

AN ANALYSIS ON CUSTOMERS' SATISFACTION TOWARDS INTERNET SERVICE PROVIDERS

Dr. B. Sumathisri,

AP3, Department of Commerce and Management Studies,
Srinivasa Ramanujan Centre, SASTRA
UNIVERSITY, KUMBAKONAM. TAMIL NADU- 612 001,
INDIA, E-mail : bsumathisri@gmail.com

M. Muthumeenakshi,

Research scholar, Srinivasa Ramanujan Centre,
SASTRA UNIVERSITY, KUMBAKONAM. TAMIL NADU- 612
001, INDIA &

S. Anand,

Research scholar, Srinivasa Ramanujan Centre,
SASTRA UNIVERSITY, KUMBAKONAM. TAMIL NADU- 612 001, INDIA

ABSTRACT

A new revolution is in the making, similar to the industrial revolution that took place at the turn of the last century. Many economists, management experts and futurists agree that the world has entered the new age of information. The primary drivers of this information age—technology and markets—are well known. The influence of technology is to realize that the Internet is just 'one big service'. All businesses and organizations that operate on the Internet are essentially providing services—whether they are giving information, performing basic customer service functions, or facilitating transactions. The Internet is changing the way to work, socialize, create and share information, and organize the flow of people, ideas, and things around the globe. Yet the magnitude of this transformation is still underappreciated. Internet services have been receiving many negative feedbacks in terms of speeds, connectivity, quality and price. In this context, the researcher has undertaken to analyze the Customers Satisfaction towards Internet Service Providers.

Key words: Information Technology, Internet Service Providers, Customer Satisfaction, Beneficiaries, Service gainer

Highlights

1. The significance of internet user among various statuses of the respondents.
2. Though there are various ISPS in India, the people's preference and the reasons for selecting the respective ISP'S.
3. The factors determinate to select the particular ISPs.-
4. The analysis of level of satisfaction among the respondents.

1. Introduction

A new revolution is in the making, similar to the industrial revolution that took place at the turn of the last century. Many economists, management experts and futurists agree that the world has entered the new age of information. The primary drivers of this information age—technology and markets—are well known. Marketing, enterprise, entrepreneurship are some of the other drivers. Technology is an enabler of change a catalyst. The globalization of the market place, and the means of accessing the same through the national and global information superhighways have given a new dimension to the concept of information, *A.K.Gupta (2008)*.

The growth of Information technology (IT) industry is perhaps the faster of all that within a span of a decade. There are small and big players in this industry, each one in trying to carve a niche for itself. There has been a recent spurt, both globally as well as in India, in the use, demand and implementation of Information Technology (IT). This new technology, which has found its uses in industry, offices and homes, is seen to be a multi-billion dollar industry in the years to come. What has started in the 1970s as essentially hardware or computer-oriented industry has now become a multi-dimensional force with an increasing influence on the quality of life, *Ajoy Kumar Ray and Tinku Acharya (2004)*.

Rapid growth in Information Technology has made the world very little. The impact of IT is felt by common man, like reservations of tickets, Internet banking facility, Online trading, Home shopping etc.,. Besides all these, the fast access of the information could be possible due to the revolutionary changes in the IT, *Ajoy Kumar Ray and Tinku Acharya (2004)*

1.2. Importance of Information Technology

The influence of technology is to realize that the Internet is just 'one big service'. All businesses and organizations that operate on the Internet are essentially providing services—whether they are giving information, performing basic customer service functions, or facilitating transactions, *Valarie A.Zeithaml, et al.(2008)*. The internet has fundamentally altered the world. This is no longer a futuristic statement made by a technologist; rather, it is a reality that has been taken for granted, *Sandeep Krishnamurthy (2003)*. The Internet is changing the way to work, socialize, create and share information, and organize the flow of people, ideas, and things around the globe. While large enterprises and national economies have reaped major benefits from this technology revolution, individual consumers and small, upstart entrepreneurs have been some of the greatest beneficiaries from the Internet's empowering influence. The Market Share of Indian Internet Operators as on 31-01-2013, has been shown in Table No. 1

Table No.1
Market Share of Indian Internet Operators as on 31-01-2013

S.NO	Name of operator	Telephone connections(in millions)					% age Telephone Market share				
		Wired line	Wire less			Grand Total	Wired Line	Wire less			Grand Total
			WLL	GSM	Total			WLL	GSM	Total	
1	BSNL	20.76	2.78	97.46	100.24	121.00	68.02	1.63	14.09	11.62	13.55
2	Bharti Airtel	3.28	NA	184.19	184.19	187.47	10.75	NA	26.62	21.35	20.99
3	Reliance Telecom	1.26	84.31	34.00	118.31	119.57	4.13	49.33	4.91	13.71	13.39
4	Vodafone Essar	0.03	NA	147.70	147.70	147.73	0.10	NA	21.35	17.12	16.54
5	Tata Indicom	1.50	67.68	NA	67.68	69.18	4.19	39.60	0.00	7.84	7.74
6	Idea	NA	NA	116.40	116.40	116.40	NA	NA	16.82	13.49	13.03
7	Aircel	NA	NA	61.57	61.57	61.57	NA	NA	8.90	7.14	6.89
8	MTNL	3.46	NA	5.12	5.30	8.76	11.32	0.11	0.74	0.61	0.98
9	Loop Mobile	NA	NA	3.03	3.03	3.03	NA	NA	0.44	0.35	0.34
10	QuadrantTele ventures	0.18	1.59	NA	1.59	1.77	0.61	0.93	NA	0.18	0.20
11	Sistema Shyam	0.05	14.35	NA	14.35	14.40	0.17	8.40	NA	1.66	1.61
12	Uninor	NA	NA	40.12	40.12	40.12	NA	NA	5.80	4.65	4.49
13	Videocon	NA	NA	2.26	2.26	2.26	NA	NA	0.33	0.26	0.25
	Total	30.52	170.9	691.85	862.75	893.27	100.00	100.0	100.0	100.0	100.00

Sources:<http://4.bp.blogspot.com/-http://4.bp.blogspot.com/>

[INm5fDDvjLw/UUqWY9KN6oI/AAAAAAAD1Q/i6zTS-8oPZ8/s1600/Market+Share+31-01-13.JPG](http://4.bp.blogspot.com/-http://4.bp.blogspot.com/)

From service gainer to service provider, service planning to service development, designing service, marketing service etc. everything is based on information. Banking, insurance, hospital, education sectors, information technology, today, have an impact on decision making of service gainer, *Deepak Bhandari et.al (2011)*.

Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment through the service cycle. The consumer may have a variety of different experiences—some good, some not good—and each will ultimately impact satisfaction, *Valarie A.Zeithaml, et al.(2008)*.

1.3 Statement of the Problem

The customers' satisfaction towards internet services providers is to acquire the response to the service as well as to analyze the most appropriate solutions for the problem. It is because nowadays the customers of internet services are increasingly changed by time. And many telecommunication companies had begun to launch internet services, but the speed of Internet diffusion is still at the initial stage and gradually growing. Internet services have been receiving many negative feedbacks in terms of speeds, connectivity, quality and price. There are still not enough internet penetration rates in the nation due to many reasons and factors. Therefore, in this context, the researcher has undertaken to analyze the customers' satisfaction towards Internet Service providers in Mayiladuthurai ,Nagapattinam District.

2. Materials and Methods

The primary objectives of the study are; to highlight the significance of Internet services and to analyze the customers' satisfaction by applying level of satisfaction with factors determinant towards the internet services providers of various companies. The sample size of the study was 300 Internet users. The selected Internet Service Providers (ISPs) are BSNL, AIRTEL, AIRCEL, MTS, IDEA RELIANCE, TATADOCOMO, TATAINDICOM, VODAFONE, and MICROMAX.

2.1 Results and Discussion

The results and discussion in this study based on factors like Price, Quality, Speed , Schemes and Customer care services.. The statistical tools used were Level of satisfaction and test of hypothesis. The factors have been quantified with the help of Five point Likert's Scaling techniques for effective statistical inference. Correlation and Chi Square testing technique have been applied to test the hypotheses. To analyze the level of satisfaction among the internet user's i.e. respondents need to respond by reporting "a figure" based on the rating scale. Rating scales points from 1 to 5 as- Highly dissatisfied, Dissatisfied, Neither satisfied nor dissatisfied, Satisfied, and highly satisfied format was felicitated to compare the level of satisfaction among the respondents of the study.

Table No .2**Respondents using various internet service providers**

S.NO	Particulars	Number of Respondents	Percentage
1	BSNL	51	17
2	Airtel	54	18.0
3	Aircel	38	12.7
4	MTS	46	15.3
5	Idea	11	3.7
6	Reliance	27	9
7	TataDocomo	24	8.0
8	TataIndicom	5	1.7
9	Vodafone	43	14.3
10	Micromax	1	3
	Total	300	100.0

Source: Primary data

The Table No: 2 Shows the user of various Internet brands. Among total respondents, 18 percent respondents have Airtel connectivity, followed by BSNL 17 percent. Nearly 15.3 and 14.3 of the respondents use connectivity of MTS and Vodafone respectively. Remaining shares negligible percentage.

2.1.1 Demographical factors

The following table predicts the demographical factors of 300 respondents.

Table No: 3

Demographical factors

Demo Factors	Particulars	Number of Respondents	Percentage
Gender	Male	166	55.3
	Female	134	44.7
Age	Less than 20	18	6.0
	20-30	133	44.3
	30-40	67	22.3
	40-50	58	19.3
	Above 50	24	8.0
Education	10 th Std	14	4.7
	12 th Std	28	9.3
	Post-graduate	119	39.7
	Under graduate	103	34.3
	Others(diploma)	36	12.0
Status	Employed	104	34.7
	Business	85	28.3
	Professional	40	13.3
	Student	23	7.7
	Unemployed	48	16.0
Income	Less than 200000	108	36.0
	200000-400000	102	34.0
	400000-600000	75	25.0
	Above 600000	15	5.0
Purpose	Academic	34	11.3
	Business	66	22.0
	Learning	79	26.3
	Entertainment	36	12.0
	General	85	28.3
Frequency of using	Daily	97	32.3
	Weekly twice	106	35.3
	Week thrice	52	17.3
	Occasionally	45	15.0
Time	Less than 1 hours	36	12.0
	1-2 hours	131	43.7
	2-3 hours	71	23.7
	More than 3 hours	62	20.7

Source: Primary data.

Table No 3. shows the demographical factors of the respondents. Out of 300 respondents, 55.3 percent are Male respondents and 44.7 percent are female respondents. Internet users are more under the age group of 20-30. Regard to education qualification postgraduate respondents, are more i.e 39.7 percent when compared to other category. As per the study, internet users are more under the category of Employed i.e 34.7 percent. Out of total, 108 respondents fall under the annual income of less than 200000. The respondents use internet for general and learning purpose which share percent of 28 and 26 respectively. Nearly 106 respondents fall under the category of using internet twice in a week and time of usage is between 1-2hrs by majority of the respondents' i.e 43.7percent.

Table No 4**Factors determining Internet Services Providers**

S.NO	Particulars	Number of Respondents	Percentage
1	Speed	167	55.7
2	Price	32	10.7
3	Quality	60	20.0
4	Scheme	31	10.3
5	Customer care Service	10	3.3
	Total	300	100.0

Source: Primary data.

The Table No.4 shows the factors determining I S Ps. Out of 300, 55.7 percent of the respondents fall under the factors considering speed as a criteria and 20.0 percent of the respondents fall under the category of quality. Eleven and 10.3 percent of the respondents fall under the factors considering price and scheme respectively. Only 3 percent of the respondents fall under the category of Customer care Service.

Table No.5

Type of packages

S.NO	Particulars	Number of Respondents	Percentage
1	2G	84	28
2	3G	190	63.3
3	4G	26	8.7
	Total	300	100.0

Source: Primary data.

The Table No.5 shows the type of packages availed by the respondents. Out of 300, 63.3 percent of the respondents fall under the scheme of 3G, 28 percent of the respondents fall under the scheme of 2G and 8.7 percent of the respondents fall under the scheme of 4G.

2.1.2 Level of Satisfaction of the Respondents with Factors

The following tables represent the level of satisfaction with selected factors. The Level of satisfaction among the respondents has been analyzed by applying five point likert scale measurement. The components of levels were Highly Satisfied (HS,5), Satisfied (S,4), Neither satisfied nor dissatisfied (NS nor DS,3), Dissatisfied (DS,2) and Highly dissatisfied.(HD,1)

Table No.6

Level of Satisfaction and Price

S.No	ISPs	HS (5)	S (4)	NS nor DS (3)	DS (2)	HD (1)	Total	Likert Scale	Rank
1	BSNL	21(105)	25(100)	3(9)	0(0)	2(2)	51 (207)	0.83	2
2	Airtel	35(175)	16(64)	3(9)	0(0)	0(0)	54(248)	1	1
3	Aircel	12(60)	25(100)	2(6)	0(0)	0(0)	38(166)	0.66	5
4	MTS	14 (70)	30 (120)	1 (3)	0 (0)	0(0)	46 (193)	0.77	3
5	Idea	0(0)	9(36)	1 (3)	1(2)	0(0)	11(41)	0.16	8
6	Reliance	1(5)	21(84)	5(15)	0(0)	0(0)	27(104)	0.41	6
7	Tatadocomo	0(0)	19(76)	3(9)	2(4)	0(0)	24 (89)	0.35	7
8	TataIndicom	0(0)	3(12)	2(6)	0(0)	0(0)	5(18)	0.02	9
9	Vodafone	19 (95)	24(96)	0(0)	0(0)	0(0)	43(191)	0.77	3
10	Micromax	0(0)	1(4)	0(0)	0(0)	0(0)	1(4)	0.01	10
	Total	102	173	20	3	2	300		

Source: Primary data . *Figures in parentheses represents points*

The table 6 shows the level of satisfaction with the factor-price. Among ten ISps, Airtel rank first with factor-price where the satisfaction level was one. It was followed by BSNL, MTS, Vodafone and others. The least value shared by Tata Indicom and Micromax ie, .02 and .01 respectively.

Table No. 7

Level of satisfaction and Quality

S.No	ISPs	HS (5)	S (4)	NS nor DS (3)	DS (2)	HD (1)	Total	Likert Scale	Rank
1	BSNL	34(170)	16(64)	1(3)	0(0)	0(0)	51(237)	1	1
2	Airtel	18(90)	36(144)	0(0)	0(0)	0(0)	54(234)	0.98	2
3	Aircel	3(15)	19(76)	16(48)	0(0)	0(0)	38(139)	0.58	5
4	MTS	10(50)	32(128)	4(12)	0(0)	0(0)	46(190)	0.80	3
5	Idea	1(5)	5(20)	5(15)	0(0)	0(0)	11(40)	0.16	8
6	Reliance	0(0)	12(48)	15(45)	0(0)	0(0)	27(93)	0.39	6
7	Tatadocomo	1(5)	8(32)	12(36)	3(6)	0(0)	24(79)	0.33	7
8	TataIndicom	1(5)	3(12)	1(3)	0(0)	0(0)	5(20)	0.08	9
9	Vodafone	8(40)	16(64)	18(54)	1(2)	0(0)	43(160)	0.67	4
10	Micromax	1(5)	0(0)	0(0)	0(0)	0(0)	1(5)	0.02	10
	Total	77	147	72	4	0	300		

Source: Primary data. *Figures in parentheses represent points*

The table 7 shows the level of satisfaction with the factor-quality. Among ten ISPs, BSNL rank first with factor-quality where the satisfaction level was one and it was followed by Airtel 0.98. There was very negligible difference between these two ISPs i.e highly competitive. Micromax holds the last rank and level of satisfaction was only .02.

Table No: 8

Level of satisfaction and Speed

S.No	ISPs	HS (5)	S (4)	NS nor DS (3)	DS (2)	HD (1)	Total	Likert Scale	Rank
1	BSNL	13(65)	30(120)	8(24)	0(0)	0(0)	51(209)	0.83	3
2	Airtel	40(200)	10(40)	3(9)	1(2)	0(0)	54(251)	1	1
3	Aircel	18(90)	18(72)	2(6)	0(0)	0(0)	38(168)	0.66	5
4	MTS	42(210)	4(16)	0(0)	0(0)	0(0)	46(226)	0.90	2
5	Idea	3(15)	7(28)	1(3)	0(0)	0(0)	11(46)	0.18	8
6	Reliance	21(105)	6(24)	0(0)	0(0)	0(0)	27(129)	0.51	6
7	Tatadocomo	17(85)	6(24)	1(3)	3(6)	0(0)	24(118)	0.47	7
8	TataIndicom	0(0)	4(16)	1(3)	0(0)	0(0)	5(19)	0.07	9
9	Vodafone	27(135)	16(64)	0(0)	1(2)	0(0)	43(201)	0.80	4
10	Micromax	1(5)	0(0)	0(0)	0(0)	0(0)	1(5)	0.01	10
	Total	179	101	15	5	0	300		

Source: Primary data. *Figures in parentheses represent points*

The table 8 shows the level of satisfaction with the factor-speed. Among ten ISPs, Airtel rank first where the satisfaction level was one and it was followed by MTS 0.90. BSNL and Vodafone hold 3rd and 4th place i.e 0.83 and 0.80 respectively. Micromax holds the last rank and level of satisfaction was only .02.

Table No: 9**Level of satisfaction and Schemes**

S.No	ISPs	HS (5)	S (4)	NS nor DS (3)	DS (2)	HD (1)	Total	Likert Scale	Rank
1	BSNL	2(10)	21(84)	20(60)	7(14)	1(1)	51(169)	0.77	4
2	Airtel	16(80)	24(96)	13(39)	1(2)	0(0)	54(217)	1	1
3	Aircel	28(140)	9(36)	1(3)	0(0)	0(0)	38(179)	0.82	2
4	MTS	6(30)	22(88)	15(45)	2(4)	1(1)	46(168)	0.77	4
5	Idea	3(15)	3(12)	2(6)	2(4)	1(1)	11(38)	0.17	8
6	Reliance	7(35)	7(28)	6(18)	7(14)	0(0)	27(95)	0.43	7
7	Tatadocomo	7(35)	12(48)	5(15)	0(0)	0(0)	24(98)	0.45	6
8	TataIndicom	2(10)	1(4)	2(6)	0(0)	0(0)	5(20)	0.09	9
9	Vodafone	18(90)	16(64)	3(9)	6(12)	0(0)	43(175)	0.80	3
10	Micromax	0 (0)	1(4)	0(0)	0(0)	0(0)	1(4)	0.01	10
	Total	89	116	67	25	3	300		

Source: Primary data. *Figures in parentheses represent points*

The table 9 shows the level of satisfaction with the factor-Schemes. Airtel rank first where the satisfaction level was one and it was followed by Aircel 0.82 and Vodafone 0.80. BSNL and MTS share equal rank 4th place i.e 0.77. Micromax holds the last rank and level of satisfaction was only .01.

Table No.10

Level of satisfaction and Customer care service

S.No	ISPs	HS (5)	S (4)	NS nor DS (3)	DS (2)	HD (1)	Total	Likert Scale	Rank
1	BSNL	1(5)	1(4)	17(51)	21(42)	11(11)	51(113)	0.65	4
2	Airtel	5(25)	19(76)	12(36)	17(34)	1(1)	54(172)	1	1
3	Aircel	3(15)	17(68)	18(54)	0(0)	0(0)	38(137)	0.79	2
4	MTS	2(10)	7(28)	16(48)	20(40)	1(1)	46(127)	0.73	3
5	Idea	0(0)	1(4)	4(12)	2(4)	4(4)	11(24)	0.13	9
6	Reliance	0(0)	5(20)	10(30)	6(12)	6(6)	27(68)	0.39	6
7	Tatadocomo	1(5)	0(0)	8(24)	11(22)	4(4)	24(55)	0.31	7
8	TataIndicom	0(0)	0(0)	2(6)	3(6)	0(0)	5(36)	0.20	8
9	Vodafone	1(5)	4(16)	19(57)	14(28)	5(5)	43(111)	0.64	5
10	Micromax	0(0)	0(0)	1(3)	0(0)	0(0)	1(3)	0.01	10
	Total	13	60	107	90	30	300		

Source: Primary data. *Figures in parentheses represent points*

The table 10 shows the level of satisfaction with the factor-Customer care service. Airtel, Aircel and MTS hold first, second and third rank in response to customer's queries.

From the analysis the level of satisfaction of the respondents among the ten ISPs, Airtel was scored highest value, which leads first in all the selected factors except Quality. BSNL was awarded first position for quality. The market shares of Airtel also hold the major share of 20.99 percent when compared with other ISps.

2.1.3 Test of Hypothesis

In order to test the hypothesis, the chi-square test and correlation co-efficient are performed:

- a. **Ho:** There is no significant difference between education qualification and Purpose/reasons for Internet usage. The result explored that there is no significant difference between education qualification and reason of Internet usage.
- b. **Ho:** There is no significant difference between education qualification and factor of ISPs. As per the result the null hypothesis is accepted.
- c. There is no significant difference between status of respondents and reasons for Internet usage. Correlation co-efficient is rejected at 5 percent level of significance. Hence, there is relationship between Status of respondents and reasons of Internet usage.

d. There is no significant difference between Internet usage in a week and reason of Time of usage. The result of correlation co-efficient is rejected at 5 percent level of significance. Hence there was relationship between Internet usage in a week and reason of Time of usage.

Table No .11- Rank correlation

Factors/Ranks	BSNL	Airtel	Aircel	MTS	Idea	Reliance	Tata Docomo	TataIndicom	Vodafo	Micro max
Price (R1)	2	1	5	3	8	6	7	9	3	10
Quality (R2)	1	2	5	3	8	6	7	9	4	10
Speed (R3)	3	1	5	2	8	6	7	9	4	10
Scheme (R4)	4	1	2	4	8	7	6	9	3	10
Customer Care(R5)	4	1	2	3	9	6	7	8	5	10

Source:Primary data

Table 11 reveals the rank correlation that is executed between the five factors as Price (R1), Quality (R2), Speed (R3), Schemes (R4) and Customer Care (R5). The result of the correlation in relationship among the factors are positive, the highest among the five coefficients of level of Satisfaction of the respondents is 0.982 i.e the relationship between Price (R1) and Quality (R2).

3. Conclusions

This work explored the customers' satisfaction of internet users towards the selected internet service providers (ISPs). The study was limited with 300 internet users. In this study it was aimed to find out the customers' satisfaction with factors determinate and level of satisfaction with these selected factors. There is wide agreement that the satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations, Ilias and Panagiotis,(2010). Therefore, satisfaction is closely related to consumers' expectations. In addition, the analysis of the research data showed that the price and quality are a major predictor of customer satisfaction, having significant positive and highest correlation effect.

The further researches could develop the other dimensions more precisely to improve service quality strategies or other factors influencing to attract customers for the internet Service. Therefore, the future research of a similar nature may entail a longer data collection period and numbers, which subsequently eliminates any variables that may have produced anomalies in this result.

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