THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY WITH REFERENCE TO CUSTOMERS OF BSNL IN MADURAI REGION

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ABSTRACT
The study aims to understand the relationship between service quality and customer loyalty in the telecommunication sector with reference to the customers of BSNL in Madurai region. A sample survey of 72 respondents was done by obtaining the responses through a questionnaire designed for the same using a Likert scale. The demographic characteristics of the sample was also collected for descriptive analysis of the sample. The hypothesis formulated was tested using regression analysis. It was found that a strong positive relationship exists between service quality and customer loyalty. This study is of significance as customer retention is a major objective of TSPs to prevent erosion of their customer base in the face of competition and implementation of mobile number portability in the country.

KEYWORDS: BSNL, customer loyalty, Service quality, telecommunication.

REFERENCES


