A Study on Customer Satisfaction towards Jio-Sim with Special Reference to Mandya City

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Abstract: **Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meets customer's expectation. It is a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company to determine how to improve or changes can be taken towards its products and services. Reliance JIO Limited (RJL) a subsidiary of Reliance Industry Limited (RIL) is India's largest private sector company, which is the most first telecom operator to hold pan India unified license. The company provides all communications services except global mobile personal communication by satellite serviced. The objective of this study is to know customer's satisfaction level of reliance Jio Sim service in Mandya city. For this purpose convenient sampling technique has been used and the sample size is 120. In order to analyze the objectives of the study, several statistical methods and tests namely percentage analysis, chi square analysis, point analysis and rank method were used. The study found that respondents are satisfied with the services of JIO-SIM. The study concluded that the reliance jio limited must improve their network speed in Mandya city to reach maximum customers.**

Keywords: **Customer Satisfaction, Digital Network, Mobile, Reliance, Telecommunication.**

1. Introduction

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meets customer's expectation. It is a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company to determine how to improve or changes can be taken towards its products and services.

Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 42.62 crore (426.2 million) subscribers. Jio had originally tied up with domestic mobile phone maker Intex to produce 4G mobile smartphones. But in the beginning of 2016, the company also launched its own LYF series of smartphones,

starting with Water 1. While the company has stated an altruistic objective for Reliance Jio Infocomm Ltd. that of putting India on the global map for mobile broadband Internet access there is no denying that this announcement has jolted the telecom ecosystem across the country. Reliance's Jio has come out with free to low subscription; it could attract more customers and create a strong customer base. The satisfied Jio customer would act as the advertising tool for the company without any additional cost.

2. Review of Literature

C. Boobalan and K. Jayaraman (2017) have been studied about the Indian telecom industry and to know about the awareness level of the customer and identify the customer satisfaction level and find out the factors influencing the customer and identify the reason to buy the Reliance Jio sim.

Soumya Stephen A. Remya S (2018) have been analyzed that the customers satisfaction and understand the problems related to JIO SIM and make comparative study of reliance JIO SIM with other mobile SIM and find the strong areas and weak areas of JIO SIM was identified from the customers perspective.

Dr. G. Philomine Joan (2019) have been studied that the awareness level of the customer, identify the customer satisfaction level and to find out the factors influencing the customer the reason to buy the Reliance Jio Sim and collect opinion about the Reliance Jio services.

Parvathy.R.Nair (2019) have been described that the customer's satisfaction towards call rates, data service, value added service of Jio and to find out reason for using and what are the areas needs improvement in Jio service.

Himani Upreti (2020) have been studied that to attempts whether there exist significant difference between satisfaction level of customers with different service quality aspects of Reliance Jio for pre and post price hike period, and to propose a model for assessing customers' preference for choosing Reliance Jio and to measure their satisfaction level out of its services.

Dr. D. Sivasakthi (2020) have been explores the customers preference towards jio network service and the problem enacted

from the concept is that whether the customers are benefitted with the jio network services and to analysis the reason for choosing reliance jio network and identify the customer satisfaction level towards reliance 4G jio service.

3. Objectives of the Study

- To know the awareness level of customer's towards Reliance Jio Sim.
- To identify the customer satisfaction level towards Reliance Jio Sim.

4. Research Methodology

Both primary and secondary data were used for data collection. The primary data was collected by means of structured interview schedule. The secondary data were collected from various websites, journals and magazines. Convenient sampling technique has been used in the study, and the sample size is 120. In order to analyze the objectives of the study, several statistical methods and tests namely percentage analysis, likert scale and weighted mean score method were used in the study.

5. Data Analysis and Interpretation

Table 1
Demographic Profile of the Respondents

S. No	Particulars	No. of respondents	Percentage
1.	Age Below 25 years Between 25 to 40 years Above 40 years	52 38 30	43.33 31.67 25.00
2.	Gender Male Female	64 56	53.33 46.67
3.	Educational qualification Post graduate Graduate Matriculation	58 42 20	48.33 35.00 16.67
4.	Occupation Student Employees Businessman Others	50 30 24 16	41.66 25.00 20.00 13.34
5.	Income level Below Rs.15000 Rs.15000 to Rs.25000 Rs.25000 to Rs.35000 Rs.35000 above	24 56 22 18	20.00 46.67 18.33 15.00

Table No. 1 represents the demographic profile of respondents. 64 male respondents and 56 female respondents are using jio sim service it represents that compared to female respondents, highest number of male respondents are using jio sim service. Based on age pattern of respondents majority of 52 respondents are below 25 years and 38 respondents are between 25 to 40 years, 30 respondents are above 40 years are using JIO SIM services and 58 respondents educational qualification is post-graduation and 42 respondents belongs to graduates and 20 respondents belongs to matriculation. The higher number of Post graduates respondents have using jio sim service facilities compared to graduated respondents. In the context of occupation of the respondents majority 50 respondents are

belongs to students, 30 respondents are belongs to employees, 24 respondents are belongs to businessman and 16 respondents are belongs to others. Majority 56 respondent's income level is between Rs.15000/- to Rs.25000./- This group of customers are using more JIO SIM service when compared to other income level groups.

Table 2
Source of information

Particulars	No of respondents	Percentage
Friends & relatives	34	28.33
Advertisement	56	46.67
Mouth publicity	20	16.67
Others	10	8.33
Total	120	100

The Table.2 shows the percentage of source of information about the service of the respondents. 56 respondents get information through advertisement, 34 respondents from Friends & relatives, and 20 respondents from Mouth publicity and 10 respondents from others. More information has been obtained from the advertisement and the publicity.

Table 3
Showing awareness level of JIO SIM services

S. No.	Awareness	No. of respondents (f)	Likert value (x)	Total (fx)
1	Highly aware	58	5	290
2	Moderately aware	47	4	188
3	Neutral	0	3	0
4	Less aware	15	2	30
5	Not at all aware	0	1	0
	Total	120		508

Source (primary data)

Likert value = Σ (fx) / No of respondents.

508/120 = 4.23

1) Interpretation

The likert scale value is 4.23 which are greater than the mid value 3, so the respondent's awareness level on JIO SIM services are more.

Table 4
Showing the satisfaction level of customer on jio sim services

S.No.	Satisfaction level	No. of respondents (f)	Likert value (x)	Total (fx)
1	Excellent	52	5	260
2	Very good	44	4	156
3	Good	22	3	66
4	Average	2	2	4
5	Poor	0	1	0
	Total	120		486

Source (primary data)

Likert value = Σ (fx) / No of respondents.

486/120 = 4.05

2) Interpretation

The likert scale value is 4.05 which is greater than the mid value 3, so the respondents are satisfied with the JIO SIM services.

Table 5
Showing reasons for availing JIO SIM

Reason	Strongly agree (5)	Agree (4)	Neutral (3)	Strongly disagree (2)	Disagree (1)	Total	Total weighted score	Weighted mean score
High Speed	40	26	24	20	10	120	426	3.55
Low Cost	41	30	23	18	8	120	438	3.65
Free call and data	43	31	20	16	10	120	441	3.675
More validity	39	31	21	11	8	120	412	3.43
Easy Availability	38	23	21	22	16	120	405	3.375

In the above likerts five point analysis tables, the reason for availing JIO SIM of respondents towards Mandya city are studied. For strongly agree the statement, a value of 5 is assigned, similarly for agree, valued assigned is 4, for neutral, value is 3, for strongly disagree, value is 2, for disagree, value is 1. Majority of the respondents are strongly agreed with free call and data. Similarly followed by low cost, high speed, more validity and easy availability.

6. Findings

- Most of the respondents are male.
- 43.33% of the respondent's age group are below 25 years.
- 48.33% of respondents are postgraduates.
- 41.66% of respondents are students.
- Majority of the respondents (46.67%) monthly income of Rs.15000/- –20000/-
- 46.67% of the respondents are get information about JIO Sim services through advertisement.
- The likert scale value is 4.23, it represents the respondents are more aware about the JIO SIM services.
- The likert scale value is 4.05, it indicates that respondents are satisfied with the JIO SIM services.
- Free call and data services are the reasons for availing JIO SIM. (Weighted mean is 3.675).

7. Suggestions

- Provide more quality mobiles with JIO SIM.
- Reliance limited must provide more offer to attract non JIO SIM users.

- It must widens its network.
- Reliance limited must improve the network speed in Mandya city.
- Reliance limited must provide more attracted services to increase its customer in Mandya city.

8. Conclusion

In today's world Customers are treating as the backbone of any company. Therefore Customer satisfaction is very important to the growth of any organization. To reach the customer, every company must provide better services, customer satisfaction depends on the services provide by the company to get maximum number of customer. JIO SIM must spread its services both towards urban and rural areas.

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