CHAPTER 4
RESULTS
In this chapter we have discussed the results of this study. The study was conducted with the intention of finding out the relationship between service quality and customer satisfaction in Direct to Home (DTH) services. In order to achieve the research objectives, data was analyzed by using various statistical techniques. Profile of respondents was presented with the help of descriptive analysis that include average, frequency, and percentage of data value. Multiple regression was employed to obtain and understand the relationship between various independent and dependent variables. The use of ANOVA (F-test) was made to compare the customer perception of service quality across the various DTH service providers. For keeping the nature and objective of the study, the results have been presented into following four sections.

**Section A:** This section deals with the profile of the respondents taken for the study.

**Section B:** This section exploring the relationship between service quality and its dimensions. Further, it also explains the relationship of service quality with customer satisfaction and behaviour intensions.

**Section C:** This section represents the comparison customer perception of service quality and degree of customer satisfaction across the various DTH service providers.
SECTION – A

4.1 Profile of the Respondents

This section represents the profile of the respondents and also the mean score and standard deviation for the dimensions in the DTHSQ. Descriptive analysis represents the profile of the respondents and includes the average, frequency, percentage of data value for each of the variable.

4.1.1 Demographic Profile of the Respondents

To formulate and implement the effective marketing strategies successfully, the DTH companies are required to maintain up-to-date profile information of the customers to build the customer-database. The availability of such a comprehensive customer profile acts as a strong basis for DTH service providers to design effective plans and program’s regarding the marketing of products and services. The questionnaire used for the study consists of a section of customer’s profile that include age, gender, educational level, income, profession and other socio-demographic information of the respondents considered for the study.

Table A7.4.1 (refer to Appendix-VII) represents a comprehensive DTH customer profile who had participated in this study. A total of 1000 questionnaires were distributed and after checking and editing the entire returned questionnaire, a sample of 761 respondents was used for analysis. Age is an important demographic factor and plays significant role in individual’s perception to service quality and their satisfaction. With the increase in age, a lots of changes takes place in individual’s thinking level, such as, behavioural responses, his/her experiences and the ways he/she perceive the things and objects. It can be that 27.1 percent respondent were of less than 25 years, 36.5 percent were of 25-34years, 21.2 percent were of 35-44years, 10.1 percent were of 45-54years and 5.1 percent were of 55 year and the above. It was seen that most of the respondents belong to the age group between 25-34 years (36.5%).

Table A7.4.1 represents the detailed distribution of the gender of the respondents. Results have showed that whole sample consists of 66.4 percent of males in comparison to 33.6 percent female respondents. This shows that gender-wise distribution of the respondents was unequal and dominated by males. This distribution
does not match with the overall gender distribution of population of the state with 34, 73,892 males and 33, 82,617 females (Total population 66, 56,509) as per Census of India 2011. This may be due to the fact that male deals mainly with the overall DTH services.

Education plays a vital and diverse role in an individual life and brings a number of changes such as enhancement of knowledge, development of skills and change in attitude. Education also affects thinking level and perception of individuals. For the present study, respondents were arranged in five categories presented in Table A7.4.1.

It can be seen that 40.9 percent majority of the respondent were holding bachelor degree, 23.1 percent were having secondary level education, 23.1 percent were Master/PG degree holder, respondent with other qualification were 5.9 percent whereas respondents with below secondary level of qualification were 7.0 percent. As the whole, it appeared from the data that most of the respondents included in the present study were well educated. Further, it became evident that well educated person mainly deals with the DTH services.

Income of the respondents plays an important role to improve the living standards and have great influence on customer service quality perception. About 29.8 percent of the respondents were having income (table A7.4.1) range between rupee 20,001 to 30,000 per month followed by the income range 10,001 to 20,000 with 28.0 percent of the total respondents.

Marital status is an important aspect of individual life because married people accept more domestic and family responsibilities that make them mature enough to take decisions and perceive and examine events in a proper perspective. So it might be possible that married people have higher satisfaction than unmarried people. Table A7.4.1 (Appendix-VII) represents the distribution of marital status of the respondents. 70.3 percent were found as married and 29.7 percent as unmarried respondents. Results of table A7.4.1 showed that most of the respondents were married (70.3%).

Table A7.4.1 represents the distribution of occupation of the respondents. Majority of 39.8 percent were in services, 27.2 percent were doing their own Business, 17.1 percent fall in other categories of occupation such as farmer,
housewife, and whereas remaining 15.9 percent were student. Table A7.4.1 also revealed that most of the respondents were using the services of Dish TV (21.6%) followed by Tata Sky (19.4%) while Sun Direct have minimum numbers of respondents (11.6%) in the present study.

In order to investigate the relationship between service quality and customer satisfaction, it was very important to explore for how long respondents are the users of one of above mentioned service providers. Table A7.4.1 (Appendix-VII) presents a historical perspective on the service provider’s relationship for the surveyed customers.

For the present study, price was considered as one of the most important dimension of the service quality, so, it is important to know the amount which customers spent on DTH service. It was found that about 66.9 percent of the respondents spent less than rupee 250 per month on DTH service and about 21.2 percent paid between rupees 251 to 350, 9.1 percent respondents showed monthly expenditure of rupees 351-450 and only 2.9 percent expend more than 450 rupees per month. So, it can be said that most of the respondents are spending less than rupees 250 per month on DTH services. The reasons behind this may be that most of the respondents are using only basic packages provided by the DTH services.

4.1.2 Mean Score and Standard Deviation of Individual Statements

Table A8.4.2 (refer to Appendix-VIII) represents the mean and standard deviation for the individual statements of different dimensions of the Service quality, Customer Satisfaction and Behavioural Responses.

4.1.3 Descriptive Statistics of Dimensions of DTH Service Providers

In this section, Mean and Standard Deviation of the various dimensions are presented. Table No. 4.3 represents the descriptive statistics of dimensions of DTH services provider. Results of the descriptive analysis showed the values of mean and standard deviation for customer satisfaction (M = 12.91, SD = 2.54), recommending behaviour (M = 9.91, SD = 2.12), switching intension (M = 12.17, SD = 1.84), complaining behaviour (M = 9.58, SD = 1.90), service quality (M = 100.56, SD = 8.23) and for nine dimensions of service quality, i.e., Assurance(M = 13.57, SD = 2.45), Reliability (M = 6.94, SD = 1.41), Tangibles(M = 13.64, SD = 2.40), Empathy
(M = 10.16, SD = 1.82), Responsiveness (M = 6.95, SD = 1.82), Network Quality (M = 17.68, SD = 3.14), Convenience (M = 14.44, SD = 2.08), Price (M = 6.60, SD = 1.56), and Service Operations (M = 10.55, SD = 1.71).

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Mean (M)</th>
<th>Standard Deviation(SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assurance</td>
<td>13.57</td>
<td>2.45</td>
</tr>
<tr>
<td>Reliability</td>
<td>6.94</td>
<td>1.41</td>
</tr>
<tr>
<td>Tangibles</td>
<td>13.64</td>
<td>2.40</td>
</tr>
<tr>
<td>Empathy</td>
<td>10.16</td>
<td>1.82</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>6.95</td>
<td>1.38</td>
</tr>
<tr>
<td>Network Quality</td>
<td>17.68</td>
<td>3.14</td>
</tr>
<tr>
<td>Convenience</td>
<td>14.44</td>
<td>2.08</td>
</tr>
<tr>
<td>Price</td>
<td>6.60</td>
<td>1.56</td>
</tr>
<tr>
<td>Service Operations</td>
<td>10.55</td>
<td>1.71</td>
</tr>
<tr>
<td>Switching Intension</td>
<td>12.17</td>
<td>1.84</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>12.91</td>
<td>2.54</td>
</tr>
<tr>
<td>Recommending Behavior</td>
<td>9.91</td>
<td>2.12</td>
</tr>
<tr>
<td>Complaining Behavior</td>
<td>9.58</td>
<td>1.90</td>
</tr>
<tr>
<td>Service Quality</td>
<td>100.56</td>
<td>8.23</td>
</tr>
</tbody>
</table>
SECTION-B

4.2 Relationship between Service Quality and its Dimensions

The present study is mainly focused to explore the relationship between service quality in DTH sector and its key dimensions. The correlation analysis was used to find the strength of the relationship between service quality and its dimensions, i.e., Assurance, Reliability, Tangibles, Responsiveness, Empathy, Network Quality, Convenience, Price, and Service Operations. Correlation Coefficient is a real number that exists between -1 to 1. For the present study Service Operations includes recharge facility, accuracy in billing, and customer’s awareness about new product and services.

In order to investigate the relationship between service quality and its dimensions and to test hypothesis, \( H_0: 1 \); Dimensions associated with service quality are not significant drivers of overall customer’s perception of service quality in the Direct To Home (DTH) sector, multiple regression analysis was used.

This study explores the relation between service quality in DTH sector and its key dimensions. Here nine dimensions of service quality were taken as independent variables and the overall perceived service quality for the DTH services as rated by customer is used as a dependent variable.

The above relationship can defined mathematically as.

\[
Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \beta_6 x_6 + \beta_7 x_7 + \beta_8 x_8 + \beta_9 x_9
\]

Where \( Y \) = overall service quality
\( \alpha \) is constant.

\( x_1, x_2, x_3, x_4, x_5, x_6, x_7, x_8, x_9 \) are dimensions of service quality.
\( \beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \beta_8, \beta_9 \) are coefficients of the dimensions of service quality.

The results of Pearson correlation (Table No. 4.4) show that dimensions of service quality are positively associated with customer satisfaction.

<table>
<thead>
<tr>
<th>Service Quality</th>
<th>Assurance</th>
<th>Reliability</th>
<th>Tangibles</th>
<th>Empathy</th>
<th>Responsiveness</th>
<th>Network Quality</th>
<th>Convenience</th>
<th>Price</th>
<th>Service Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.565</td>
<td>0.401</td>
<td>0.484</td>
<td>0.517</td>
<td>0.417</td>
<td>0.517</td>
<td>0.432</td>
<td>0.221</td>
<td>0.384</td>
</tr>
</tbody>
</table>
To find out the best predictors of service quality and to identify which aspects of the service quality has significant influence on it; stepwise regression was used with the dimensions of service quality as the predictors. In the model, nine service quality dimensions are taken as independent variables and service quality as the dependent variable. The model summary Table 4.5 reports the strength of the relationship between the model and the dependent variable. Table 4.5 shows $R$, $R^2$ Square and adjusted $R^2$ and standard error of the estimate. The value of $R^2$ is the amount of variation in the response that is explained by the model; Adjusted $R^2$ is the adjusted value that takes into account the number of variables in the model and standard error of the estimate explain the estimated variance of the error term in the model. Multiple correlation coefficients are also displayed in table 4.5. The value of $R^2$ indicates the variance of the model in the service quality construct in DTH sector. It can be seen that regression model explained 85.6 percent of the variance in the DTH service quality construct.

**Table 4.5**

Regression Model Summary: Service Quality and Dimensions of Service Quality

<table>
<thead>
<tr>
<th>Model</th>
<th>$R$</th>
<th>$R^2$</th>
<th>Adjusted $R^2$</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.929</td>
<td>0.863</td>
<td>0.856</td>
<td>3.054</td>
</tr>
</tbody>
</table>

**H$_0$:** Dimensions associated with service quality are not significant drivers of overall customer’s perception of service quality in the Direct To Home (DTH) sector.

**Table 4.6**

Stepwise Regression Analysis: Service Quality

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t- Value</th>
<th>Significance level</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td></td>
<td>15.011</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Assurance</td>
<td>0.362</td>
<td>12.650</td>
<td>0.000</td>
<td>0.912</td>
<td>1.096</td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.408</td>
<td>15.756</td>
<td>0.000</td>
<td>0.966</td>
<td>1.035</td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.312</td>
<td>9.185</td>
<td>0.000</td>
<td>0.917</td>
<td>1.090</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.313</td>
<td>7.892</td>
<td>0.000</td>
<td>0.972</td>
<td>1.029</td>
</tr>
<tr>
<td>Empathy</td>
<td>0.314</td>
<td>5.080</td>
<td>0.000</td>
<td>0.896</td>
<td>1.115</td>
</tr>
</tbody>
</table>
Chapter 4

Results

As shown in table 4.6, there are only five variables (Assurance, Network Quality, Empathy, Convenience and Service Operations) added from the original nine and are significant predictors of service quality in DTH sector. The estimates of the parameters for each of these variables are given in the Standardized coefficients (B) column. The final fitted model using this selection process is: Service Quality = 0.362Assurance + 0.408Network Quality + 0.312Tangibles + 0.313Convenience + 0.314Empathy

4.2.1 Hypothesis Testing

From the above results, it can be concluded that the Hypothesis \( H_{0i}: 1(a) \); Assurance is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, \( H_{0i}: 1(c) \); Tangibles is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, \( H_{0i}: 1(d) \); Empathy is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, \( H_{0i}: 1(f) \); Network Quality is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, and \( H_{0i}: 1(g) \); Convenience is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, are rejected; while hypothesis \( H_{0i}: 1(b) \); Reliability is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, \( H_{0i}: 1(e) \); Responsiveness is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, \( H_{0i}: 1(h) \); Price is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, and \( H_{0i}: 1(i) \); Service Operations is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, are accepted. So, it can be said that Assurance, Tangibles, Empathy, Network Quality, and Convenience were found as significant drivers of DTH service quality. Results also revealed that Empathy, Convenience and Assurance dimensions were found the best predictor of DTH service quality. So, it can be resulted out that hypothesis \( H_{0i}: 1 \); Dimensions associated with service quality are not significant drivers of overall customer’s perception of service quality in the Direct To Home (DTH) sector is partially accepted.
4.3 Relationship between Service Quality and Customer Satisfaction

Correlation analysis illustrates the relation between customer satisfaction and different dimensions of service quality, i.e., Assurance, Reliability, Tangibles, Responsiveness, Empathy, Network Quality, Convenience, Price and Service Operations. Multiple regression as a tool was employed to investigate the relationship between service quality and customer satisfaction, and to test hypothesis, $H_0$; Service quality dimensions do not have significant positive influence on customer satisfaction. Stepwise regression is a useful tool when dealing with explanatory variables. In such regression, variables are either added or deleted from regression model at each step in the model development process that ends with the selection of best fitting model where no variable can be included or excluded from the last fitting model.

4.3.1 Estimating Procedure and Model Development for Customer Satisfaction

In order to measure customer satisfaction, an index was constructed that can be presented mathematically as:

$$S_i = \sum T_s$$

Where

$S_i$ = Customer Satisfaction measured by overall quality meeting expectation.

$T_s$ = Level of satisfaction scored by customer x.

The correlation analysis was used to find the strength of the relationship between customer satisfaction and explanatory variables. A stepwise regression was employed to develop the model for customer satisfaction and the dimensions of service quality. Thus, the following regression model was used to access the effects of each of the explanatory variables on the level of customer satisfaction.

$$S_i = I_i = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \beta_6 x_6 + \beta_7 x_7 + \beta_8 x_8 + \beta_9 x_9$$

Where $Y$= overall service quality

$x_1, x_2, x_3, x_4, x_5, x_6, x_7, x_8, x_9$ are dimensions of service quality.

$\alpha$ is constant.
\[ \beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_7, \beta_8, \beta_9 \] are coefficients of Assurance, Reliability, Tangibles, Responsiveness, Empathy, Network Quality, Convenience, Price, Service Operations.

When explanatory variables correlate with each other, there are chances to occur a problem of multicollinearity. Consequently, the effect of each variable of the dependent variables becomes difficult to identify. Hence, for each explanatory variable tolerance value and variance inflation factors (VIF) were used to measure the multicollinearity. When VIF exceeds ten, a set of explanatory variables is highly correlated which leads to a problem of multicollinearity and the value of tolerance is closer to zero.

### 4.3.2 Service Quality and Customer Satisfaction Relationship Analysis

The correlation analysis was used to find the strength of the relationship between service quality and customer satisfaction. The results of Pearson correlation (table no. 4.7) show that dimensions of service quality are positively associated with customer satisfaction.

**Table 4.7**

**Correlation: Service Quality and Customer Satisfaction**

<table>
<thead>
<tr>
<th></th>
<th>Assurance</th>
<th>Reliability</th>
<th>Tangibles</th>
<th>Empathy</th>
<th>Responsiveness</th>
<th>Network Quality</th>
<th>Convenience</th>
<th>Price</th>
<th>Service Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Satisfaction</td>
<td>0.356</td>
<td>0.348</td>
<td>0.398</td>
<td>0.411</td>
<td>0.288</td>
<td>0.395</td>
<td>0.399</td>
<td>0.521</td>
<td>0.488</td>
</tr>
</tbody>
</table>

To find out the best predictors of customer satisfaction and to identify which aspects of the service quality has significant influence on customer satisfaction; stepwise regression was used with the dimensions of service quality as the predictors. In the model nine service quality dimensions are taken as independent variables and customer satisfaction as the dependent variable. Table 4.8 shows \( R, R^2 \) Square \( (R^2) \) and adjusted \( R^2 \) and standard error of the estimate. The value of R-Square \( (R^2) \) is the amount of variation in the response that is explained by the model; Adjusted \( R^2 \) is the adjusted value that takes into account the number of variables in the model and standard error of the estimate explain the estimated variance of the error term in the model. Multiple correlation coefficients are also displayed. The value of \( R^2 \) indicates the variance of the model in the service quality construct in DTH sector.
As shown in Table 4.9, there are only four variables (Tangibles, Network Quality, Price and Service Operations) added from the original nine and are significant predictors of customer satisfaction in DTH sector. The final fitted model using this selection process is: Customer satisfaction = 0.212Price + 0.177Service Operations + 0.092Network Quality + 0.083Tangibles.

Table 4.8
Regression Model Summary: Service Quality and Customer Satisfaction

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>0.738</td>
<td>0.659</td>
<td>0.645</td>
<td>2.420</td>
</tr>
</tbody>
</table>

H₀: 2: Service quality dimensions do not have significant positive influence on customer satisfaction.

Table 4.9
Stepwise Regression Analysis: Customer Satisfaction

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-Value</th>
<th>Significance level</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>5.767</td>
<td>0.000</td>
<td>Tolerance</td>
<td>VIF</td>
</tr>
<tr>
<td>Price</td>
<td>0.212</td>
<td>6.114</td>
<td>0.000</td>
<td>0.999</td>
</tr>
<tr>
<td>Service Operations</td>
<td>0.177</td>
<td>5.075</td>
<td>0.000</td>
<td>0.986</td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.092</td>
<td>2.646</td>
<td>0.008</td>
<td>1.000</td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.083</td>
<td>2.375</td>
<td>0.018</td>
<td>0.986</td>
</tr>
</tbody>
</table>

4.3.3 Hypothesis Testing

From the above results, it can be said that the hypothesis H₀: Z(c); Tangibles does not have significant positive influence on customer satisfaction, H₀: Z(f); Network quality does not have significant positive influence on customer satisfaction, H₀: Z(h); Price does not have significant positive influence on customer satisfaction, and H₀: Z(i); Service Operations does not have significant positive influence on customer satisfaction, are rejected; while hypothesis H₀: Z(a); Assurance does not have significant positive influence on customer satisfaction, H₀: Z(b); Reliability does not have significant positive influence on customer satisfaction, H₀: Z(d); Empathy does not have significant positive influence
on customer satisfaction, $H_g: Z(\varepsilon)$; Responsiveness does not have significant positive influence on customer satisfaction, and $H_g: Z(g)$; Convenience does not have significant positive influence on customer satisfaction, are accepted. So, it can be said that the dimensions of Tangibles, Network quality, Price and Service Operations were found as significant drivers of customer satisfaction of DTH users. Results also revealed that Price and Service Operations were found the best predictor of customer satisfaction in DTH sector. So, it can be resulted out that hypothesis $H_g: Z$; Service quality dimensions do not have significant positive influence on customer satisfaction is partially accepted.

4.4 Relationship between Service Quality and Behavioural Responses

In order to analyze the relationship between service quality and behaviour response, it becomes important to know the relation of service quality with Propensity to recommend, Switching Intension and Complaining Behaviour as dependent variables. The results of the analysis are given below.

4.4.1 Relationship between Service Quality and Propensity to Recommend

The correlation analysis was used to find the strength of the relationship between service quality and propensity to recommend. The results of Pearson correlation (table no. 4.10) show that dimensions of service quality are positively associated with propensity to recommend.

| Table 4.10 Correlation: Service Quality and Propensity to Recommend |
|----------------|----------------|----------------|----------------|----------------|----------------|
| Assurance      | Reliability   | Tangibles     | Empathy        | Responsiveness | Network Quality |
| Recommending Behaviour | 0.348 | 0.256 | 0.542 | 0.325 | 0.388 | 0.448 |
| Convenience    | Price         | Service       | Operations     |
|                |               | Operations    |                |
| 0.276          | 0.476         | 0.514         |

To find out the best predictors of propensity to recommend and to identify which aspects of the service quality has significant influence on propensity to recommend; stepwise regression was used with the dimensions of service quality as the predictors. In the model nine dimensions of service quality are taken as independent variables and propensity to recommend as the dependent variable. It can be seen that regression model explained 37.2 percent of the variance in the DTH service quality construct. As shown in table 4.12 that the dimensions of Tangibles,
Service Operations, Price and Network Quality were found strong factors in recommending behaviour model. Means, if customer is not satisfied with these service quality dimensions he/she will not recommend service to other.

### Table 4.11
Regression Model Summary: Service Quality and Propensity to Recommend

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>0.478</td>
<td>0.377</td>
<td>0.372</td>
<td>2.040</td>
</tr>
</tbody>
</table>

Hₐ: Service quality dimensions do not have significant influence on propensity to recommend.

### Table 4.12
Stepwise Regression Analysis: Propensity to Recommend

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-Value</th>
<th>Significance level</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>5.151</td>
<td>0.000</td>
<td>0.000</td>
<td>Tolerance</td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.200</td>
<td>5.683</td>
<td>0.000</td>
<td>0.986</td>
</tr>
<tr>
<td>Service Operations</td>
<td>0.121</td>
<td>3.446</td>
<td>0.001</td>
<td>0.986</td>
</tr>
<tr>
<td>Price</td>
<td>0.103</td>
<td>2.945</td>
<td>0.003</td>
<td>0.999</td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.080</td>
<td>2.295</td>
<td>0.022</td>
<td>1.000</td>
</tr>
</tbody>
</table>

**4.4.2 Relationship between Service Quality and Switching Intensions**

The correlation analysis was used to find the strength of the relationship between service quality and switching intensions. The results of Pearson correlation (table no. 4.13) show that dimensions of service quality are positively associated with switching intensions.

### Table 4.13
Correlation: Service Quality and Switching Intensions

<table>
<thead>
<tr>
<th></th>
<th>Assurance</th>
<th>Reliability</th>
<th>Tangibles</th>
<th>Empathy</th>
<th>Responsiveness</th>
<th>Network Quality</th>
<th>Convenience</th>
<th>Price</th>
<th>Service Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switching Intension</td>
<td>0.334</td>
<td>0.226</td>
<td>0.218</td>
<td>0.206</td>
<td>0.238</td>
<td>0.376</td>
<td>0.274</td>
<td>0.255</td>
<td>0.213</td>
</tr>
</tbody>
</table>

To find out the best predictors of switching intensions and to identify which aspects of the service quality has significant influence on switching intensions; stepwise regression was used with the dimensions of service quality as the predictors.
In the model nine dimensions of service quality dimensions taken as independent variables and switching intensions as the dependent variable. Table 4.15 indicates the switching intensions model. Two significant determinants of switching intensions are Assurance and Network Quality.

**Table 4.14**
Regression Model Summary: Service Quality and Switching Intensions

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>0.296</td>
<td>0.145</td>
<td>0.142</td>
<td>1.982</td>
</tr>
</tbody>
</table>

\(H_0\): Service quality dimensions do not have significant influence on switching intensions.

**Table 4.15**
Stepwise Regression Analysis: Switching Intensions

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-Value</th>
<th>Significance level</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>4.151</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assurance</td>
<td>0.138</td>
<td>3.652</td>
<td>0.000</td>
<td>0.853</td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.079</td>
<td>2.176</td>
<td>0.000</td>
<td>0.752</td>
</tr>
</tbody>
</table>

### 4.4.3 Relationship between Service Quality and Complaining Behaviour

The correlation analysis was used to find the strength of the relationship between service quality and complaining behaviour. The results of Pearson correlation (table no. 4.16) show that dimensions of service quality are positively associated with complaining behaviour.

**Table 4.16**
Correlation: Service Quality and Complaining Behaviour

<table>
<thead>
<tr>
<th></th>
<th>Assurance</th>
<th>Reliability</th>
<th>Tangible</th>
<th>Empathy</th>
<th>Responsiveness</th>
<th>Network Quality</th>
<th>Convenience</th>
<th>Price</th>
<th>Service Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complaining Behaviour</td>
<td>0.275</td>
<td>0.218</td>
<td>0.236</td>
<td>0.185</td>
<td>0.178</td>
<td>0.266</td>
<td>0.230</td>
<td>0.358</td>
<td>0.212</td>
</tr>
</tbody>
</table>

To find out the best predictors of complaining behaviour and to identify which aspects of the service quality has significant influence on complaining behaviour; stepwise regression was used with the dimensions of service quality as the predictors.
Table 4.18 indicates the complaining behaviour model. Price was found significant determinant of complaining behaviour.

Table 4.17  
Regression Model Summary: Service Quality and Complaining Behaviour

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.279</td>
<td>0.146</td>
<td>0.145</td>
<td>2.218</td>
</tr>
</tbody>
</table>

Table 4.18  
Stepwise Regression Analysis: Complaining Behaviour

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-Value</th>
<th>Significance level</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>31.851</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>0.179</td>
<td>2.195</td>
<td>0.028</td>
<td></td>
</tr>
</tbody>
</table>

4.4.4 Hypothesis Testing

All the nine service quality related dimensions do not have significant influence on propensity to recommend which was once one of the most used DTH service provider. It was found that only the dimensions of Tangibles, Service Operations, Price and Network Quality are the main deciding factors to recommend a particular service provider. Hence, hypothesis $H_4$: Service quality dimensions do not have significant influence on propensity to recommend is partially accepted. From the results, Assurance and Network Quality were found significant predictors of switching intension. So, hypothesis $H_5$: Service quality dimensions do not have significant influence on switching intentions is partially accepted. Finally, results clearly indicated that in complaining behaviour, price was found to be the fate-deciding predictor that forces consumers to impart negative points/views in the minds of other consumers or to complaint to some external agencies.
Section-C

4.5 Comparison of Customer’s Perception of Service Quality across Various Service Providers

This section deals with the results to study whether the average perception of service quality vary across various service providers.

4.5.1 Service Quality Perception across Various Service providers

ANOVA (F test) was used to compare the service quality perception across the DTH service providers. Table 4.19 represents the results of the analysis, when applying ANOVA (F test) analysis on the difference between the mean score across service providers.

Table 4.19 depicted the mean difference of various study dimensions among six DTH service providers. Significant mean difference was found for Assurance (F=3.27, p<0.01), Reliability (F=6.25, p<0.01), Tangibles(F=8.46, p<0.01), Empathy (F=4.12, p<0.01), Responsiveness (F=2.54, p<0.05), Network Quality (F=3.92, p<0.01), Convenience (F=4.42, p<0.01) and Service Operations (F=3.62, p<0.01) at 0.01 and 0.05 levels of significance where non-significant mean difference was obtained for Price (F=2.01, p>0.05), at 0.05 level of significance. Hence, I can be said that there exists significance mean difference across the various DTH services networks for all dimensions expect for Price.

From mean value of different dimensions, it is clear that maximum perception on assurance was shown by Airtel Digital TV users followed by Dish TV users. For reliability Dish TV customers followed by Reliance Digital TV users have shown maximum perception and for Tangibles, it was Tata sky on number one followed by Videocon D2H users. In case of empathy, most of the perception was shown by Videocon D2H users and then Dish TV and reliance Digital TV equally. Users of Airtel Digital followed by Reliance Digital TV have shown maximum perception for responsiveness. In case of Network quality, Tata Sky users have shown maximum perception followed by users of Airtel Digital TV while for convenience Dish TV followed by Tata Sky. Maximum perception on price was shown by customers of Dish TV and then Sun Direct. Lastly, Airtel Digital TV users have shown maximum perception on Service Operations followed by Dish TV users.
**H_0:** Customer’s perception of service quality does not vary across selected Direct To Home (DTH) service providers.

**Table 4.19**

Mean, SD and F values among Various DTH Service Providers

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Airtel Digital TV</th>
<th>Dish TV</th>
<th>Reliance Digital TV</th>
<th>Sun Direct</th>
<th>Tata sky</th>
<th>Videocon D2H</th>
<th>F value</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assurance</td>
<td>13.86 2.41</td>
<td>13.77 2.34</td>
<td>13.36 2.40</td>
<td>12.69 2.33</td>
<td>13.76 2.50</td>
<td>13.57 2.58</td>
<td>3.27</td>
<td>0.01**</td>
</tr>
<tr>
<td>Reliability</td>
<td>6.48 1.52</td>
<td>7.25 2.06</td>
<td>7.22 1.42</td>
<td>6.57 1.51</td>
<td>7.02 1.44</td>
<td>7.11 1.14</td>
<td>6.25</td>
<td>0.00**</td>
</tr>
<tr>
<td>Tangibles</td>
<td>13.89 2.40</td>
<td>13.52 2.37</td>
<td>13.35 2.60</td>
<td>12.40 2.61</td>
<td>14.24 2.07</td>
<td>14.11 1.99</td>
<td>8.46</td>
<td>0.00**</td>
</tr>
<tr>
<td>Empathy</td>
<td>9.93 2.01</td>
<td>10.26 1.70</td>
<td>10.26 1.63</td>
<td>9.48 2.19</td>
<td>10.40 1.78</td>
<td>10.44 1.56</td>
<td>4.12</td>
<td>0.00**</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>7.12 1.35</td>
<td>6.63 1.47</td>
<td>7.10 1.36</td>
<td>6.95 1.49</td>
<td>7.01 1.33</td>
<td>6.95 1.18</td>
<td>2.54</td>
<td>0.03*</td>
</tr>
<tr>
<td>Network Quality</td>
<td>17.83 2.92</td>
<td>17.46 3.46</td>
<td>17.41 3.36</td>
<td>17.39 3.34</td>
<td>18.61 2.56</td>
<td>17.11 2.91</td>
<td>3.92</td>
<td>0.00**</td>
</tr>
<tr>
<td>Convenience</td>
<td>14.64 2.06</td>
<td>14.81 2.03</td>
<td>14.31 2.22</td>
<td>13.93 2.23</td>
<td>14.66 2.06</td>
<td>13.86 1.74</td>
<td>4.42</td>
<td>0.00**</td>
</tr>
<tr>
<td>Price</td>
<td>6.54 1.61</td>
<td>6.87 1.44</td>
<td>6.46 1.64</td>
<td>6.82 1.55</td>
<td>6.45 1.63</td>
<td>6.47 1.46</td>
<td>2.01</td>
<td>0.08</td>
</tr>
<tr>
<td>Service Operations</td>
<td>10.85 1.77</td>
<td>10.74 1.57</td>
<td>10.36 1.78</td>
<td>9.99 1.93</td>
<td>10.64 1.56</td>
<td>10.43 1.69</td>
<td>3.62</td>
<td>0.00**</td>
</tr>
<tr>
<td>Switching Intension</td>
<td>12.45 1.98</td>
<td>12.00 2.03</td>
<td>12.27 1.99</td>
<td>12.31 1.81</td>
<td>11.97 1.53</td>
<td>12.10 1.52</td>
<td>1.43</td>
<td>0.21</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>13.72 2.22</td>
<td>12.93 2.77</td>
<td>12.74 2.33</td>
<td>12.41 2.59</td>
<td>12.88 2.42</td>
<td>12.52 2.71</td>
<td>4.06</td>
<td>0.00**</td>
</tr>
<tr>
<td>Recommending Behavior</td>
<td>10.93 1.72</td>
<td>9.74 2.16</td>
<td>9.47 2.38</td>
<td>9.44 2.07</td>
<td>9.92 1.90</td>
<td>9.83 2.12</td>
<td>8.75</td>
<td>0.00**</td>
</tr>
<tr>
<td>Complain Behavior</td>
<td>9.43 1.94</td>
<td>9.88 1.88</td>
<td>9.70 1.82</td>
<td>9.30 1.74</td>
<td>9.55 1.86</td>
<td>9.40 2.13</td>
<td>1.65</td>
<td>0.14</td>
</tr>
<tr>
<td>Service Quality</td>
<td>101.14 8.21</td>
<td>101.30 7.48</td>
<td>99.83 9.08</td>
<td>96.22 8.17</td>
<td>102.78 8.15</td>
<td>100.05 6.97</td>
<td>8.11</td>
<td>0.00**</td>
</tr>
</tbody>
</table>

**p<0.01 and *p<0.05**
Table 4.19 also describes the mean difference among distributions of network. Significant mean difference were found for Customer Satisfaction (F=4.06, p<0.01) and Recommending Behavior (F=8.75, p<0.01) at 0.01 and 0.05 levels of significance where non-significant mean difference were obtained for Switching Intension (F=1.43, p>0.05) and Complaining Behavior (F=1.65, p>0.05) at 0.05 level of significance. Hence I can be said that there exists significance mean difference among various DTH services networks for customer satisfaction, recommending behaviour while non significant difference was exists for switching intensions and complaining behaviour.

It is also evident from table 4.19 that significant mean difference was found for Service Quality (F=8.11, p<0.01) at 0.01 level of significance across the different DTH service providers. Hence, hypothesis $H_0$: Customer’s perception of service quality does not vary across selected Direct To Home (DTH) service providers is rejected. From mean value, it was cleared that customer who used Tata sky network showed more perception than other network distributors.

4.5.2 Relationship between Service quality and its dimension across various DTH Service Providers

We have found a significant mean difference in service quality across the various service providers, due to which it becomes important to find the main predictors of service quality across the various DTH operators. In the coming sub-sections relationship between service quality and its dimensions was found across the different DTH service providers.

4.5.2.1 Relationship between Service quality and its dimension of Airtel Digital TV

The correlation analysis was used to find the strength of the relationship between service quality and its dimensions. The results of Pearson correlation show that all the dimensions of service quality are positively associated with service quality Airtel Digital TV.
4.5.2.2 Relationship between service quality and its dimension of Dish TV

The correlation analysis was used to find the strength of the relationship between service quality and its dimensions. The results of Pearson correlation show that all the dimensions of service quality are positively associated with service quality of Dish TV.

Table 4.21
Correlation: Service Quality and its Dimensions of Dish TV

<table>
<thead>
<tr>
<th>Service Quality</th>
<th>Assurance</th>
<th>Reliability</th>
<th>Tangibles</th>
<th>Empathy</th>
<th>Responsiveness</th>
<th>Network Quality</th>
<th>Convenience</th>
<th>Price</th>
<th>Service Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.512</td>
<td>0.349</td>
<td>0.415</td>
<td>0.400</td>
<td>0.311</td>
<td>0.522</td>
<td>0.315</td>
<td>0.255</td>
<td>0.397</td>
</tr>
</tbody>
</table>

4.5.2.3 Relationship between Service quality and its dimension of Reliance Digital TV

The correlation analysis was used to find the strength of the relationship between service quality and its dimensions. The results of Pearson correlation show that all the dimensions of service quality are positively associated with service quality Reliance Digital TV.

Table 4.22
Correlation: Service Quality and its Dimensions of Reliance Digital TV

<table>
<thead>
<tr>
<th>Service Quality</th>
<th>Assurance</th>
<th>Reliability</th>
<th>Tangibles</th>
<th>Empathy</th>
<th>Responsiveness</th>
<th>Network Quality</th>
<th>Convenience</th>
<th>Price</th>
<th>Service Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.588</td>
<td>0.507</td>
<td>0.590</td>
<td>0.288</td>
<td>0.486</td>
<td>0.653</td>
<td>0.460</td>
<td>0.337</td>
<td>0.288</td>
</tr>
</tbody>
</table>

4.5.2.4 Relationship between Service quality and its dimension of Sun Direct

The correlation analysis was used to find the strength of the relationship between service quality and its dimensions. The results of Pearson correlation show that all the dimensions of service quality are positively associated with service quality Sun Direct.
4.5.2.5 Relationship between Service quality and its dimension of Tata Sky

The correlation analysis was used to find the strength of the relationship between service quality and its dimensions. The results of Pearson correlation show that all the dimensions of service quality are positively associated with service quality of Tata Sky.

4.5.2.6 Relationship between Service Quality and its Dimension of Videocon D2h

The correlation analysis was used to find the strength of the relationship between service quality and its dimensions. The results of Pearson correlation show that all the dimensions of service quality are positively associated with service quality Videocon D2h.

4.5.3 Service Quality Predictors across Various DTH Service Providers

This section focused on to find out company-wise determinants of the service quality. In order to find out the best predictors of service quality across the different DTH service providers, stepwise regression analysis was applied. In the model nine dimensions of service quality dimensions taken as independent variables and service quality as the dependent variable.
4.5.3.1 Service Quality Predictors of Airtel Digital TV

To find out the best predictors of service quality of Airtel Digital TV and to identify which aspects of the service quality has significant influence on service quality of Airtel Digital TV; stepwise regression was used with the dimensions of service quality as the predictors. As shown in table 4.27 there are only five variables (Assurance, Empathy, Network Quality, Service Operations and Tangibles) added from the original nine and are significant predictors of service quality of Airtel Digital TV.

Table 4.26
Regression Model Summary: Service Quality and Dimensions of Service Quality of Airtel Digital TV

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.933</td>
<td>0.871</td>
<td>0.865</td>
<td>3.014</td>
</tr>
</tbody>
</table>

Table 4.27
Stepwise Regression Analysis: Service Quality of Airtel Digital TV

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-Value</th>
<th>Significance level</th>
<th>Tolerance</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td>7.192</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assurance</td>
<td>0.363</td>
<td>10.802</td>
<td>0.000</td>
<td>0.912</td>
<td>1.096</td>
</tr>
<tr>
<td>Empathy</td>
<td>0.336</td>
<td>9.967</td>
<td>0.000</td>
<td>0.903</td>
<td>1.108</td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.412</td>
<td>12.374</td>
<td>0.000</td>
<td>0.926</td>
<td>1.079</td>
</tr>
<tr>
<td>Service Operations</td>
<td>0.313</td>
<td>9.414</td>
<td>0.000</td>
<td>0.930</td>
<td>1.075</td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.280</td>
<td>8.569</td>
<td>0.000</td>
<td>0.960</td>
<td>1.042</td>
</tr>
</tbody>
</table>

4.5.3.2 Service Quality Predictors of Dish TV

To find out the best predictors of service quality of Dish TV and to identify which aspects of the service quality has significant influence on service quality of Dish TV; stepwise regression was used with the dimensions of service quality as the predictors. In the model nine dimensions of service quality dimensions taken as independent variables and service quality as the dependent variable. As shown in table 4.29 there are only five variables (Network Quality, Assurance, Tangibles, Empathy and Convenience) added from the original nine and are significant predictors of service quality of Dish TV.
Table 4.28
Regression Model Summary: Service Quality and Dimensions of Service Quality of Dish TV

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.933</td>
<td>0.871</td>
<td>0.865</td>
<td>3.014</td>
</tr>
</tbody>
</table>

Table 4.29
Stepwise Regression Analysis: Service Quality for Dish TV

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t- Value</th>
<th>Significance level</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>6.707</td>
<td>0.000</td>
<td>TV</td>
<td>VIF</td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.531</td>
<td>15.879</td>
<td>0.000</td>
<td>0.978</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.387</td>
<td>11.419</td>
<td>0.000</td>
<td>0.949</td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.340</td>
<td>9.957</td>
<td>0.000</td>
<td>0.936</td>
</tr>
<tr>
<td>Empathy</td>
<td>0.306</td>
<td>9.008</td>
<td>0.000</td>
<td>0.950</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.279</td>
<td>8.407</td>
<td>0.000</td>
<td>0.992</td>
</tr>
</tbody>
</table>

4.5.3.3 Service Quality Predictors of Reliance Digital TV

To find out the best predictors of service quality of Reliance Digital TV and to identify which aspects of the service quality has significant influence on service quality of Reliance Digital TV; stepwise regression was used with the dimensions of service quality as the predictors. As shown in table 4.31 there are only five variables (Network Quality, Tangibles, Convenience, Assurance and Price) added from the original nine and are significant predictors of service quality of Reliance Digital TV.

Table 4.30
Regression Model Summary: Service Quality and Dimensions of Service quality of Reliance Digital TV

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.949</td>
<td>0.900</td>
<td>0.896</td>
<td>2.931</td>
</tr>
</tbody>
</table>
Table 4.31
Stepwise Regression Analysis: Service Quality of Reliance Digital TV

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-Value</th>
<th>Significance level</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>8.236</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.413</td>
<td>13.393</td>
<td>0.000</td>
<td>0.869</td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.362</td>
<td>11.883</td>
<td>0.000</td>
<td>0.891</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.283</td>
<td>9.558</td>
<td>0.000</td>
<td>0.945</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.346</td>
<td>10.989</td>
<td>0.000</td>
<td>0.834</td>
</tr>
<tr>
<td>Price</td>
<td>0.246</td>
<td>8.364</td>
<td>0.000</td>
<td>0.958</td>
</tr>
</tbody>
</table>

4.5.3.4 Service Quality Predictors of Sun Direct

To find out the best predictors of service quality of Sun Direct and to identify which aspects of the service quality has significant influence on service quality of Sun Direct; stepwise regression was used with the dimensions of service quality as the predictors. In the model nine dimensions of service quality dimensions taken as independent variables and service quality as the dependent variable. As shown in table 4.33, there are only five variables (Assurance, Empathy, Convenience, Network Quality and Tangibles) added from the original nine and are significant predictors of service quality of Sun Direct.

Table 4.32
Regression Model Summary: Service Quality and Dimensions of Service Quality of Sun Direct

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.938</td>
<td>0.879</td>
<td>0.872</td>
<td>2.924</td>
</tr>
</tbody>
</table>

Table 4.33
Stepwise Regression Analysis: Service Quality for Sun Direct

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-Value</th>
<th>Significance level</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>4.974</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assurance</td>
<td>0.286</td>
<td>6.827</td>
<td>0.000</td>
<td>0.839</td>
</tr>
<tr>
<td>Empathy</td>
<td>0.502</td>
<td>11.857</td>
<td>0.000</td>
<td>0.821</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.398</td>
<td>9.975</td>
<td>0.000</td>
<td>0.925</td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.383</td>
<td>9.621</td>
<td>0.000</td>
<td>0.930</td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.310</td>
<td>7.766</td>
<td>0.000</td>
<td>0.925</td>
</tr>
</tbody>
</table>
4.5.3.5 Service Quality Predictors of Tata Sky

To find out the best predictors of service quality of Tata Sky and to identify which aspects of the service quality has significant influence on service quality of Tata Sky; stepwise regression was used with the dimensions of service quality as the predictors. In the model nine dimensions of service quality dimensions taken as independent variables and service quality as the dependent variable. The model summary of table 4.34 reports the strength of the relationship between the model and the dependent variable. As shown in table 5.35, there are only five variables (Empathy, Convenience, Assurance, Network Quality and Tangibles) added from the original nine and are significant predictors of service quality of Tata Sky.

Table No. 4.34
Regression Model Summary: Service Quality and Dimensions of Service quality of Tata Sky

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.940</td>
<td>0.883</td>
<td>0.879</td>
<td>2.839</td>
</tr>
</tbody>
</table>

Table No. 4.35
Stepwise Regression Analysis: Service Quality for Tata Sky

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-Value</th>
<th>Significance level</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Empathy</td>
<td>0.319</td>
<td>6.424</td>
<td>0.000</td>
<td>TV</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.302</td>
<td>10.034</td>
<td>0.000</td>
<td>VIF</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.388</td>
<td>12.581</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.320</td>
<td>10.656</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.287</td>
<td>8.837</td>
<td>0.000</td>
<td></td>
</tr>
</tbody>
</table>

4.5.3.6 Service Quality Predictors of Videocon d2h

To find out the best predictors of service quality of Videocon d2h and to identify which aspects of the service quality has significant influence on service quality of Videocon d2h; stepwise regression was used with the dimensions of service quality as the predictors. In the model nine dimensions of service quality dimensions taken as independent variables and service quality as the dependent variable. As shown in table 4.37, there are only five variables (Empathy, Convenience, Network Quality, Assurance,
and Tangibles) added from the original nine and are significant predictors of service quality of Videocon d2h.

Table No. 4.36
Regression Model Summary: Service Quality and Dimensions of Service quality of Videocon d2h

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>Std Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.918</td>
<td>0.843</td>
<td>0.834</td>
<td>2.838</td>
</tr>
</tbody>
</table>

Table No. 4.37
Stepwise Regression Analysis: Service Quality of Videocon d2h

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-Value</th>
<th>Significance level</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>5.536</td>
<td></td>
<td>0.000</td>
<td>TV</td>
</tr>
<tr>
<td>Empathy</td>
<td>0.254</td>
<td>4.880</td>
<td>0.000</td>
<td>0.605</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.361</td>
<td>8.820</td>
<td>0.000</td>
<td>0.978</td>
</tr>
<tr>
<td>Network Quality</td>
<td>0.437</td>
<td>10.678</td>
<td>0.000</td>
<td>0.980</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.404</td>
<td>8.624</td>
<td>0.000</td>
<td>0.747</td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.304</td>
<td>6.577</td>
<td>0.000</td>
<td>0.765</td>
</tr>
</tbody>
</table>

In this chapter, we have discussed the outcomes of the present study. In order to achieve the research objectives, we have applied various statistical techniques. Descriptive analysis was used to present the respondent’s profiles, correlation analysis; whereas multiple regression was employed to understand the relationship between various dependent and independent variables; ANOVA was used to compare the customer’s perception pertaining to service quality across various DTH service providers. In next chapter, detailed discussion has been made on the main findings of the study.