

Impact of Service Quality Dimensions on Customer Satisfaction: An Empirical Study of Telecom Users in Madhya Pradesh

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Abstract

This empirical paper investigates the relationship between service quality and customer satisfaction in the telecom sector of Madhya Pradesh. A structured questionnaire was administered to 200 respondents across Bhopal, Indore, and Gwalior to evaluate key service quality dimensions including network reliability, customer care, pricing transparency, and value-added services. The results indicate that network quality and customer care responsiveness are the strongest predictors of satisfaction, while pricing plays a moderate role. The study provides practical recommendations for telecom operators to enhance service quality and foster customer loyalty in a competitive environment.

Keywords: Service quality, customer satisfaction, telecom sector, Madhya Pradesh, SERVQUAL, loyalty.

1. Introduction

The telecom industry in India has become highly competitive with operators like Reliance Jio, Airtel, BSNL, and VI vying for market share. Madhya Pradesh, with its mix of urban and rural consumers, provides a unique setting to study how service quality influences customer satisfaction. This paper presents empirical evidence from MP users to assess the impact of service quality dimensions.

2. Review of Literature

Parasuraman *et al.* (1988) proposed SERVQUAL, identifying tangibility, reliability, responsiveness, assurance, and empathy as service quality dimensions.

Gupta and Sharma (2019) emphasized network reliability and grievance handling as determinants of satisfaction in telecom.

Patel (2021) found that pricing influences switching behavior but service quality ensures loyalty.

3. Objectives

- 1) To analyze service quality dimensions influencing customer satisfaction in MP.
- 2) To examine the relative importance of network quality, customer care, pricing, and value-added services.
- 3) To suggest practical measures for enhancing satisfaction and loyalty.

4. Research Methodology

Research Design: Descriptive and analytical.

Sample Size: 200 respondents.

Sampling Technique: Convenience sampling (urban centers: Bhopal, Indore, Gwalior).

Data Collection: Structured questionnaire (5-point Likert scale: 1 = strongly disagree, 5 = strongly agree).

Data Analysis Tools: Percentage analysis, mean score, and correlation.

5. Data Analysis & Findings

Table 1: Demographic Profile of Respondents (n=200)

Variable	Categories/Percentage
Gender	Male 55%, Female 45%
Age Group	18–25 (40%), 26–40 (35%), 41+ (25%)
Operator Used	Jio (45%), Airtel (30%), BSNL (15%), VI (10%)

Table 2: Service Quality Dimensions (Mean Scores on 5-Point Scale)

Dimension	Mean Score
Network Coverage	4.2
Internet Speed	4.0
Customer Care	3.8
Pricing Transparency	3.6
Value-Added Services	3.4

Table 3: Correlation Between Service Quality & Satisfaction

Dimension	Correlation (r) with Satisfaction
Network Reliability	0.74 (strong positive)
Customer Care	0.65 (moderate positive)
Pricing	0.52 (moderate)
Value-Added Services	0.41 (low positive)

6. Discussion

The analysis shows that network reliability (coverage & speed) has the highest correlation with satisfaction ($r = 0.74$). This confirms that consumers in MP prioritize stable connectivity over other factors. Customer care responsiveness is the second most important factor, showing the role of grievance handling in satisfaction. Pricing remains relevant but is less influential compared to quality dimensions.

Jio scores high in coverage and affordability, Airtel in service reliability, while BSNL continues to serve rural areas despite limited speed. VI, however, lags in both coverage and satisfaction.

7. Conclusion & Recommendations

The study concludes that service quality dimensions significantly influence customer satisfaction in MP telecom sector. Key recommendations:

- 1) Strengthen Network Infrastructure: Expand 4G/5G coverage in rural MP.
- 2) Enhance Customer Care: Quick response systems and multilingual support.
- 3) Transparent Pricing: Simple tariff plans and clarity in billing.
- 4) Digital Engagement: Customized value-added services for youth and professionals.
- 5) Focus on Trust: Build long-term loyalty through consistent service delivery.

8. Limitations and Future Scope

Limited to 200 respondents in three cities.

Future studies can include rural users and use advanced statistical tools (regression/SEM).

References

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