of service quality of telecommunication sectors in Chennai City.

Conclusions

The various variables are influencing customers in responsiveness factors are solve issues while using tele communication, anywhere services, understand needs of the customers, feel comfortable, 24/7 services, affordable cost and mode of payment. There is a significant relationship between responsiveness factor and customer satisfaction in Tele communication sector. The Marketers improve the services and deliver the services as per the expectation of customers leads to customer satisfaction and get sustainable customers to the concern.

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