CHAPTER 6
SUMMARY AND CONCLUSIONS
Here, an attempt has been made to summarize the present study. Summary part establishes the relationship between various previous chapters, and provides a discussion on the objectives, research methodology, and major finding of the study. Conclusions have been drawn on the basis of foregoing description and the discussion of the major finding of the present research.

6.1 Summary

Indian service sector had witnessed many revolutionary changes and rapid growth that resulted to stiff competition among players. All the major players from banking, hospitality, telecom and DTH sectors are highly concentrating on their strategies towards improving service quality and increasing customer satisfaction. At present, it has become necessary for all service providers to construct and modify their marketing policies of ongoing or upcoming services keeping focus on existing or potential customers’ requirements, and paying proper attention to service quality perception, customer satisfaction and their behavioural responses.

The integration of information technology, internet, television, entertainment, telecommunication, cable, satellite, computer, and much sophisticate hardware devices leads to digital revolution in our nation. Indian media and entertainment industry have obtained maximum advantages of this economic growth. All types of media like television, journalism, music industry, internet TV, radio, gaming, printing and advertisement have witnessed major changes and high growth in last few years. Indian entertainment and media industry has witnessed a major shift after the introduction of DTH services. This transformation of DTH sector has enabled viewers to experience world class signal quality to own a dish in accordance to their paying capacity, selection of channels as per their choice, 24X7 customer assistance, option to select VAS, easy payments modes and many more. From the very first day when DTH service was launched in India, the advent of new technology has transformed the business in concerning industry. Today, the convergence of DTH services has flooded the global DTH industry with new players, upgraded technology, new services and of course, new and more demanding customers. This shift from traditional terrestrial broadcast towards
modern DTH Service Operations has facilitated Indian viewers with latest and sophisticated technologies such as HD signal quality, set top boxes with recording facilities, customized channel packages, and VAS etc.

The DTH sector has shown remarkable growth in last five years and the DTH subscriber reach has increased upto 54.52 million in the year 2012 as compared to 11.10 million in 2008. Within a short span of five year, the DTH subscriber base has increased more than four times. This sector is expected to grow with the same pace in the near future especially in rural and semi urban Indian market.

Today, DTH industry is mainly focusing upto increasing customer base and increasing average revenue per users (ARPU). On one hand DTH operators are focusing on domestic customers, on the other hand, they have also started to target business customers like hotel or real estate. The Indian DTH sector is passing through a dynamic transformational phase, as it is undergoing the operation of market forces of demand and supply. The sovereignty of DTH customers is quite through their revealed preference in favour of economically rational decisions. Therefore, the policy makers in DTH sector have to focus upon those measures that result in meeting or exceeding customers’ expectations. At present, Indian DTH sector is facing cut throat competition which has pressurized service providers to maintain their market share by focusing on retaining their existing customer base. So, it can be said that withholding the existing subscriber base and to attract the new customers by providing high quality services at economical rates are the main challenges faced by the DTH companies. Thus, the association between service quality and customer satisfaction has appeared as a subject matter of significant and strategic concern in DTH sector. In the present study, an attempt has been made to investigate the relationship between service quality and customer satisfaction from customer point of view in DTH sector. This study may provide the DTH service providers the useful guidelines to provide quality services to enhance customer satisfaction level. In the present research, an attempt was made to investigate the relationship between service quality and customer satisfaction by conducting a survey with the following research questions:
1. What are the main determinants of service quality for Direct To Home (DTH) services?
2. How service quality perception varies across different DTH service providers?
3. How service quality influences the customer satisfaction and behavioural outcomes?

The present study had proposed the following objectives by considering the aforesaid research questions:

1. To explore the key dimensions of service quality for Direct To Home (DTH) services.
2. To ascertain which aspects of service quality has significant impact on customer satisfaction.
3. To compare the service quality perception of customer across selected Direct To Home (DTH) service providers.
4. To investigate the effects of service quality on selected behavioural outcomes, i.e., ‘propensity to recommend’ and ‘switching intention’.

On the basis of conceptual framework, reviewing available literature and problems rose above; the following hypotheses were formulated for the present study:

**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.

**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(b);** Reliability 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.
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**H₀: 1(d);** Empathy is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector.

**H₀: 1(e);** Responsiveness is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector.

**H₀: 1(f);** Network is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector.

**H₀: 1(g);** Convenience is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector.

**H₀: 1(h);** Price is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector.

**H₀: 1(i);** Service operations is not significant driver of overall customer’s perception of service quality in the Direct To Home (DTH) sector.

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

**H₀: 2(a);** Assurance does not have significant positive influence on customer satisfaction.

**H₀: 2(b);** Reliability does not have significant positive influence on customer satisfaction.

**H₀: 2(c);** Tangibles does not have significant positive influence on customer satisfaction.

**H₀: 2(d);** Empathy does not have significant positive influence on customer satisfaction.

**H₀: 2(e);** Responsiveness does not have significant positive influence on customer satisfaction.
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\( H_0: Z(f) \); Network quality does not have significant positive influence on customer satisfaction.

\( H_0: Z(g) \); Convenience does not have significant positive influence on customer satisfaction.

\( H_0: Z(h) \); Price does not have significant positive influence on customer satisfaction.

\( H_0: Z(i) \); Service operations does not have significant positive influence on customer satisfaction.

**H0: 3;** Customer’s perception of service quality does not vary across selected Direct To Home (DTH) service providers.

**H0: 4;** Service quality dimensions do not have significant influence on propensity to recommend.

**H0: 5;** Service quality dimensions do not have significant influence on switching intentions.

A review of existing literature on the topic shows that service quality depends upon many determinants (Gronroos 1984, Parasuraman, et al., 1985, Parasuraman, et al., 1988, Gronroos 1993). Further, Siew-phaik Loke, et al., (2011) have found that service quality and customer satisfaction are related with each other, and both have a positive impact on the loyalty of customer, Siddiqi (2011). Some researchers have found that better network coverage and high picture clarity are very significant from customer’s point of view and service providers must incorporate latest technology to satisfy the needs of their customer. These are: Dhinakaran (2012), Varma and John (2006), Sekar (2010), Gulati, et al., (2011). In the work of Gerpott, et al., (2001) Muthaly and Wing-To-Lo (2007), Akbar and Parvez (2009, Siew-phaik Loke, et al., (2011), Nimako (2012) and Lee (2012), a positive relationship was found among service quality and customer satisfaction, price and service quality, customer satisfaction and customer loyalty, customer value and customer satisfaction, customer loyalty and word of mouth.
advertisement, price and customer loyalty, complaining behaviour and customer satisfaction. Researchers like Chen, et al., (1994), and Nai-Hwa Lien and Shu-Luan Kao (2008) also stated that all the dimensions of service quality are interrelated and there exist service specific relationship between perceived price and perceived quality. Literature review clarify that satisfaction is multi dimensional construct and is highly influenced by innovative offers, price fairness, picture clarity, sound quality, uninterrupted transmission and responsiveness of customer care department (Mittle and Lassar 1998, Woo and Fock 1999, Muthaly and Wing-To-Lo 2007 and Hanif, et al., 2010).

Researchers, such as, Butt and Run (2009), Singh (2011) and Lee (2012) advocated that in service sector, customers are mainly concerned with signal reception, billing accuracy, attitude and response of customer service staff, recharge facility and Value-added-Services (VAS), which are indeed very important for customer satisfaction. Jayashree and Sivakumar (2013), and Patel et al., (2013) found that better picture quality, reasonable price and highly responsive customer care department are needed to increase satisfaction of DTH users. Also, the studies of Malarvizhi and Geeths (2014) and Jotheswari et al., (2014) pointed out superior picture quality, reasonable price, customer care, channel packages, service outlets, promotion activities and modes of payments as crucial factors in DTH sector. Some of the studies have accepted the importance of latest technology and proper advertisement campaign for attracting new customer (Menezes and Carvalho 2009, Dahari, et al., 2011, Dhinakaran 2012, Reddy 2013, Sekar 2010 and Myilswamy 2013). It was observed that customers select the DTH service provider after carefully analyzing the various aspects such as transmission in inclement weather, reasonable package pricing, plans, picture quality, reliability, customer convenience and value added services provided by different DTH services providers (TRAI Act 1997, Varma and John 2006, Patel and Patel 2012, Rajput and Sharma 2012, and Khan and Raj 2013).

This review of literature has provided considerable knowledge and information on the concepts of service quality and customer satisfaction. But many of these studies are either from abroad or from any other service sector like telecom or banking. Generalization of related results from these studies is not necessarily appropriate as DTH
industry in India is still on its growing stage. No detailed study from DTH sector in the state of Himachal Pradesh seems to have been reported so far, which provides a strong case in favour of the present study. Hence it is a worthy exercise to study the relationship between service quality and customer satisfaction in context to DTH sectors that will contribute enough to industry as well as to society.

The main purpose of the present study was to study the relationship between service quality and customer satisfaction in paid DTH service providers in Himachal Pradesh. To carry out this study, a systematic procedure was developed.

The formulation of a correct research problem is the first and most important step in the total research process. A poorly defined problem may leads to tons of confusion and does not allow the researcher to build up a good research design. The present study can be stated as:

A Study on Service Quality and Customer Satisfaction in Paid Direct To Home Service Providers in Himachal Pradesh.

For the present study six paid DTH service providers (Airtel digital TV, Dish TV, Reliance Digital TV, Sun Direct, Tata Sky, and Videocon d2h) were selected. A sample of 1000 respondents from different areas of the three districts i.e. Kangra, Solan and Shimla having maximum subscribers of Direct To Home (DTH) services, were approached by convenient sampling technique.

The study relied upon both primary as well as secondary data. Secondary data primarily included review of existing literature on service quality, reports of the government organizations and companies, magazines, available journals and websites of various national and international institutions, such as, TRAI, Department of Telecommunication, FICCI-KPMG, RNCOS, Financial Express, Airtel digital TV, Dish TV India Ltd, Reliance Big TV Limited, Sun Direct, Tata Sky, Videocon d2h, etc. Primary data for the research was collected with the help of well structured questionnaire specially designed to achieve research objectives. All statements were measured on the Five Point Likert Type Scale assigning meaning to the numbers as, 1= strongly disagree,
2= Disagree, 3=Neutral/neither agree nor disagree, 4=Agree 5=strongly agree. A survey was conducted after the Pilot Study had identified and refined the statements used in this study. After conducting a pilot study, the final questionnaire has been developed in order to capture all the aspects of service quality, customer satisfaction, selected behaviour intensions and specifically addresses issues concerning the DTH sector. The final questionnaire was developed with four different sections; first three having forty-three statements related to the main objectives of the study. The last section of the questionnaire was constructed to obtain the demographic information about the respondents.

The development of a good measure to obtain valid and reliable estimates of the construct is a critical aspect in the evolution of a fundamental theory in any management concept. In order to standardization the measurement scales and ensure that they truly measure what they intend to measure, reliability and validity of the questionnaire were tested. For all the performance dimensions used in the present study, value of Cronbach’s alpha was found greater than 0.6; so, it can be said that all the values exceeded the minimum requirements and showed that all dimensions have acceptable reliability values and are internally consistent. For assessing the psychometric soundness of a scale, different forms of validity can serve as criteria. For the present study, face validity, content validity, convergent validity, discriminant validity and nomological validity were used to perform validity analysis. Questionnaire used in the present study had confirmed the validity analysis and hence is appropriate for study.

In the present study, to achieve the research objectives some statistical tools were employed which includes Descriptive Analysis, Correlation Analysis, Multiple Regression Analysis, Factor Analysis, Multicollinearity and ANOVA. Statistical calculations have been made, with the help of Microsoft excel and SPSS version 16.0.

Major findings pertaining to service quality and its relationship with customer satisfaction and behaviour intensions, and variation in service quality across the different DTH service providers are given as follow:
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- All the nine dimensions (Assurance, Reliability, Tangibles, Responsiveness, Empathy, Network Quality, Convenience, Price and Service Operations) are positively associated with service quality, customer satisfaction and behavioural responses.

- Only five service quality dimensions (Assurance, Network Quality, Empathy, Convenience and Service Operations) have significant influence on customer perceived service quality and are significant drivers of overall customer perceived service quality in Direct To Home (DTH) sector.

- Out of nine dimensions taken for the study, only four dimensions (Tangibles, Network Quality, Price and Service Operations) have significant positive influence on customer satisfaction and found as the predictors of customer satisfaction in DTH sector.

- It was also found that Tangibles, Service Operations, Price and Network Quality are the main predictors of recommending behaviour in Direct To Home (DTH) sector.

- The dimensions of Assurance and Network Quality were found as significant determinants of switching intensions.

- All the dimensions of service quality are positively associated with complaining behaviour and Price was found as a significant predictor of customer complaining behaviour in DTH services.

- Significant mean difference was found for customer satisfaction (f=4.06, p<0.01) recommending behavior (f=8.75, p<0.01) and eight dimensions of service quality i.e. 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), Service Operations (f=3.62, p<0.01), at 0.01 and 0.05 levels of significance across the different DTH service providers, whereas non-significant mean difference were obtained for Price (f=2.01, p>0.05) dimension of service quality, switching intension (f=1.43, p>0.05) and complaining behaviour (f=1.65,p>0.05) at 0.05 level of significance across the different DTH service providers.
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- Mean value for service quality perception across the various service providers varying from 96.22 to 102.78. 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.

- In case of Airtel Digital TV, Assurance, Empathy, Network Quality, Service Operations and Tangibles are significant predictors of service quality. The dimensions of Network Quality, Assurance, Tangibles, Empathy and Convenience are the significant determinants of service quality in Dish TV. For Reliance Digital TV, the dimensions of Network Quality, Tangibles, Convenience, Assurance and Price were found as significant antecedents of service quality. In case of Sun Direct, Assurance, Empathy, Convenience, Network Quality and Tangibles are significant determinants of service quality. Five significant predictors of service quality in Tata Sky were found as Empathy, Convenience, Assurance, Network Quality and Tangibles. Service quality in Videocon d2h is mostly determined by Empathy, Convenience, Network Quality, Assurance and Tangibles.

On the basis of the above results, it can be said that:

- Hypothesis $H_0$: 1 states that dimensions associated with service quality are not significant drivers of overall customer’s perception of service quality in the Direct To Home (DTH) sector. This hypothesis is partially accepted by the data. It is revealed that Empathy is the best predictor of DTH service quality and is followed by the Convenience, Assurance, Network Quality and Tangibles.

  Thus, hypothesis $H_0$: 1(a), $H_0$: 1(c), $H_0$: 1(d), $H_0$: 1(f) and $H_0$: 1(g) are rejected, while $H_0$: 1(b), $H_0$: 1(e), $H_0$: 1(h) and $H_0$: 1(i) are accepted.

  Hypothesis $H_0$: 2 states that service quality dimensions do not have significant positive influence on customer satisfaction and is partially accepted by the results. It was also found that Price is the best predictor of customer satisfaction in the DTH services which is followed by Service Operations, Tangibles and Network Quality.

  Thus hypothesis $H_0$: 2(c), $H_0$: 2(f), $H_0$: 2(h) and $H_0$: 1(i) are rejected, while $H_0$: 2(a), $H_0$: 2(b), $H_0$: 2(d), $H_0$: 2(e) and $H_0$: 1(g) are accepted.
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- Hypothesis $H_0: 3$ states that customer’s perception of service quality does not vary across selected Direct To Home (DTH) service providers. The results showed that service quality perception varied across the various DTH service providers. The hypothesis $H_0: 3$ is rejected.

- Hypothesis $H_0: 4$ states that service quality dimensions do not have significant influence on propensity to recommend. It was found that Tangibles, Service Operations, Price and Network Quality have significant influence in determining recommending behaviour. Hence, hypothesis $H_0: 4$; Service quality dimensions do not have significant influence on propensity to recommend is partially accepted.

- Hypothesis $H_0: 5$ states that Service quality dimensions do not have significant influence on switching intentions. It was found that Assurance and Network Quality have significant influence on switching intension. So, hypothesis $H_0: 5$; Service quality dimensions do not have significant influence on switching intentions is partially accepted.

6.2 Conclusions

On the basis of foregoing description and the discussion of the major findings of the present research, a few conclusions are drawn. First, service quality in the DTH services depends upon various dimensions. So it can be said that service quality is a multidimensional concept. For the present study, nine dimensions (Assurance, Reliability, Tangibles, Responsiveness, Empathy, Network Quality, Convenience, Price, and Service Operations) were considered as determinants of DTH service quality, and it was found that all the dimensions of service quality are positively associated with DTH service quality, customer satisfaction and behavioural intentions.

Second, results of the regression analysis concluded that the dimensions of Assurance, Network Quality, Empathy, Convenience and Service Operations were found as significant predictors of DTH service quality. So, it can be said that DTH service providers have to understand the subscribers’ particular needs and to impart individual attention to their customers. Third, study revealed four service quality dimensions, i.e., Tangibles, Network Quality, Price and Service Operations as significant predictors of
customer satisfaction in DTH sector. So, the service providers have to pay close attention to provide services at reasonable price keeping in view the budget objectives of the customers. Service providers have to put their efforts to strengthen the Network Quality and Tangibles aspects of the service quality to enhance customer’s satisfaction level.

Fourth, the relationship between service quality and behaviour response are tested the variables Propensity to Recommend, Switching Intension and Complaining Behaviour as dependent variables. It was found that the dimensions of Tangibles, Service Operations, Price and Network Quality were found strong factors in recommending behaviour model. From regression analysis, it is clear that the dimensions of Assurance and Network Quality have significant influence on switching intensions of the DTH users. It was the price dimension that was found as strongest factor in complaining behaviour model.

Fifth, Present study investigated the difference in service quality perception across the various DTH service providers and resulted out that customers’ perception of service quality varies across selected Direct To Home (DTH) service provider.

This chapter provided a discussion on the objectives, research methodology, limitations and major finding of the study, ultimately leading towards the results of the entire study. However, findings of the present study cannot be extended to other sectors in the state as well as other part of the nation due to the limitations of non-probability sampling; on the contrary, it creates interest to explore the relationship, the phenomenon on a larger scale and controlled samples.