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Student satisfaction towards mobile network

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Abstract

As students' use of mobile networks has expanded, so have the demands for reliable, efficient, and cost-effective services. This study investigates the factors that influence students' satisfaction with mobile network services, with an emphasis on retention, perceived quality, and loyalty. The survey, which included 500 college students from diverse universities, found a significant association between network availability, data speed, customer service quality, and overall satisfaction. The findings revealed that students place a higher priority on cost-effectiveness, network dependability, and a wide range of data bundle alternatives. While perceived value and switching costs influenced retention, satisfaction levels affected loyalty intentions. The findings provide mobile network operators with tips for increasing student retention, loyalty, and enjoyment through targeted service improvements.

Keywords: Student satisfaction, mobile network, customer service provided, targeted service improvements, network dependability, data speed, customer service quality

Introduction

Introduction to student's satisfaction toward mobile network

A mobile service provider is a business that provides communication services to wireless device users using radio frequency signals instead of wired connections from start to finish. The expanding network coverage has made mobile telecommunications one of the most efficient service sectors in the country. This company offers services both in urban and rural areas. The telecom industry, specifically the mobile phone sector, is rapidly expanding in India and adds significant value to the society through services and job creation. Currently, there are numerous mobile carriers operating in the country. Bharati Airtel LTD, Reliance communication Jio, and others compete with each other to attract customers by offering various services. They provide not just fundamental cellphone services but also create additional beneficial services. All operators now provide internet services in addition to their regular services, allowing subscribers to easily access the internet and connect with the world. The wireless communication and data services are offered to consumers by mobile network operators. Airtel India was the biggest provider of mobile telecommunication services and is now the second biggest mobile network.

Current trends indicate that student satisfaction with a brand is becoming more important than traditional factors such as cost, features, and usability. Today's students are seeking high-quality network services.

but they also want to make sure they are getting the most out of their money. This value is seen not just in the product or service, but also in the accessibility and functionality of the customer service provided.

Review of Literature

A study was carried out in 2015 by S.S. Sudheesh, Arun Chand, and A.K. Subramani to assess the relationship between demographic characteristics and elements influencing customer satisfaction. to determine whether Vodafone and Airtel's signal coverage, data plans, value-added services, and payment methods have satisfied customers. Age group, gender, and other variables have been found to have little bearing on customer satisfaction metrics. Furthermore, according to the parameters chosen, the study's findings indicate that most customers were satisfied with Airtel and Vodafone. This study also indicates that Vodafone's customer happiness is marginally greater than Airtel's.

Noidu Brahmani and S Vamsi (2016) researched "customer satisfaction towards"

A study based on observation: reliance jio to determine the level of satisfaction among Jio Sim users. to investigate the ways in which demographic variables affect Jio Sim users' general degree of happiness. to look at the elements affecting Jio Sim consumers' degree of happiness. Reliance Jio currently holds the greatest market share thanks to the majority of customers' recommendations for improving the network coverage of Jio services. It may build a solid reputation with clients and maintain its competitiveness in the industry for a long period.

Objectives of study

- The current research aims to investigate student satisfaction with different mobile network service providers as the primary focus of the study.
- Familiar with the student's level of satisfaction with the specific mobile network service provider. In the future, a study can also be carried out to determine how mobile phones support various features of mobile network services and amenities. Additionally, studies can be carried out through competitive means.
- The willingness and strategic approach of companies to attract new customers for survival in the competitive market can be examined to understand the organization's strengths, weaknesses, opportunities, and threats.
- Student satisfaction is equally important to all mobile service providers, requiring them to set themselves apart from their competitors.

Methodology

For this study, the descriptive research method was employed. The respondents for the study were chosen using the convenience sampling approach. For the study, both primary and secondary data were employed. By using a systematic interview schedule, the primary data were gathered. Newspapers, periodicals, company profiles, and other sources were used to gather secondary data. The sample has a size of 60. SPSS software was used to evaluate the data that was gathered. Anova, the F test, and the T-test are the statistical methods utilized.

Research Methodology

The study's objective was to analyze how satisfied customers were with mobile communication networks. The following steps have been used in the study area:

The sample size is N

Method of Sampling: For the study, the Convent Sampling technique was employed.

- **Data Type:** Both primary and secondary sources of information were employed in this investigation.

Tools for Data Collection

To begin gathering primary data A structured questionnaire was employed to gather information. There was support for the questionnaire. The prepared questionnaire was reviewed and reorganized following a pilot research, and it was finalized after discussion with specialists prior to the survey.

Statistical Tools Used: Data analysis was conducted using Chi-Square and Rank Analysis.

Statistics Frequency

Statistics	VAR00002	VAR00003
N	Valid: 38	Valid: 38
	Missing: 0	Missing: 0

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-18	6	15.8	15.8
	19-21	24	63.2	78.9
	22-25	7	18.4	97.4
	30 AB	1	2.6	100.0
Total	38	100.0	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	78.9	78.9
	2	8	21.1	100.0
Total	38	100.0	100.0	

Chi-Square Test Frequencies

	Observed N	Expected N	Residual
1	2	7.6	-5.6
2	6	7.6	-1.6
3	15	7.6	7.4
4	8	7.6	.4
5	7	7.6	-.6
Total	38		

	Observed N	Expected N	Residual
1	3	7.2	-4.2
2	4	7.2	-3.2
3	11	7.2	3.8
4	9	7.2	1.8
5	9	7.2	1.8
Total	36		

Test Statistics

	VAR000 16	VAR000 17
Chi-Square	11.737 ^a	6.778 ^b
Do	4	4
Asymp. Sig.	.019	.148
Sig.		

The anticipated frequencies of 0 cells (.0%) are less than 5. 7.6 is the lowest anticipated cell frequency. The anticipated frequencies for 0 cells (.0%) are less than 5. A minimum cell frequency of 7.2 is anticipated.

Mann-Whitney Test

Ranks	VAR 00	VAR 0001		
N	6	5		
Mean Rank	3	6	8.59	
Sum of Ranks	16	19.25	137.50	115.50
Total	22			

Test Statistics

Statistic	Value
VAR000	16
Mann-Whitney U	1.500
Wilcoxon W	137.500
Z	-3.700
Asymp. Sig. (2-tailed)	0.000
Exact Sig. [2(1-tailed Sig.)]*	0.000

a) Not corrected for ties.

b) Grouping Variable: VAR00020Mann-Whitney Test

Ranks	VAR 00	VAR 0001	Mean Rank	Sum of Ranks
N	6	5	8.59	137.50
Mean Rank	3	6	19.25	115.50
Total	22			

Test Statistics

Statistic	Value
VAR000	16
Mann-Whitney U	1.500
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Asymp. Sig. (2-tailed)	0.000
Exact Sig. [2(1-tailed Sig.)]*	0.000

a) Not corrected for ties.

b) Grouping Variable: VAR00020

Results and Discussion

The study focused on student contentment with mobile networks. The primary target age group is 19 to 25, with a significant majority of responses expected from this group at 63.2%.

- Mostly, students utilized prepaid services.
- JIO network has a significant impact on mobile network services, with 52.6% of students using it.
- Airtel holds the second position with 36.8% while VI secures the third position with 10.5%.
- % use 42 days pack, and 24.8 % use 21 days pack.
- 28 days pack is utilized by 21.1% of students, while 56 days pack scheme is used by the same percentage of students.
- 34.2% of students use the same network for over five years in research, while 21.1% stick to a network for four years, and 23.7% for an undisclosed amount of time.
- Network coverage is the main factor for 60.53% of students when choosing a network, while brand image is the main factor for 28.95% of students when choosing a mobile network. 7.89 student receives significant notice to pick mobile carrier.

Conclusion

The investigation into student satisfaction with mobile networks provided valuable information about the preferences and behaviors of individuals between the ages of 19 and 25. JIO has established itself as the top network provider, with prepaid plans and long-lasting validity packs being the most popular options. Factors that played a crucial role in network selection included network coverage, brand image, and advertisement. The research emphasizes that network operators should prioritize improving coverage, building brand loyalty, and implementing targeted advertising to appeal to and keep students. The results offer important insights for mobile network companies looking to enhance customer satisfaction and attract more customers in the student market.

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