

A Study on Satisfaction Level of Customers towards Reliance Jio Fiber to Home Services and BSNL Bharat Fiber Services in Bhopal (MP)

Vivek Nagar^{1*} Dr. Neha Mathur²

¹ Research Scholar, Management, Ravindra Nath Tagore University, Bhopal (M.P) India

² Professor & Dean, Faculty of Management, Ravindra Nath Tagore University, Bhopal (M.P) India

Abstract – Communication has a very important role to play in today's competitive world. Communication has become an integral part of the growth, performance and profitability of any company. This is the software that gives the power to communicate anywhere, anytime, to a person. Due to advances in technology, communication is now becoming easier and faster. The Indian broadband and telecommunications industry is growing rapidly and will make a significant contribution to India's GDP. The present work is to analyze the level of customer satisfaction with BSNL and Reliance Fiber to Home Services in Bhopal (M.P.). Using a company survey, the primary data was collected. The study also addresses the FTTH service provider's measurement of their customer experience. Tariff rates, interconnectivity, browsing speed, value-added services, voice services are some of the parameters considered for research.

-----X-----

1. INTRODUCTION

India's telecommunications network, with 1,183 billion subscribers as of 31 May 2019, is the second largest in the world by number of telephone users (both fixed and mobile). It has one of the world's lowest call tariffs enabled by mega telecom operators and hyper-competition among them. India has the country's second-largest Internet user base in the world with 460.24 million broadband internet subscribers.

The main sectors of the Indian telecommunications industry are the country's telephone, internet and television broadcasting industry, which is in the process of transforming into a next-generation network, employing a comprehensive system of modern network elements such as digital telephone exchanges, mobile switching centers, media gateways and central gateways, interconnected by a wide range of interconnections. The access network connecting the subscriber to the core is highly diverse with various copper-pair, optic-fiber and wireless technologies. The country's INSAT network, one of the world's largest domestic satellite systems, has significantly assisted telecommunications in India. India has a diversified communications system that links telephone, internet, radio, television and satellite to all parts of the country.

Since the 1990s, Indian telecommunications industry has experienced a high pace of market liberalization and growth and has become one of the fastest growing telecom markets in the world.

FTTH Services were built to infiltrate Indian wire line internet market leaders such as BSNL and Reliance Jio. Reliance Giga Fiber and BSNL Bharat Fiber are the two key players in the field and in this paper we examined the level of customer satisfaction with BSNL and Reliance Jio's Fixed Line Fiber Optic collection.

2. PROFILE OF LEADING FIBER TO HOME SERVICES OPERATING IN INDIA:

BSNL Bharat fiber services: Bharat Sanchar Nigam Limited, an Indian state-owned telecom company, abbreviated as BSNL, is registered in New Delhi. It was formed on 1 October 2000 and was responsible for providing telecom services and network management from the former Department of Telecom Services and Telecom Operations of the Central Government from 1 October 2000. It is India's fourth largest supplier of fixed telephony, with more than 49 percent of its market share. BSNL provides enterprise customers with a complete telecommunications solution. Resources provide leased lines for MPLS, P2P and the Internet. Through its own extensive fiber optic network it provides fixed line and fixed line

networks. Bharat Sanchar Nigam Limited offers fiber home plans, generally known as the BSNL FTTH broadband service. This is the fastest broadband service offered by BSNL to household Internet users with speeds of up to 100 Mbps at an affordable price.

Reliance Jio Infocomm Limited: it is a wholly-owned company headquartered in Mumbai, Maharashtra, India. It runs a nationwide LTE network that spans all 22 telecom circles. Reliance Jio does not provide coverage of 2 G or 3 G, but uses only LTE voice to provide voice service on its 4 G network. Jio launched its beta for partners and staff on December 27, 2015, and was made available to the public on September 5, 2016. As at 31 May 2019, it is India's largest cellular network operator with more than 322.99 million subscribers and its third largest cellular network operating company in the world. Jio launched home fiber broadband, television and telephone services in August 2018 for beta testing with preview offer. In February 2017, Jio announced a partnership for the LTE-Advanced Pro and 5 G projects with Samsung. Jio and his Giga Fiber provide Jio TV.

3. RESEARCH METHODOLOGY

Primary data was collected through observations, interviews and questionnaires. It was achieved along with the completion of questionnaire interviews with customers in local language. The data is chosen as a major primary method of data collection, as the aim of the analysis is the perceived service level of the customers and how it contributes to customer satisfaction, so our main focus is the consumer.

For this purpose, a questionnaire was prepared and sent to a number of people. A total of 112 respondents, of whom 100 were considered, completed the questionnaire. The questionnaire contained questions about the interviewees' ages, the name of the service provider they are using. Therefore, respondents were asked to express their satisfaction level by considering various factors on a scale of 1 to 5, with 5 being extremely satisfactory and 1 being highly unsatisfactory.

4. DATA ANALYSIS & FINDINGS

In this segment, customer satisfaction rate towards Reliance Jio and BSNL FTTH Services was addressed. The study was based on the collection of primary data. As mentioned in the section on research methodology, FTTH customers were asked to express their level of satisfaction with different parameters such as tariff rates, connectivity, browsing speed, value-added services, voice services, video calling and after-sales services on a scale of 1 to 5 with 5 being the most satisfied.

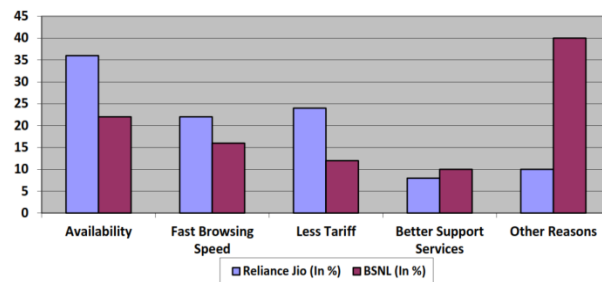


Figure 1: Graph Showing Reason for using BSNL/ Reliance Jio FTTH Services

It was clear that Availability, tariff and Fast Browsing Speed is the main reason for opting Reliance Jio Fiber to Home Services and BSNL Fiber to Home Services.

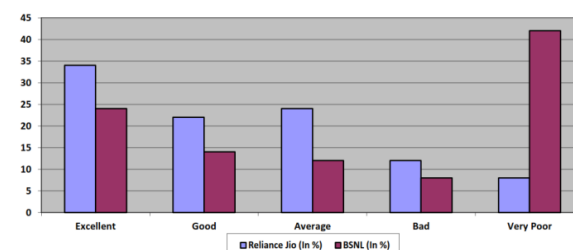


Figure 2 : Graph Showing Satisfaction Level of Customers with After Sales Service

It was clear from the above graph that an After Sales service of Reliance Jio is more satisfactory as compared to BSNL Services.

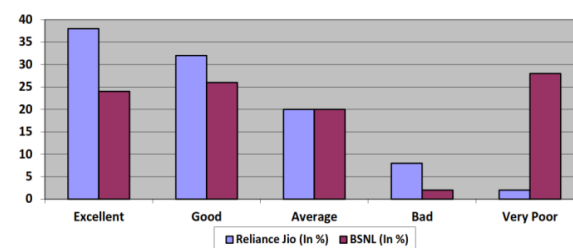


Figure 3 : Graph Showing Satisfaction Level of Customers with Tariff

It was clear from the above graph that Tariff of Reliance Jio is more satisfactory as compared to BSNL Services. Reliance Jio is trying to capture the market hence it is giving more offers as compared to BSNL Fiber to Home Services.

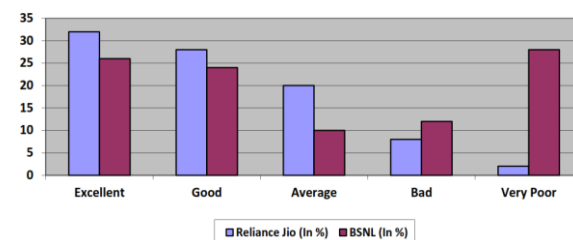


Figure 4 : Graph Showing Satisfaction Level of Customers with Connectivity

It is clear from the above graph that Connectivity of Reliance Jio is more satisfactory as compared to BSNL Fiber to Home Services.

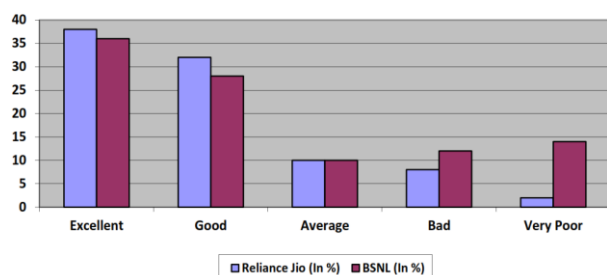


Figure 5 : Graph Showing Satisfaction Level of Customers with Browsing Speed

Above graph shows that Browsing Speed of Reliance Jio is more satisfactory in comparison to BSNL Fiber to Home Services.

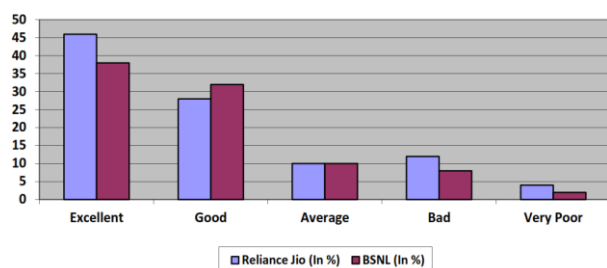


Figure 6: Graph Showing Satisfaction Level of Customers with Value Added Service

Above graph depicts that VAS (Value Added Services) of Reliance Jio is more satisfactory in comparison to BSNL Fiber to Home Services.

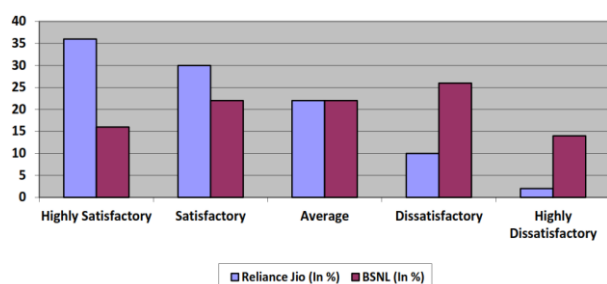


Figure 7 : Graph Showing Overall Satisfaction

Above graph depicts that Reliance Jio Fiber to Home Services are more satisfactory in comparison to BSNL Fiber to Home Services.

5. CONCLUSION:

This paper shows customer satisfaction with some parameter in the Bhopal Region. This paper is based on a survey carried out on BSNL and Reliance Jio FTTH service providers in the Bhopal (M.P.) division. Here we prepare an interim wire line customer questionnaire separately that includes questions about wire line customers.

Jio Giga Fiber is the new home service provided by Jio. Jio offers superior internet experience in order to discover your Digital Life. Fiber is the technology for the future. It supports surfing, downloading, game playing and interacting with the ultimate experience of broadband.

Reliance Jio Giga Fiber beats the rest in just milli. Seconds because of its ultra-fast upload and download speed. Imagine a private highway for high-speed internet right inside your home.

Bharat Fiber (FTTH) is a state-of - the-art technology first launched by BSNL in India. Fiber connectivity with unrestricted bandwidth and state-of - the-art infrastructure provides a fixed access network from 256 Kbps to 100 Mbps high-speed broadband, IPTV with various content categories such as HDTV and future 3D TV and voice telephony services.

We evaluated the performance of BSNL Bharat Fiber and Reliance Jio Giga Fiber on customer satisfaction with Network Performance based on data that is filled by customers. After performance analysis, we found that customers are very satisfied with Reliance Jio Giga Fiber's services. Customers are not satisfied with the services offered by BSNL. In some cases, BSNL services need to be improved otherwise it will not be possible in the future because of BSNL's competitive environment survival.

Reliance Jio set up a very good network compared to BSNL for its Giga Fiber. The Marketing Service Support of Reliance Jio Giga Fiber is more valuable as it is associated with BSNL. The pricing of Reliance Jio Giga Fiber is more competitive. Reliance Jio and Internet Speed plans are larger than BSNL. Browsing Speed in Reliance Jio is higher than in BSNL. The value added services of Reliance Jio are stronger than the value-added services of BSNL.

6. FUTURE SCOPE:

This paper is limited to examining customer satisfaction in the division of Bhopal, which includes the New Bhopal Zone. One can go to investigate the same for Madhya Pradesh's different divisions. This paper focuses on customer satisfaction level towards BSNL Bharat Fiber and Reliance Jio Giga Fiber service providers, with different service providers such as Airtel. BSNL and Reliance FTTH Services being able to conduct the same survey. It can be done separately in both rural and urban areas.

REFERENCES

1. Mishra Ashutosh, Singh Mratyunjay, Mittal Arvind, Soni Archana (2015). Comparative

Study of Major Telecom Providers in India, IOSR Journal of Electronics and Communication Engineering (IOSR-JECE) e-ISSN: 2278-2834, p-ISSN: 2278-8735. Volume 10, Issue 3, Ver. IV (May - Jun. 2015), pp. 62-68.

2. Prasad K. Krishna, Aithal P. S. (2016). An Online Comparative Study on 4G Technologies Service Providers in India, International Journal of Advanced Trends in Engineering and Technology (IJATET), ISSN (Online): 2456 - 4664, Volume I, Issue I, pp. 96- 101.
3. Sudheesh S. S., Chand Arun, Subramani A. K. (2015). A Comparative Study on Customer Satisfaction Towards Airtel and Vodafone with Reference to Avadi, Chennai, ZENITH International Journal of Multidisciplinary Research, ISSN 2231-5780, Vol.5 (6), pp. 74-83.
4. Upadhyaya R. C., Sharma Vashundhra (2012). A Comparative Study of Telecommunication Service Providers BSNL and Airtel Operating in Gwalior Division India, International Journal of Business Management & Research (IJBMR), ISSN 2249-6920, Vol. 2, Issue 4, pp. 13-20.
5. IBEF 2019, <https://www.ibef.org/industry/telecommunications.aspx>
6. DOT 2019, <http://dot.gov.in/sites/default/files/statistical%20Bulletin-2018.pdf>
7. TRAI 2019, https://main.trai.gov.in/sites/default/files/PIR_01102019.pdf
8. Reliance Jio 2019, <https://www.jio.com>
9. BSNL 2019, <https://www.bsnl.co.in>

Corresponding Author

Vivek Nagar*

Research Scholar, Management, Ravindra Nath Tagore University, Bhopal (M.P) India