

Customer Perception of Service Quality towards Sun Direct to Home Services in Coimbatore

Dr. J. Ashok¹, S. Suselan²

¹Director, Department of Management, Bannari Amman Institute, Sathy, India

²Research Scholar, Department of Management, Bharathiar University, Coimbatore, India

Abstract: Service quality has been a frequently studied topic in the service marketing literature. Efforts to understand and identify service quality have been undertaken in the last three decades. High-definition (HD) is the top of the line that delivers programs in a crystal clear, wide screen format with CD quality sound which are technical aspects of the services ensures the television viewing experience of the customers to achieve the satisfaction and realizing the value for their money. However, the overall perception towards service quality was also taken into consideration which examines the negative aspects experienced by the Sun Direct to Home users from the results of the study. The objective is to analyze the perception of service quality among Sun Direct to Home users in Coimbatore District. This piece of research depends entirely on the primary data collected for studying the above mentioned objectives among various individuals in Coimbatore. The researcher used convenient sampling method. The sample size selected for the present study is 459 respondents using Sun Direct to Home Services in Coimbatore City. The tools for analysis are Percentage analysis, Garrett Ranking Method and Chi-Square Test. It is observed that the calculated chi-square value for all demographic variables is more than the table value is significant and associated. It is also clear that irrespective of the demographic characteristics majority of the customers are inclined with the services provided by Sun Direct DTH. To conclude, it is recommended to pay attention to improve customer service, where the Garrett Ranking based on empathy achieved the least position whereas, price and assurance achieved highest positions. It is obviously understood that with an improved network quality, price economy for the service provided by Sun Direct will be retained in the network is a successful achievement in the competitive market.

Keywords: Direct to Home, Service Quality, Perception, Satisfaction, etc

1. Introduction

Service quality has been a frequently studied topic in the service marketing literature. Efforts to understand and identify service quality have been undertaken in the last three decades. A topic of particular interest in service quality research is the issue of measurement. Following the introduction of the SERVQUAL instrument (Parasuraman et al., 1985), many scholars have attempted to replicate and refute its structure and conceptualization. Much of the research to date has focused on measuring service quality using the SERVQUAL instrument. Subsequently, research on the instrument has been widely cited in the marketing literature and its use in industry has become quite widespread.

2. Problem Statement

Sun Direct DTH HD SET TOP BOX ensures the viewers HDTV system which is receiving over the air HD signals properly and the same is displayed in the HDTV without any loss of signals, accompanied by crystal clear images and DVD quality sound. High-definition (HD) is the top of the line that delivers programs in a crystal clear, wide screen format with CD quality sound which are technical aspects of the services ensures the television viewing experience of the customers to achieve the satisfaction and realizing the value for their money. However, the overall perception towards service quality was also taken into consideration which examines the negative aspects experienced by the Sun Direct to Home users from the results of the study.

3. Literature Review

Sudhahar M. and Tamilarasi T (2015), DTH stands for Direct-To-Home television. DTH television service is that we would not dependant on the cable operator because of their domination over the market and they have autonomy of prices and about quality of services. Though the concept of marketing has been followed by sellers, the service provider's attitude will change after made the customers to purchase. The study has been undertaken to find out the satisfaction of customers and the quality of service provided by the service providers and how far they are providing the after sale service to the customers with regard to DTH service.

Lekh Raj and Rakesh K Shukla, (2015), The main purpose of the present research work is to study the impact of DTH service quality on customers' behaviour intentions. For conducting the research work, convenient random sampling technique was used to collect data from 250 DTH subscribers of district Solan of Himachal Pradesh. The results of the study revealed that there exists significant relationship between DTH service quality and customers' behaviour intentions. The dimensions of Tangibles, Service Operations, Assurance and Price were found as the predictors of recommending behaviour. In case of switching intentions, dimensions of Price and Network Quality, and for complaining behaviour, dimensions of Service Operations and Price were found as significant determinants

Dheeraj Gandla (2013), As the customer becomes more and more aware of the technology, he or she will look for a decent package all together, including all the advanced features of a package he can have. Hence the search for new

technology is always the main motive of the leading DTH giants to out innovate their competitors. DTH stands for Direct-To-Home television. DTH is defined as the reception of satellite programmers with a personal dish in an individual home. This paper describes the needs that demand continued development of DTH, and explains some background on who is involved and what is currently happening in bringing DTH world.

4. Objectives of the study

To analyze the perception of service quality among Sun Direct to Home users in Coimbatore District.

Hypothesis of the Study

There is no significant association between demographic variables and overall service quality. (Chi-Square Test)

5. Methodology

Research in common parlance refers to the search of knowledge. In this context research may be defined as, “The objective and systematic method of finding solution to a problem ie, systematic collection, recording, analyzing, interpretation and reporting of information about facts of a phenomenon under study”. This piece of research depends entirely on the primary data collected for studying the above mentioned objectives among various individuals in Coimbatore. However, the secondary sources collected to further strengthen and support the research work. The researcher used convenient sampling method. The sample size selected for the present study is 459 respondents using Sun Direct to Home Services in Coimbatore City. The tools for analysis are Percentage analysis, Garrett Ranking Method and Chi-Square Test.

6. Analysis and Results

6.1 Demographic Characteristics

Demographic characteristics of the sun direct to home users are classified based on their age, gender, marital status, educational qualification, occupation and monthly income and are presented in the Table 4.1.

Table 1: Demographic Characteristics of the Respondents

S. No.	Demographics	Frequency (459 Respondents)	Percentage (100%)
1	Age		
	Below 25 years	77	16.8
	26 to 50 years	267	58.2
	Above 50 years	115	25.1
2	Gender		
	Male	329	71.7
	Female	130	28.3
3	Marital Status		
	Married	309	67.3
	Unmarried	150	32.7
4	Educational Qualification		
	Graudate (UG / PG)	44	9.6
	SSLC / H.Sc.	305	66.4
	Post Graduate	110	24
5	Occupation		

	Government Employee	91	19.8
	Private Employee	130	28.3
	Business	194	42.3
	Professionals	44	9.6
6	Monthly Income		
	Upto Rs.25,000	70	15.3
	Rs.25,001 to 50,000	221	48.1
	More than Rs.50,000	168	36.6

Table 4.1 shows that more than half (58.2%) of the respondents are in the age between 26 and 50 years, while 25.1% of the respondents are in the age above 50 years and the remaining 16.8% of the respondents are in the age below 25 years. Majority (71.7%) of the respondents participated in the survey are male and 28.3% of them are female. Most (67.3%) of the respondents are married and 32.7% of the respondents are unmarried. Most (66.4%) of the respondents are graduates, 24% of them are post graduates and the remaining 9.6% of the respondents have studied upto SSLC/ H.Sc., Less than half (42.3%) of the respondents are engaged in Business, while 28.3% of them are in private employment, 19.8% of them are government employees and the remaining 9.6% of the respondents are professionally engaged. Nearly half (48.1%) of the respondents are having income between Rs.25,001 and Rs.50,000, while 36.6% of the respondents are having income more than Rs.50,000 and the remaining 15.3% of the respondents are having income upto Rs.25,000.

Table 2: Rating of the respondents towards service quality attributes

Attributes	R1	R2	R3	R4	R5	R6
Reliability	54	59	113	75	49	109
Responsiveness	51	77	111	33	96	91
Assurance	120	132	16	20	102	69
Empathy	25	16	67	216	90	45
Tangibility	45	78	106	78	76	76
Value for Money	164	97	46	37	46	69

Table 3: Garrett Rank towards service quality attributes

Attributes	Garrett Score	Garrett Mean	Garrett Rank
Reliability	21747	47.38	5
Responsiveness	21935	47.79	4
Assurance	24701	53.81	2
Empathy	20852	45.43	6
Tangibility	22251	48.48	3
Value for Money	26214	57.11	1

Table 3 shows the Garrett score for the service quality attributes towards Sun Direct to Home services is presented based on the merit of the mean and respective ranks for which value for money achieve first position followed by Assurance, Tangibility, Responsiveness, Reliability and finally, empathy with the Garrett mean of 57.11, 53.81, 48.48, 47.79, 47.38 and 45.43.

Chi-Square Table

Table 4: Demographic variables and Service Quality Perception of Sun Direct DTH

Demographic	Value of χ^2	TV	D.F	Sig.	Result
Age	35.675**	9.488 (5% level)	4	0.000	Significant
Gender	8.468*	5.991 (5% level)	2	0.014	Significant
Marital Status	7.745*	5.991 (5% level)	2	0.021	Significant
Educational Qualification	12.487*	9.488 (5% level)	2	0.014	Significant
Occupation	21.916**	12.592 (5% level)	6	0.001	Significant
Monthly Income	18.961**	12.592 (5% level)	6	0.001	Significant

The result of the chi-square test shows that there is a statistically significance exists between demographic variables and perception on service quality towards Sun Direct to Home is found to be associated at 5% level. Therefore, the null hypothesis is rejected. It is observed that the calculated chi-square value for all demographic variables is more than the table value is significant and associated.

7. Summary of Results

Percentage Analysis

- More than half (58.2%) of the respondents are in the age between 26 and 50 years
- Majority (71.7%) of the respondents participated in the survey are male
- Most (67.3%) of the respondents are married
- Most (66.4%) of the respondents are graduates
- Less than half (42.3%) of the respondents are engaged in Business
- Nearly half (48.1%) of the respondents are having income between Rs.25,001 and Rs.50,000,

Garrett Ranking

It is inferred that value for money achieved first position while empathy is least rated by the Sun Direct to Home users.

Chi-Square Test

It is observed that the calculated chi-square value for all demographic variables is more than the table value is significant and associated.

8. Suggestions and Conclusion

It is observed that irrespective of the demographic characteristics majority of the customers are inclined with the services provided by Sun Direct DTH. The result is agreeable with **Jayashree J, and Sivakumar A., (2013)** reveals that the majority of the respondents prefer to buy sun direct because of its best picture quality, reasonable price, various kinds of packages and more channels. So the DTH service providers must pay attention on Customer Service, picture quality, reasonable price rather than other factors to make their business more successful and satisfy the

consumers. The observation is before five years even though, there are more number of players in the present market, Sun Direct to Home service continues to lead the race. Therefore, the researcher recommends to pay attention to improve customer service, where the Garrett Ranking based on empathy achieved the least position whereas, price and assurance achieved highest positions. It is obvious that with an improved network quality, price economy for the service provided by Sun Direct will be retained in the network is a successful achievement in the competitive market.

References

- [1] Parasuraman, A., Zeithaml, Valarie .A., & Berry, Leonard. L. (1985). A Conceptual Model of Service Quality and its Implication for Future Research. *Journal of Marketing*, 49, 41-50.
- [2] Sudhahar M. and Tamilarasi T (2015), "A Study on Customers' Satisfaction towards DTH Service in Gobichettipalayam Town, *International Journal of Engineering and Management*, Volume-5, Issue-2, Pp.264-268
- [3] Lekh Raj and Rakesh K Shukla, (2015), "Service Quality and Behaviour Intentions of DTH Users", *International Journal of Advanced Research in Management and Social Sciences*, Vol. 4, No. 7, Pp.124-138.
- [4] Dheeraj Gandla (2013), "Study Of Recent Developments In DTH (Direct-To-Home) Technology", *Int. Journal of Engineering Research and Applications* Vol. 3, Issue 5, pp.628-635
- [5] Jayashree J, and Sivakumar A., (2013) "A Study on Customer Perception towards DTH Services in Coimbatore City" Volume 8, Issue 1, Pp.10-14.