

EXAMINING CUSTOMER SATISFACTION AMONG JIO TELECOMMUNICATION SERVICE USERS

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Abstract

India's telecommunication network, by number of telephone users and internet user base, is the second largest in the world. There are different providers of cell phone services in our country and they play an important role in meeting the needs of customers. Jio has gained a significant market share and has accomplished numbers that look to attain competitiveness over a decade. It is the only network in India that is 4G only and its USP is the free services it provides. As part of its 4G offerings, Jio released a bundle of multimedia applications on Google Play in May 2016. While the apps are available for all to download, a user would need a Jio SIM card for them. A computer network or a data network is the digital telecommunication network that enables Reliance JIO Limited a subsidiary of Reliance Industry Limited to provide resources. Reliance JIO Limited is India's largest private sector company, which is the first telecom operator to hold a unified licence for pan India. The business offers all communications services except satellite-serviced global mobile personal contact. This research includes examining consumer satisfaction with the Jio network and gathering data from 50 respondents with the aid of a convenient sampling technique. From its research, this study suggests improving network coverage and call connectivity.

Key words: Customer Satisfaction, Telecommunication Service, Consumer Preference, Expectations, Data Service.

INTRODUCTION:

India is one of the largest telecommunication markets in the world, particularly in the mobile sector, Because of the greatest population and growth, the Internet. Airtel, Vodafone, Idea, Telenor India, Reliance, Jio, Tata Docomo, BSNL, Aircel and Tata Indicom are the world's largest operators. One of the world's largest mobile markets is India. One of the world's fastest growing sectors is the Indian smartphone industry.

After China, India is the second biggest market for mobile service providers. With broadband services, Reliance Jio began. In the mobile market, the creative plans have generated stiff competition. It is the only network in India that is 4G only and its USP is the free services it provides. The next level of development



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