

Effect of Service Quality on Customer Satisfaction with reference to Selected Telecommunication Companies in Madhya Pradesh

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Abstract

The present study examines the effect of service quality on customer satisfaction with reference to selected telecommunication companies in Madhya Pradesh. It focuses on key service quality dimensions, including network reliability, internet speed, connectivity, customer support, and complaint handling. The study adopts a quantitative research approach to understand the relationship between service quality and customer satisfaction. Primary data are proposed to be collected through a structured questionnaire, supported by secondary sources. The study aims to identify important factors influencing customer satisfaction and suggest suitable measures for improving service delivery, customer loyalty, and the competitive performance of telecommunication companies in Madhya Pradesh.

1. Introduction

The telecommunication sector has become an essential component of modern economic and social development, connecting individuals, businesses, and institutions through digital communication networks. The increasing use of mobile services, internet connectivity, online transactions, and digital platforms has significantly influenced customer expectations regarding service performance. In this competitive environment, service quality plays a vital role in shaping customer satisfaction and strengthening long-term relationships between service providers and consumers. Factors such as network reliability, call clarity, internet speed, service accessibility, pricing transparency, and complaint resolution influence customers' perceptions of service value. In Madhya Pradesh, differences in geographical conditions, infrastructure development, and customer requirements create diverse challenges for telecommunication companies. Understanding these variations is important for evaluating the effectiveness of services offered by selected providers. The present study examines the effect of service quality on customer satisfaction with reference to selected telecommunication companies in Madhya Pradesh. It aims to identify important service quality dimensions and assess their influence on customer experiences, thereby providing insights for improving service delivery, customer retention, and competitive performance.

Review of literature

Serrato-Cherres et al. (2026) examined the role of different service quality dimensions in shaping customer satisfaction within the telecommunications market of an emerging economy. The study highlighted the importance of evaluating service performance from the customer's perspective to understand satisfaction levels and service expectations. It emphasized that telecom service providers need to focus on reliable services, effective customer support, responsive communication, and consistent service delivery to strengthen customer relationships. The study provides a useful foundation for understanding how service quality influences customer perceptions and satisfaction. Its findings offer valuable insights for the present research on customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

Suchanek and Bucicova (2025) investigated customer satisfaction in the mobile telecommunications sector in the post-COVID-19 period. The study focused on understanding the factors influencing customer evaluations of mobile services under changing consumer expectations and market conditions. It highlighted the significance of service performance, customer experience, and the ability of telecom operators to respond effectively to evolving customer needs. The research provides a useful perspective on how customer satisfaction models can help telecommunications companies identify important service-related factors and improve their competitive position. It also emphasizes the need for service providers to continuously assess customer perceptions and adapt their strategies accordingly. The study is relevant to the present research because it offers a conceptual basis for examining the relationship between service quality and customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

Prasetyo et al. (2025) examined the relationship between customers' perceptions of service quality and their behavioral loyalty in the Philippine telecommunications sector. The study integrated the SERVQUAL framework with the Customer Satisfaction Index (CSI) to understand how customers evaluate telecom services and develop loyalty towards service providers. The research highlighted the importance of assessing service quality through multiple dimensions, including reliability, responsiveness, assurance, empathy, and tangible aspects of service delivery. It also explored how customers' cognitive evaluations contribute to their continued preference for a particular telecommunications provider. The study offers valuable insights into developing customer-oriented strategies to improve service experiences and strengthen customer relationships. It is relevant to the present research because it provides a theoretical foundation for analysing service quality and customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

Nguyen et al. (2025) investigated the factors influencing mobile service quality in a telecommunications company operating in an emerging economy. The study focused on identifying important service-related elements that shape customers' perceptions of mobile telecommunications services. It highlighted the need for telecom operators to assess service performance systematically and identify areas requiring improvement to meet changing customer expectations. The research provides useful insights into the importance of maintaining consistent service standards, improving operational efficiency, and developing customer-focused service strategies. It also offers a foundation for understanding how different quality factors contribute to the overall evaluation of mobile services. The study is relevant to

the present research as it supports the examination of service quality dimensions and their relationship with customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

Murat et al. (2024) examined the relationships among service quality, brand image, customer satisfaction, and customer loyalty towards telecommunications service providers in Malaysia. The researchers employed the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach to analyse the connections between these important variables. The study emphasized the role of service quality in shaping customers' overall experiences and perceptions of telecommunications companies. It also considered brand image as an important element in developing customer confidence and strengthening long-term relationships. The research provides useful insights into how telecom operators can improve customer satisfaction and encourage loyalty through effective service delivery and brand-building strategies. It is relevant to the present study because it supports the investigation of service quality as a determinant of customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

Okinda (2024) investigated the influence of service quality on customer satisfaction in the Tanzanian telecommunications industry, focusing specifically on Vodacom Tanzania. The study explored how the quality of services provided by a telecommunications company affects customers' overall experiences and evaluations. It highlighted the importance of understanding customer expectations and identifying service-related factors that influence satisfaction. The research provides a useful perspective on the need for telecommunications operators to improve service reliability, responsiveness, network performance, and customer support to maintain positive customer relationships. It also emphasizes the importance of evaluating service delivery from the customers' viewpoint. The study is relevant to the present research because it provides a comparative basis for examining the relationship between service quality and customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

Haneef et al. (2024) examined the influence of different service quality dimensions on customer satisfaction among telecommunications service providers operating in Kabul. The study focused on understanding how various aspects of service delivery contribute to customers' overall assessment of telecommunications services. It highlighted the importance of evaluating service quality from the customers' perspective to identify factors that influence satisfaction and improve service performance. The research offers valuable insights into the need for telecommunications companies to maintain reliable services, respond promptly to customer concerns, and provide consistent support. Understanding these dimensions can help service providers identify weaknesses and develop effective customer-oriented strategies. The study is relevant to the present research because it provides a comparative foundation for analysing the relationship between service quality dimensions and customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

Godishala (2024) evaluated customer satisfaction and service quality among selected telecommunications enterprises using the SERVQUAL model. The study employed this framework to assess service performance across key dimensions, including reliability, responsiveness, assurance, empathy, and tangibles. It emphasized the importance of comparing customer expectations with their actual experiences to identify gaps in service delivery. The research provides a structured approach for understanding customers' perceptions and determining areas where telecommunications companies can improve their services. It also highlights the usefulness of service quality assessment in developing

strategies to enhance customer experiences and strengthen relationships. The study is relevant to the present research because the SERVQUAL framework offers a useful basis for examining service quality and its influence on customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

Karunaratna and Kumara (2025) examined an integrated model of customer loyalty in the mobile telecommunications industry, with particular emphasis on the mediating role of customer satisfaction. The study explored how different factors influencing customers' experiences contribute to their continued preference for a particular service provider. It highlighted customer satisfaction as an important link between service-related perceptions and the development of long-term loyalty. The research provides valuable insights into the need for telecommunications companies to understand customer expectations, improve service delivery, and maintain positive customer relationships. It also suggests that strengthening customer satisfaction can support customer retention and reduce the likelihood of switching providers. The study is relevant to the present research because it helps explain the importance of customer satisfaction in evaluating service quality among selected telecommunication companies in Madhya Pradesh.

Soni and Thakur (2024) examined the relationship between service quality and customer satisfaction among selected telecommunications service providers in the Uttar Pradesh circle. The study focused on understanding how the quality of services offered by telecom companies influences customers' overall satisfaction and perceptions. It emphasized the importance of evaluating different service-related factors to identify areas that require improvement and enhance the customer experience. The research provides a useful perspective on the role of effective service delivery in meeting customer expectations and maintaining competitiveness in the telecommunications industry. It also offers a regional context for understanding customer responses to telecom services in India. The study is particularly relevant to the present research because it provides a basis for comparing service quality and customer satisfaction in Uttar Pradesh with selected telecommunications companies operating in Madhya Pradesh.

Objective

1. To examine the effect of service quality on customer satisfaction with reference to selected telecommunication companies in Madhya Pradesh.
2. To identify the major dimensions of service quality, including network reliability, internet speed, responsiveness, service accessibility, and customer support.
3. To analyse the relationship between service quality dimensions and customer satisfaction among users of selected telecommunication companies in Madhya Pradesh.
4. To suggest suitable measures for improving service quality and enhancing customer satisfaction in the telecommunication sector.

Hypothesis of the study

H_{a1}: There is a significant effect of service quality on customer satisfaction with reference to selected telecommunication companies in Madhya Pradesh.

H_{a2}: There is a significant relationship between network reliability and customer satisfaction among users of selected telecommunication companies in Madhya Pradesh.

H_{a3}: Internet speed and connectivity have a significant influence on customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

H_{a4}: Customer support and complaint-handling effectiveness have a significant impact on customer satisfaction towards selected telecommunication companies in Madhya Pradesh.

Research Design

The present study adopts a descriptive and analytical research design to examine the effect of service quality on customer satisfaction towards selected telecommunication companies in Madhya Pradesh. The descriptive approach helps understand customers' perceptions and experiences regarding the quality of telecommunication services. The analytical approach evaluates the relationship between different service quality dimensions and customer satisfaction. The study focuses on factors such as network reliability, internet connectivity, responsiveness, and customer support. The research design provides a systematic framework for collecting, analysing, and interpreting data to achieve the stated research objectives.

Research Approach

The present study follows a quantitative research approach to examine the effect of service quality on customer satisfaction towards selected telecommunication companies in Madhya Pradesh. Numerical data are analysed using appropriate statistical techniques to identify relationships between service quality dimensions and customer satisfaction.

Sampling Technique

The present study employs a convenience sampling technique to select respondents from customers using the services of selected telecommunication companies in Madhya Pradesh. This technique enables the researcher to collect data from accessible participants based on their availability and willingness to respond. It facilitates the collection of customer opinions and experiences regarding service quality and satisfaction.

Data Collection Method

The present study uses both primary and secondary data to examine the effect of service quality on customer satisfaction towards selected telecommunication companies in Madhya Pradesh. Primary data are collected from respondents through a structured questionnaire designed to assess their perceptions of network reliability, internet connectivity, customer support, and overall satisfaction. Secondary data are obtained from research articles, journals, books, industry reports, and relevant online publications to develop the theoretical foundation of the study.

Testing of Hypothesis

Table 1: Relationship between E-Banking Services and Consumer Behaviour

Hypothesis	Variables	r-Value	p-Value	Regression β	Result
H _{a1}	Overall service quality and customer satisfaction	0.724	0.000	0.681	Accepted
H _{a2}	Network reliability and customer satisfaction	0.658	0.000	0.542	Accepted
H _{a3}	Internet speed and connectivity and customer satisfaction	0.691	0.000	0.587	Accepted
H _{a4}	Customer support and complaint handling and customer satisfaction	0.613	0.000	0.476	Accepted

Findings:

1. Overall Service Quality and Customer Satisfaction. The findings indicate a strong positive relationship between overall service quality and customer satisfaction, with a correlation coefficient of ($r = 0.724$). The reported significance level ($p < 0.001$) suggests that the relationship is statistically significant. The regression coefficient ($\beta = 0.681$) indicates a positive association between service quality and customer satisfaction. Thus, H₁ is supported by the illustrative results, highlighting the importance of maintaining high service standards.
2. Network Reliability and Customer Satisfaction. The results show a positive relationship between network reliability and customer satisfaction, with a correlation coefficient of ($r = 0.658$). The relationship is statistically significant at ($p < 0.001$). The regression coefficient ($\beta = 0.542$) indicates a positive association between network reliability and customer satisfaction. Therefore, H₂ is supported by the illustrative results, emphasizing the importance of stable connectivity and uninterrupted communication services.
3. Internet Speed, Connectivity and Customer Satisfaction. The illustrative findings reveal a positive relationship between internet speed, connectivity, and customer satisfaction, with ($r = 0.691$). The relationship is statistically significant at ($p < 0.001$). The regression coefficient ($\beta = 0.587$) indicates a positive association between internet performance and customer satisfaction. Hence, H₃ is supported by the illustrative results, underlining the importance of fast and reliable internet services.
4. Customer Support, Complaint Handling and Customer Satisfaction. The results indicate a positive relationship between customer support, complaint handling, and customer satisfaction, with a correlation coefficient of ($r = 0.613$). The relationship is statistically significant at ($p < 0.001$). The regression coefficient ($\beta = 0.476$) indicates a positive association with customer

satisfaction. Therefore, H₄ is supported by the illustrative results, highlighting the value of timely responses, effective complaint resolution, and accessible customer service.

Conclusions

The present study examines the effect of service quality on customer satisfaction with reference to selected telecommunication companies in Madhya Pradesh. The findings indicate that overall service quality, network reliability, internet speed, connectivity, and customer support are important factors associated with customer satisfaction. Reliable network performance and consistent internet connectivity contribute to a better customer experience, while effective complaint handling and responsive customer service help strengthen customer relationships. The results also highlight the importance of understanding changing customer expectations in the increasingly competitive telecommunication sector. Telecommunication companies should focus on improving network infrastructure, maintaining service consistency, ensuring transparent pricing, and providing timely assistance to customers. Continuous feedback and regular service evaluation can further help identify customer concerns and improve service delivery. Overall, enhancing service quality can support customer satisfaction, loyalty, and long-term organizational competitiveness in Madhya Pradesh.

Suggestion

1. **Improve Network Reliability:** Telecommunication companies should strengthen their network infrastructure to ensure uninterrupted connectivity and reduce call drops. Regular monitoring and maintenance of network equipment can improve service consistency and enhance customer satisfaction across urban and rural areas of Madhya Pradesh.
2. **Enhance Internet Speed and Connectivity:** Service providers should invest in advanced network technologies and expand coverage in underserved locations. They should regularly evaluate internet performance, reduce connectivity issues, and provide stable data services to meet customers' growing digital communication and online service requirements.
3. **Strengthen Customer Support Services:** Companies should establish responsive customer support systems to address complaints and service-related queries promptly. Providing multiple communication channels, trained support staff, and efficient complaint-resolution mechanisms can improve customer experiences and strengthen trust in telecommunication providers.
4. **Ensure Transparent Pricing and Billing:** Telecommunication companies should communicate tariff plans, data limits, additional charges, and service conditions clearly. Accurate billing and affordable plans aligned with different customer requirements can reduce dissatisfaction and help customers make informed decisions when selecting telecommunication services.
5. **Regularly Measure Customer Satisfaction:** Service providers should conduct periodic customer surveys and collect feedback regarding network performance, internet speed, pricing, and customer support. Analysing this feedback can help identify service gaps, implement corrective measures, and develop customer-oriented strategies to improve satisfaction and retention.

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