CHAPTER 5
DISCUSSION
The purpose of this chapter is to discuss the main findings of the study. Major findings pertaining to service quality and its relationship with customer satisfaction, behavioural intentions and variation in service quality across the different DTH service providers are discussed in this chapter.

5.1 Empirical Findings of the Study

Present study was mainly focused on to explore the key determinants of DTH service quality. For that we have made an attempt to find out the different aspects of service quality having significant impact upon customer satisfaction, to compare the service quality across the various DTH service providers and to study the effects of service quality on propensity to recommend and switching intention. 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. This section describes the main findings of the results of the analysis presented in previous chapter.

5.1.1 Descriptive Analysis

Profile of respondents was presented with the help of descriptive analysis that included average, frequency, and percentage of data value. We have made the following observations in relation to the present study.

5.1.1.1 Results showed that most of the respondents belong to the age group 25-34 years (36.5%) and the whole sample consists of 66.4 percent of males and 33.6 percent female respondents. Talking about the marital status of the respondents, it was found that 70.3 percent of the respondents were married.

5.1.1.2 Results of the study revealed that most of the respondents were well qualified, about 40.9 percent has university bachelor degree and 23.1 percent were Master/PG degree holder, 23.1 percent having secondary level education. After revealing the information about qualification, next comes profession and present study has informed
that majority of the respondents about 39.8 percent were in services, 27.2 percent were engaged in their own business, 17.1 percent fall in other categories such as farmer, workers and housewives, where as remaining 15.9 percent were students. Results also included about the income level of the respondents and revealed that most of the respondents (29.8%) were in the income group rupees 20,001 to 30,000 followed by income group range rupees 10,001 to 20,000 with 28.0 percent.

5.1.1.3 Descriptive analysis further revealed the company wise details about the respondents and articulated that most of the respondents belong to Dish TV (21.6%) followed by Tata Sky(19.4%), Air Tel Digital TV(17.3%), Reliance Digital TV(16.7%), Videocon D2D(13.4%) and Sun Direct(11.6%). When talking about the duration of dealing with DTH services, about 25.4 percent of the respondents were using DTH services for 2-3 years, while 24.7 percent showed 1-2 years of dealing, 20.0 percent showed 3-4 years of dealing, 12.1 percent using service from a period less than one year, 9.2 percent using services from more than 5 years and 8.7 percent of the respondents dealing with DTH services from 4-5 years. After classifying the respondents on the basis of duration of dealing with DTH service providers, next finding was on the monthly expenditure made by the respondents on DTH services and it was found that 66.9 percent respondent spent less than rupees 250, 21.2 percent showed expenditure of rupees range 251-350, 9.1 percent showed expenditure between rupees 351 to 450 and only 2.9 percent of the respondents spent rupees 451 and above per month on DTH services.

5.1.1.4 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).
5.1.2 Relationship between Service Quality and its Dimensions

The results of the Correlation Analysis showed that all the dimensions of service quality are positively associated with service quality. From regression analysis, only five dimensions (Assurance, Network Quality, Empathy, Convenience and Service Operations) were found as significant predictors of DTH service quality. Therefore, the hypothesis $H_0: 1(a)$; Assurance is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, $H_0: 1(c)$; Tangibles is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, $H_0: 1(d)$; Empathy is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, $H_0: 1(f)$; Network Quality is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, and $H_0: 1(g)$; Convenience is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, are rejected; while hypothesis $H_0: 1(b)$; Reliability is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, $H_0: 1(e)$; Responsiveness is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, $H_0: 1(h)$; Price is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector, and $H_0: 1(i)$; 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 is resulted out that 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 is partially accepted.

It was found that Empathy and Convenience have most positive impact on customer perceived service quality in DTH sector. So, it can be said that DTH service providers must have to focus on these two aspects to deliver high quality of services to
their subscribers. DTH service providers have to understand the subscribers’ specific needs and giving individual attention to their customers. Service quality can also be improved by providing them more convenient location, simplifying the connection formalities and making convenient and easy to get and use other features and various value added services (VAS). Beside all these, there are also some other aspects that must be handled effectively to improve service quality such as network coverage, employees’ knowledge and courteousness, material and equipment used for personal communication and physical facilities provided by service providers.

5.1.3 Relationship between Service Quality and Customer Satisfaction

The results of the Correlation analysis showed that dimensions of service quality are positively associated. From regression analysis, model has explained 64.5 percent of the variance in the DTH customer satisfaction construct and only four variables (Tangibles, Network Quality, Price and Service Operations) were found as significant predictors of customer satisfaction in DTH sector.

So, it can be said that the hypothesis $H_0: Z(u)$; Tangibles does not have significant positive influence on customer satisfaction, $H_0: Z(f)$; Network quality does not have significant positive influence on customer satisfaction, $H_0: Z(h)$; Price does not have significant positive influence on customer satisfaction, and $H_0: Z(i)$; Service Operations does not have significant positive influence on customer satisfaction, are rejected; while hypothesis $H_0: Z(a)$; Assurance does not have significant positive influence on customer satisfaction, $H_0: Z(b)$; Reliability does not have significant positive influence on customer satisfaction, $H_0: Z(d)$; Empathy does not have significant positive influence on customer satisfaction, $H_0: Z(e)$; Responsiveness does not have significant positive influence on customer satisfaction, and $H_0: Z(g)$; 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 the best predictor of customer satisfaction in DTH sector. So, it can be resulted out that hypothesis $H_0: Z$; Service
quality dimensions do not have significant positive influence on customer satisfaction is partially accepted.

It was also revealed that Price and Service Operations are the best predictors of customer satisfaction in the DTH service sector. So, it is very important to provide services at reasonable price and to meet budget objectives of the customers. As explained earlier, Service Operations includes, to aware the customers about new services and plans, ensure billing system is accurate and provide adequate facilities to get account recharge must require proper focus to satisfy the DTH customers. There are two other aspects, i.e., Network Quality and Tangibles that also need to be counted to enhance customer satisfaction level.

5.1.4 Relationship between Service Quality and Behavioural Responses

Most of the current marketing activities are based upon the assumption that customers’ perception of service quality (negative or positive) is associated with their future behaviour. In the present research, an attempt has been made to measure the strength of behaviour intentions regarding a range of future action for DTH service providers. The results of the analysis are discussed as follow:

5.1.4.1 Relationship between Service Quality and Propensity to Recommend

The results of the Correlation analysis showed that dimensions of service quality are positively associated with propensity to recommend. From regression analysis, it was found that regression model explained 37.2 percent of the variance in the DTH service quality construct and the dimensions of Tangibles, Service Operations, Price and Network Quality were found strong factors in recommending behaviour model. In other words, if customer is not satisfied with these service quality dimensions, he/she will not recommend service to other.

So, hypothesis \( H_0: \) Service quality dimensions do not have significant influence on propensity to recommend is partially accepted. The dimension of Tangibles was found as the best predictor of propensity to recommend in the DTH services. So, in order to increase the customers’ tendency to recommend the DTH services, service providers have
to put their efforts on the appearance of the physical facilities, material and equipments used for personal communication, proper facilities for recharge, latest information about various plans, VAS, and to develop accurate billing system. Reasonable price and better network coverage also contribute to customers’ tendency to recommend DTH service.

5.1.4.2 Relationship between Service Quality and Switching Intensions

The results of the Correlation analysis showed that all the dimensions of service quality are positively associated with switching intensions. From regression analysis, the dimensions of Assurance and Network Quality were found strong factors that have significant influence on switching intensions of the DTH users.

So, it can be said that hypothesis $H_0$: Service quality dimensions do not have significant influence on switching intentions is partially accepted. It was also revealed that assurance was the best predictor of switching intensions in the DTH service sector. It is very important to develop a sense of trust and confidence among customers and to enhancement employees’ knowledge about the products and services, make them polite and courteous. Network Quality also plays a significant role in switching intensions, so it is important to provide a good network coverage and better audio-video signals, even in bad weather conditions.

5.1.4.3 Relationship between Service Quality and Complaining Behaviour

The results of the Correlation analysis showed that all the dimensions of service quality are positively associated with complaining behaviour. From regression analysis, price dimension was found strong factor in complaining behaviour model. So, it can be said that Price was the best predictor of complaining behaviour in the DTH services. For DTH service providers its challenge to provide services at reasonable price and to meet budget objectives of the subscribers.
5.1.5 Comparison of Customer’s Perception of Service Quality across Various Service Providers

Present study investigated the difference in service quality perception across the various DTH service providers. One way ANOVA (F test) was applied and the results showed that mean value for service quality perception across the various service providers varying from 96.22 to 102.78 and significant mean difference was found for service quality \( (f=8.11, p<0.01) \) at 0.01 level of significance among different DTH service providers. So, it can be said that customer perception of service quality varies across selected Direct To Home (DTH) service provider and the hypothesis \( H_0: 3 \); Customer’s perception of service quality does not vary across selected Direct To Home (DTH) service providers is rejected.

To identify the company-wise predictors of service quality, Correlation analysis and multiple regression analysis were applied on the data collected from the users of various DTH service providers. All the aforesaid dimensions are positively associated with service quality. A closer scrutiny of the result indicated that Assurance, Empathy, Network Quality, Service Operations and Tangibles are significant predictors of service quality in Airtel Digital TV. Service Operations championed as the most important predictor of service quality in Airtel Digital TV.

In case of Dish TV, results of correlation analysis revealed that positive association was found between service quality and its dimensions whereas multistep regression described Network Quality, Assurance, Tangibles, Empathy and Convenience as significant determinants of service quality. Here, Empathy was observed as a most important predictor of service quality.

For Reliance Digital TV, correlation analysis revealed that positive association was found between service quality and its dimensions and results of multistep regression analysis elucidated Network Quality, Tangibles, Convenience, Assurance and Price as significant antecedents of service quality. Price was found the most significant dimension for service quality of Reliance Digital TV.
In case of Sun Direct, all dimensions are positively related with service quality. Stepwise regression analysis revealed that Assurance, Empathy, Convenience, Network Quality and Tangibles are significant determinants of service quality. Here, it is Empathy that contributes the most to service quality in case of Sun Direct.

In case of TATA Sky, service quality dimensions positively associated with service quality. Five significant predictors of service quality which contributed to the utmost are Empathy, Convenience, Assurance, Network Quality, and Tangibles. Empathy contributes maximum to the service quality.

All the dimensions are positively related with service quality in the case of Videocon d2h. The dimensions of Empathy, Convenience, Network Quality, Assurance and Tangibles are the main deciding factors for service quality. The factor that account maximum to service quality in Videocon d2h is Convenience.

In nutshell, it can be said that main predictors of DTH service quality are Assurance, Network Quality, Empathy, Convenience and Service Operations. The dimensions of Tangibles, Network Quality, Price and Service Operations are significant predictors of customer satisfaction in DTH sector. While talking about behavioural intensions, in case of recommending behaviour the dimensions of Tangibles, Service Operations, Price and Network Quality, and in switching intensions the dimensions of Assurance and Network Quality are the main determinants. Price is the main predictor in complaining behaviour model. A significant mean difference was found for service quality ($f=8.11, p<0.01$) at 0.01 level of significance among different DTH service providers. Thus, results of this study provide more useful and practical suggestions for managers and researchers in improving DTH service quality, achieving higher level of customer satisfaction and favourable responses in recommending behaviour and switching intensions.