



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON CUSTOMER SATISFICATION ON AIRTEL SERVIES IN MADURAI CITY

**S. Sowmiya**

*Assistant Professor*

*PG Department of Commerce with Computer*

*Applications,*

*Mannnar Thirumalai Naicker College,  
Madurai, Tamil Nadu, India.*

**A.Riyaz Ahammed**

*Student,*

*PG Department of Commerce with Computer*

*Applications,*

*Mannar Thirumalai Naicker College,  
Madurai, Tamil Nadu, India.*

**K.Salamath Mohroof**

*Student,*

*PG Department of Commerce with Computer Applications,*

*Mannar Thirumalai Naicker College,  
Madurai, Tamil Nadu, India.*

### Abstract

This study examines the level of customer satisfaction toward the services provided by Airtel, one of the leading telecommunications service providers. The rapid growth of the telecom industry has intensified competition, making customer satisfaction a critical factor for customer retention and long-term profitability. The research focuses on evaluating customers' perceptions regarding network quality, internet speed, call connectivity, tariff plans, customer support services, and value-added services.

**Keywords:** Customer Satisfaction, Bharti Airtel, Telcom Services, Service Quality,

Network Coverage, Pricing Strategy, Customer Support, Madurai City.

### Introduction:

The telecommunication industry has become one of the fastest-growing and most significant sectors in India, contributing enormously to economic growth, employment generation, and technological advancement. With the rapid pace of globalization, technological innovations, and increasing demand for connectivity, telecom services have emerged as a fundamental necessity for individuals, households, and businesses. In recent decades, mobile communication has transformed from a luxury to a basic requirement, enabling people to stay



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connected regardless of geographical barriers. The proliferation of smart phones, the rise of digital platforms.

### Statement of Problems:

- The Indian telecommunication sector has witnessed remarkable growth over the past two decades, transforming the way people communicate, access information, and conduct business.
- The rapid expansion of mobile networks, increasing internet penetration, and rising competition among service providers, customer satisfaction has emerged as a key factor determining the success and sustainability of telecom companies.
- In a highly competitive environment, customers are no longer limited to a single operator and can easily switch to alternative service providers if their expectations

### Objectives:

- To analyze the quality of Airtel network services in terms of call clarity, coverage, and reliability as perceived by customers in Madurai.
- To evaluate customer satisfaction with internet services offered by Airtel, focusing on speed, consistency, and accessibility.
- To study customer opinions on pricing and tariff plans, including affordability,

transparency, and perceived value for money.

- To assess the effectiveness of Airtel customer support services, including responsiveness, problem-solving ability, and grievance redressal mechanisms.

### Research Methodology:

#### Research Design

A descriptive research design has been used for this study. Descriptive research helps in describing the characteristics of the respondents and determining the level of customer satisfaction with Airtel services in Madurai.

#### Sources of Data

##### Primary Data:

Collected directly from Airtel users through a structured questionnaire.

##### Secondary Data:

Collected from sources such as, Airtel service reports, Research journals, Books on customer satisfaction, online articles and published studies.

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### Sample Size

A sample size of 100–150 respondents is considered adequate for the study. You can adjust according to your project/report requirement.

### Data Analysis:

#### Payment Norms of Airtel

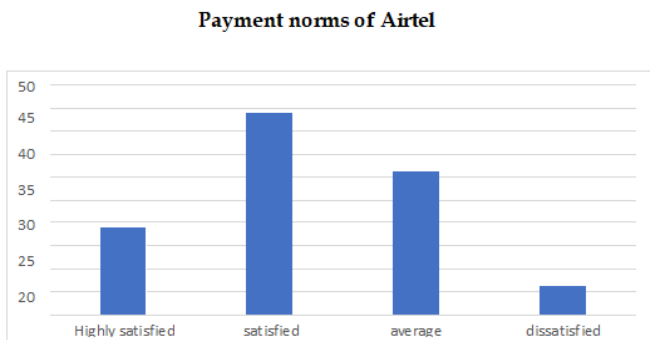


Fig 1: Payment Norms of Airtel

### Interpretation:

From the above table 19% of the respondents were highly satisfied, and 44% of the respondents were satisfied, and 31% of the respondents were average, and 6% of the respondents were dissatisfied with the payment norms of Airtel. Majority (44%) of the respondents were satisfied with the payment norms of Airtel.

Opinion	Frequency	Percentage
Highly satisfactory	19	19%
Satisfactory	44	44%
Average	31	31%
Dissatisfactory	6	6%
Total	100	100%

Table 1: Payment Norms of Airtel

### 5. Findings of the Study

- Customers pay in advance for services.
- Popular among individual users.
- Flexible recharge options (daily, monthly, yearly plans).
- Payments accepted via UPI, debit/credit cards, net banking, and digital wallets.
- Customers use services first and pay monthly bills, Payment due date: Usually within 15–20 days after bill generation.
- Late payment charges are applicable if payment is delayed.

### Suggestions and Recommendations:

- Most of the consumers are unhappy as their problems are not being solved immediately.
- Nearly 35 percentage of the customer don't feel network coverage in their area.



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- Most of the customer Are well satisfied with the good network of Airtel but are not satisfied with the customer service provided in the Airtel services.
- Airtel has high roaming charges, so the roaming charges to be reduced for the convenience of customer.

### Conclusion:

The present study investigated the level of customer satisfaction among Airtel subscribers in Madurai City by analyzing factors such as network quality, call clarity, data speed, billing transparency, customer service responsiveness, and value for money. Overall, the findings indicate that a majority of customers are moderately satisfied with Airtel's services, with particular appreciation for network coverage and call quality within urban and semi-urban areas of Madurai. However, the research also revealed key areas where satisfaction levels are comparatively lower. These include data speed during peak hours, responsiveness of the customer support system, and occasional billing-related complaints. A significant portion of respondents expressed that while Airtel fulfills basic communication needs effectively, there is scope for improvement in delivering consistent high-speed internet and faster resolution of service issues.

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