SERVICE QUALITY FOR MOBILE SERVICES IN THE TELECOM SECTOR

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ABSTRACT

The history of Indian telecom can be started with the introduction of telegraph. The Indian postal and telecom sectors are one of the world’s oldest. In 1850, the first experimental electric telegraph line was started between Kolkata and Diamond Harbour. The problem statement is generated from the consideration that service quality is an important matter to bring more customers, retain the existing ones and create loyalty among customers. Objectives of the study, To explore the key dimensions of service quality for mobile services in the telecom sector. Methodology of the study, The statistical tests used in the analysis of data includes, Gap analysis has used in this study. Important findings of the study, Above table shows the difference between customers’ expectations and perceptions of the service quality in mobile phone services provided by the BSNL in the study area. Suggestions of the study, BSNL should pay more attention also on tangible aspect; they should modify the facilities, pay attention to employees’ wear. Conclude this study, The study revealed that out of 400 respondents, the majority of the customers have dissatisfied with the mobile phone services provided by the BSNL in the study area. It is observed from the study that there is a significant positive association between service quality and customer satisfaction.

Keywords: Gap analysis, BSNL, Tangabiles etc.,