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## Consumers' satisfaction towards reliance Jio

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### Abstract

**Purpose:** The study of this paper is to know the consumers satisfaction towards reliance on Jio.

**Design/Methodology:** We have taken 6 variables (service quality, value-added service, perceived value, customer loyalty, customer support and consumer satisfaction) with 30 items to fulfil our research objectives. In total, 520 people filled the questionnaire out of which 500 samples were completed and reliable. Hence the total sample size for the study was 500 who were selected randomly from people of India further, Amos and SPSS software was used to test the validity of the model and test the hypothesis.

**Findings:** The study revealed that there is significant impact of service quality, value-added service, perceived value, and customers support on consumer satisfaction only one factor that is customer loyalty has no significant impact on consumer satisfaction.

**Keywords:** Reliance Jio, service quality, value-added service, perceived value, customers loyalty, customers support and consumers satisfaction

### Introduction

The Indian telecommunication sector is 2<sup>nd</sup> largest in the world in terms of subscribers with over 1180.83 million subscribers and that are expected to increase at a Compound Annual Growth Rate (CAGR) of 30% percent over the next five years. It is expected that the Indian telecommunication industry will achieve a 5 percent of teledensity level by year 2025. Over the next 5 years, due to rise in mobile phone penetration and a decline in data cost, 500 million new internet users are expected to emerge in India creating opportunities for new business <sup>[1]</sup>. India is among the most flourishing and emerging telecommunication markets in terms of global scenario. As per the TRAI report, Indian telecommunication industry has recorded an income of Rs. 274208 crores in 2020 as against Rs. 243750 crores in the previous financial year, registering a growth of 12.52 percent.

After the launch of the Reliance Jio in 2016, the Indian telecommunication sector was completely transformed. The Reliance JIO with its low-cost service, free internet, improved technology, high coverage areas, network quality, and call quality, makes the job of other service providers very challenging. In addition to this, various charges in the form of activation fees, monthly access charges, surcharges for extra minutes etc. transformed the telecom service sector and give rise to intense competition amongst the service providers.

Before the launch of RJIO, there were more than 10 Telecommunication companies in India but after its launch, the whole telecom market changed. Where at one hand Companies such as Aircel, MTS, Uninor, etc, couldn't even survive at the pricing offered by JIO. On the other hand, two companies Idea and Vodafone decided to merge with each other to stand in the marketplace. The market was left with stronger players such as Bharti Airtel, Vodafone Idea, and BSNL who are now JIO's prime competitors.

### Consumers Satisfaction

Satisfying customers is the only way to stay competitive in today's marketplace. Customers have an expectation of service and product performance that must be met. The balancing act between what customers wants and what the company can perform must be optimized in order to maximize firms long-term profits.

In the telecommunication sector, it is highly important for service providers to invest a tremendous number of resources in satisfying their customers. Especially in this age of technology where consumers are becoming knowledgeable about products, services and brands.

The customer satisfaction constitutes a critical barometer for assessing the service providers, an in-depth appreciation of the factors contributing to both satisfied and dissatisfied customers is utmost. Where on one hand, satisfied customers are more likely to recommend to service providers and on the other hand, dissatisfied customers are likely to spread negative word of mouth that not only ruin the image but also push customers to port the SIM which in turn leads revenue loss to the service providers. Earlier the customer was happy with the voice communication only, but presently he is expecting high coverage, high-speed internet connectivity affordable tariffs etc. and the introduction of Mobile Number Portability (MNP) has opened doors of easy switching opportunities among telecom customers without losing mobile number. Indeed, Customer satisfaction is an important theoretical as well as a practical issue for most marketers and consumer researchers.

According to Kotler “Consumer satisfaction is a function of “consumer expectations” and “perceived performance” These two factors identify the feelings of a person.” Kotler also presented that, “the “consumer satisfaction” term is a multi-dimensional term. It lies with multiple experiences of the service provider. This term is used to capture an idea of measuring how; consumers are satisfied with the efforts of marketers.

**American Customer Satisfaction Index (ACSI Model)**

The American Customer Satisfaction Index model developed by Claes Fornell, (ACSI founder and Chair of ACSI LLC) uses customer interviews as input to a multiequation econometric model developed at the University of Michigan's Ross School of Business. The ACSI model was derived from a model originally implemented in 1989 in Sweden called the Swedish Customer Satisfaction Barometer (SCSB). The ACSI model is a cause-and-effect model with indices for drivers of satisfaction on the left side (customer expectations, perceived quality, and perceived value), satisfaction (ACSI) in the centre, and outcomes of satisfaction on the right side (customer complaints and customer loyalty, including customer retention and price tolerance). The indexes (shown in the diagram below) are multivariable components measured by several questions that are weighted within the model. The questions assess customer evaluations of the determinants of each index.

The survey and modelling methodology quantifies the strength of the effect of the index on the left to the one to which the arrow points on the right. These arrows represent "Impacts." The ACSI model is self-weighting to maximize the explanation of customer satisfaction (ACSI) on customer

loyalty. Looking at the indexes and impacts, users can determine which drivers of satisfaction, if improved, would have the most effect on customer loyalty. Perceived quality perceived value customer expectations customer complaints customer loyalty.

**Customer Expectations:** Is a measure of the customer's anticipation of the quality of a company's products or service. Expectations represent both prior consumption experience, which includes some non-experiential information like advertising and word-of-mouth and a forecast of the company's ability to deliver quality in the future.

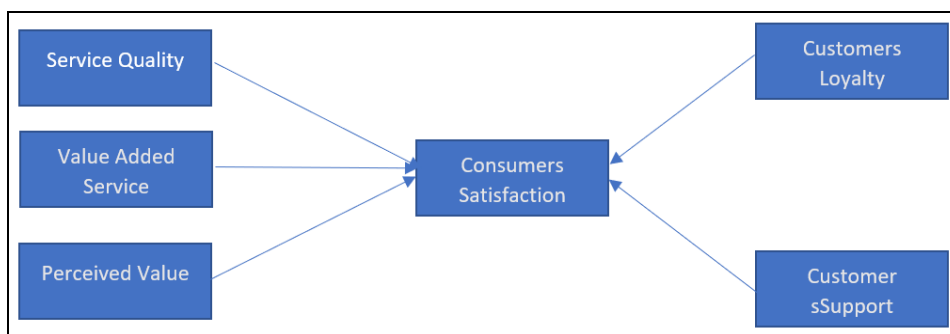
**Service Quality:** Is a measure of the customer's evaluation via recent consumption experience of the quality of a company's products or service. Quality is measured in terms of both customization, which is the degree to which a product or service meets the customer's individual needs, and reliability, which is the frequency with which things go wrong with the product or service. And customers could be successfully satisfied if there is a match between the service product from the customer view point and service provider view point.

In the telecom service context, call and value-added services both are included in the perceived quality. The consumer satisfaction and individual's positive feeling towards service providers are compared on the basis of these two services.

**Perceived Value:** Perceived value is a measure of quality relative to the price paid. Perceived value is the value which customers are willing to pay for a particular product or service based on their perception of their products. Perceived value is thus based on the difference between the benefit the customer gets and cost him or she assumes for different choices.

**Customer Support/Complaints:** Customer complaints are measured as a percentage of respondents who indicate they have complained to a company directly about a product or service within a specified time frame. Satisfaction has a negative relationship with customer complaints, as the more satisfied the customers are, the less likely they are to complain.

**Customers Loyalty:** Customer loyalty is a combination of the customer's professed likelihood to repurchase from the same supplier in the future, and the likelihood to purchase a company's products or services at various price points (price tolerance). Customer loyalty is the critical component of the model as it stands as a proxy for profitability.



**Fig 1:** American Customer Satisfaction Index

## Review of Literature

Aditya, Kushagra & Parth (2019) [6]. In their research paper “The effect on the telecom industry and consumers after introduction of Reliance Jio” they focus on how the telecom industry was before and after Jio, what people perceive about reliance Jio and what challenges the competitors faced with the introduction of Jio the research concludes that after the launch of Jio the economic structure of the market was same, but the level of competition grown unexpectedly which force the competitor to exit or merge and the business strategy of Jio forced the respondents to switch to the new competitor in the market and research witnessed a significant shift in the network from other network to JIO.

Sahil, Roop, & Hari (2019) [5]. In their research paper “Disruption in Indian telecom sector: a qualitative study on reliance JIO” they analyse the impact of R Jio on the Indian telecom industry and examines the factors influencing customer churns from other telecom operator towards reliance Jio and concluded that Reliance Jio has shown its impact from very first day of its incorporation as Bharti Airtel which was Number 1 telecom operator in India lost its share price by 6.4% on Bombay stock exchange, not only Bharti Airtel, other telecom operators like third-ranked Idea Cellular and Reliance communications also saw Share prices falling on Bombay stock exchange by 10.5% and 8.8% respectively. The impact of Reliance Jio on the telecom industry is so severe that it may be termed as a revolution in Telecom Industry in India. They analysed those seven major factors influencing the customers such as tariff, speed of Internet data, brand endorsement, value-added service, image of service provider, image of brand and innovative technology.

Anil & Gaurav (2018) [7]. In their research paper “Impact of Reliance Jio on the financial performance of key players of telecom industry” they compare the financial performance and subscription base of key players (Airtel Vodafone and BSNL) before and after the launch of Reliance Jio and concluded that there is a major impact of Jio on the financial performance of the key players of the industry there was decline in the net profit, turnover, gross profit and subscription base of other telecommunication operator at the same time they also revealed that the monetary structure of the market is as yet same however the level of the rivalry has developed out of the blue.

## Research Methodology

In this research, we have chosen 5 Variables with some items to fulfil the research objectives. This variable was tested on five-point Likert scale from 1 as “Strongly Disagree” to 5 as “Strongly Agree”. Data was collected randomly. The total number of 550 questionnaires were distributed out of 500 which filled questionnaires were retained for the final analysis. Further SPSS and Amos software were used to test the reliability and hypotheses of the research.

## Objective of research

- To study the impact of service quality, perceived value, value-added service, customer loyalty and customer support on consumer satisfaction.

## Hypotheses of the study

- **H<sub>1</sub>**: There is a significant impact of service quality on

consumer satisfaction.

- **H<sub>2</sub>**: There is a significant impact of perceived value on consumer satisfaction.
- **H<sub>3</sub>**: There is a significant impact of value-added service on consumer satisfaction.
- **H<sub>4</sub>**: There is a significant impact of customer loyalty on consumer satisfaction.
- **H<sub>5</sub>**: There is a significant impact of customer support on consumer satisfaction.

## Data Analysis

**Table 1:** Demographic Profile of data

Demographic	Frequency	Percentage
<b>Gender</b>		
Male	188	37.6
Female	312	62.4
<b>Age</b>		
Below 20 Years	53	10.6
20-30 Years	300	60.0
30-40 Years	75	15.0
40-50 Years	59	11.8
More than 50 Years	13	2.6
<b>Marital Status</b>		
Married	167	33.4
Unmarried	333	66.6
<b>Qualification</b>		
School Level	38	7.6
Diploma	36	7.2
Undergraduate	65	13.0
Postgraduate	314	62.8
Other	47	9.4
<b>Occupation</b>		
Student	97	19.4
Government Employee	107	21.4
Private Employee	150	30.0
Businessman	82	16.4
Other	64	12.8
<b>Monthly Income</b>		
Below Rs. 10000	98	19.2
Rs. 10000-Rs. 20000	69	13.8
Rs. 20000-Rs.30000	137	27.4
Rs. 30000-Rs. 40000	100	20.0
More than Rs. 40000	98	19.5
<b>Place of Residence</b>		
Urban	324	64.8
Rural	176	35.2

## Factor analysis

**Factor analysis is a statically technique for identifying clusters of variables. These techniques have three main uses:**

1. To understand the structure of set of variables.
2. To construct a questionnaire to measure and underlying variables.
3. To reduce a data set to a more manageable size while retaining as much of the original information as possible.

Factor analysis aims to reduce a set of variables into a smaller set of dimensions (Called ‘factor’ in factor analysis). The first step in factor analysis is to code the variables or to provide variable code to the selected variables. Table 2. Represent the variables with respective variable coding.

**Table 2:** Variables with respective factor codes

Variable	Variable Code
Provides sufficient geographical coverage.	SQ1
Clear and undisturbed voice quality.	SQ2
No call disconnection during journey.	SQ3
Indoor signal level is always available.	SQ4
Able to make calls at peak hours.	SQ5
Service provider offers best value-added service (SMS, MMS, Mobile banking, internet. astrology, toll-free)	VA1
Convenient to use the value-added service	VA2
Service Provider offers best technology to the customers	VA3
The downloading speed of the data is consistent as promised	VA4
Service Provider provides uninterrupted access while surfing the internet	VA5
Service providers charge reasonable prices.	PV1
Service provider has honest pricing structure (no hidden cost, getting full talk time, etc.).	PV2
The service provider gives multiple options to choose from.	PV3
Initial subscription cost of the service provider is low.	PV4
Roaming, calls, internet, and message charges are value for money.	PV5
I will wait to use the same service in the absence of availability.	CL1
I will recommend it to others.	CL2
I have forged ties with my company and will continue to purchase and use it.	CL3
I will not change my service provider	CL4
I am loyal consumer of Jio	CL5
Service provider provides flexible service according to the needs of the customer	CS1
Service provider provides 24-hour free online service (toll-free) to the customers	CS2
The process of complaint management is easy	CS3
After-sale service (helping subscribers in activating the sim)	CS4
Customer service centres are easily accessible	CS5
My service provider is the best service provider I could have bought from	CSA1
The service received is exactly what I need	CSA2
I am satisfied with the pricing policies.	CSA3
If I lose this and were to buy over again, I would buy the same.	CSA4
I am satisfying with the network facility all over India.	CSA5

Source: Author’s Compilation

**Reliability test**

The internal consistency of the data formulates a significant portion of the study. In addition, the internal consistency of data signifies how close the set of variables are related as a group. For this study, Cronbach's Alpha has been utilized.

**Cronbach's Alpha**

Common thumb rule for the test states that a value greater than 0.8 is good, representing high internal consistency, and a value greater than 0.7 is reliable and acceptable.

**Table 3:** Reliability Statistics

Cronbach's Alpha	N of Items
0.904	30

The results of above table indicate the value of Cronbach's alpha is 0.904, showing high internal consistency, which means the study can proceed further with KMO and Bartlett's test.

**Sampling adequacy**

**Kaiser-Meyer-Olkin (KMO) and Bartlett's test**

KMO and Bartlett's Test is employed to determine whether using the factor analysis is feasible. KMO is employed for measuring the adequacy of samples. At the same time, Bartlett's Test of Sphericity is used to test the correlation among variables. In simple words, a test of Sphericity tests the null hypothesis that variables selected for study are not correlated.

**Thumb rule:** According to the rule, KMO must be greater than 0.5 to use factor analysis, and the p-value must be less than 0.05 or equals 0.00 so that the null hypothesis can be

rejected (Malhotra, Nunan, & Birks, 2017)<sup>[13]</sup>.

**Table 4:** KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.888
Bartlett's Test of Sphericity	Approx. Chi-Square	9019.255
	DF	435
	Sig.	.000

Source: Computed data

Above table highlights that KMO is 0.888, which is more than 0.5, which signifies the adequacy of sample size. The p-value from Bartlett’s Test is 0.000, which is less than 0.05, suggesting that variables are correlated. Since the data fulfil both the conditions; therefore, factor analysis is suitable for data analysis.

**Communalities:** Are the amount of variance that is shared by a variable with all other variables. In simple words, it is the extent to which any item or attribute is correlated with all other attributes. Below mentioned table represents the communalities of each factor. Initial communalities represent the communalities of each variable is one, it is because unities were inserted in the diagonal of the correlation matrix (Malhotra and Dash, 2021)<sup>[14]</sup>. Extraction communalities are variances in each attribute or variable accounted for by the factors in the solution.

**The Thumb rule:** for communalities states that any attribute with a smaller value is insignificant and will struggle to load onto any factor during the factor analysis.

**Table 5:** Communalities

	<b>Initial</b>	<b>Extraction</b>
SQ1	1.000	.667
SQ2	1.000	.753
SQ3	1.000	.687
SQ4	1.000	.620
SQ5	1.000	.632
PV1	1.000	.628
PV2	1.000	.651
PV3	1.000	.711
PV4	1.000	.756
PV5	1.000	.665
VA1	1.000	.658
VA2	1.000	.710
VA3	1.000	.697
VA4	1.000	.658
VA5	1.000	.566
CL1	1.000	.630
CL2	1.000	.660
CL3	1.000	.634
CL4	1.000	.643
CL5	1.000	.536
CS1	1.000	.721
CS2	1.000	.731
CS3	1.000	.747
CS4	1.000	.636
CS5	1.000	.685
CSA1	1.000	.679
CSA2	1.000	.718
CSA3	1.000	.694
CSA4	1.000	.731
CSA5	1.000	.681

**Extraction Method:** Principal Component Analysis.

**Source:** Computed data

**Total Variance Explained:** Below table represents all the factors that can be extracted along with their Eigenvalue, Percent of Variance and Cumulative per cent of Variance. Eigenvalues determine total variance or per cent of variance for attributes. Attributes whose Eigenvalue is less than one is rejected. The first factor accounts for 17.877% of the variance, the second factor accounts for 16.717% similarly

third, fourth, fifth and sixth factor accounts for 11.429%, 7.639%, 7.426%, and 3.762%, respectively. Thus, the total variance explained by all five factors is 64.851%, more than 60%. Further, to have a better factor score, factors are required to be rotated. Therefore, the Oblimin method is utilized.

**Table 6:** Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.269	30.897	30.897	9.269	30.897	30.897	4.005	13.350	13.350
2	3.259	10.864	41.761	3.259	10.864	41.761	3.605	12.017	25.367
3	2.958	9.859	51.620	2.958	9.859	51.620	3.272	10.906	36.273
4	2.577	8.591	60.211	2.577	8.591	60.211	3.198	10.660	46.933
5	1.094	3.648	63.858	1.094	3.648	63.858	3.074	10.247	57.180
6	1.028	3.428	67.286	1.028	3.428	67.286	3.032	10.107	67.286
7	.782	2.608	69.895						
8	.728	2.427	72.322						
9	.707	2.356	74.678						
10	.611	2.036	76.714						
11	.563	1.878	78.591						
12	.542	1.806	80.397						
13	.526	1.752	82.149						
14	.505	1.682	83.831						
15	.480	1.600	85.431						
16	.448	1.494	86.926						
17	.419	1.395	88.321						
18	.387	1.291	89.612						
19	.374	1.245	90.857						
20	.370	1.233	92.090						
21	.343	1.142	93.232						

22	.324	1.081	94.314						
23	.284	.947	95.260						
24	.258	.860	96.120						
25	.252	.841	96.961						
26	.240	.801	97.762						
27	.200	.668	98.430						
28	.165	.551	98.981						
29	.163	.542	99.523						
30	.143	.477	100.000						

**Extraction Method:** Principal Axis Factoring

**Rotation of factors:** One of the significant outputs is the factor matrix that defines the correlation between variables and factors, but the unrotated factor matrix is difficult to interpret; therefore, rotation of factors is required. Rotation of factors is done so that factors can be loaded so that they are either close to 0 or to 1- to 1.

As mentioned earlier Oblimin with Kaiser Normalization is utilized for rotation, and rotations were converted into nine iterations. This method enables us to reduce the number of variables with high loadings on a factor, thus, improving the interpretability of factors. Below Table represents the rotated component matrix, which represents factor scores that are loaded to either factor.

**Table 7:** Rotated Component Matrix

	Component					
	1	2	3	4	5	6
SQ1				.695		
SQ2				.759		
SQ3				.738		
SQ4				.667		
SQ5				.648		
PV1						.592
PV2						.651
PV3						.728
PV4						.762
PV5						.630
VA1			.764			
VA2			.800			
VA3			.744			
VA4			.772			
VA5			.719			
CL1					.779	
CL2					.800	
CL3					.794	
CL4					.796	
CL5					.726	
CS1	.779					
CS2	.765					
CS3	.790					
CS4	.732					
CS5	.756					
CSA1		.790				
CSA2		.800				
CSA3		.805				
CSA4		.836				
CSA5		.806				

**Interpretation of factors**

All the variables that have high loadings on the same factor are interpreted as one factor. From above table following

factors can be interpreted that affect consumers behaviour.

**Factor 1:** It includes five variables namely; sufficient geographic coverage, clear voice, no call disconnects during journey, indoor signal available, and making calls at peak hours. These factors can be named under adequate Service Quality.

**Factor 2:** It also includes three variables namely; reasonable price, honest price structure, multiple options to choose, subscription cost in low, and roaming, call, internet and message charge are value for money. These factors can be named under Perceived Value.

**Factor 3:** The factor includes three factors, namely; offers best value-added service, convenient to use, offers best technology to the customers, downloading speed as promised and uninterrupted access while surfing internet. The variables can be placed under Value Added Service.

**Factor 4:** It includes three variables, namely; waiting to use same service provider, recommending to others, continuing purchase and use, not changing my service provider and loyal consumer of Jio. The variables can be placed under Customers Loyalty.

**Factor 5:** The factor includes two variables, namely; flexible service according to customer, providing 24-hour toll-free service, easy complaint management, After-sale service and service centre easily accessible. The variables can be placed under Customers Support.

**Factor 6:** The factor includes two variables, namely; my service provider is best, service received exactly as what I need, satisfaction with price policy, buy over again and satisfaction with network in all over India. The variables can be placed under Consumers Satisfaction.

**Confirmatory Factor Analysis (CFA)**

CFA (Confirmatory factor analysis) is an important analysis that helps in reconfirming the correlation with a pre-established theory (Everitt, 1998) [15]. In this study, R software is used for conducting CFA. The first step includes the creation of a confirmatory model. Below, figure shows the confirmatory model. Further, represent the indicator loadings, p-value, estimate values. “Indicator loadings should be at least 0.6 and ideally higher than 0.7” (Chin 1998a; Henseler et al., 2009 [16, 17], as cited in Duarte and Amaro 2018) [18]. Therefore, any value less than 0.6 has been removed from the model.

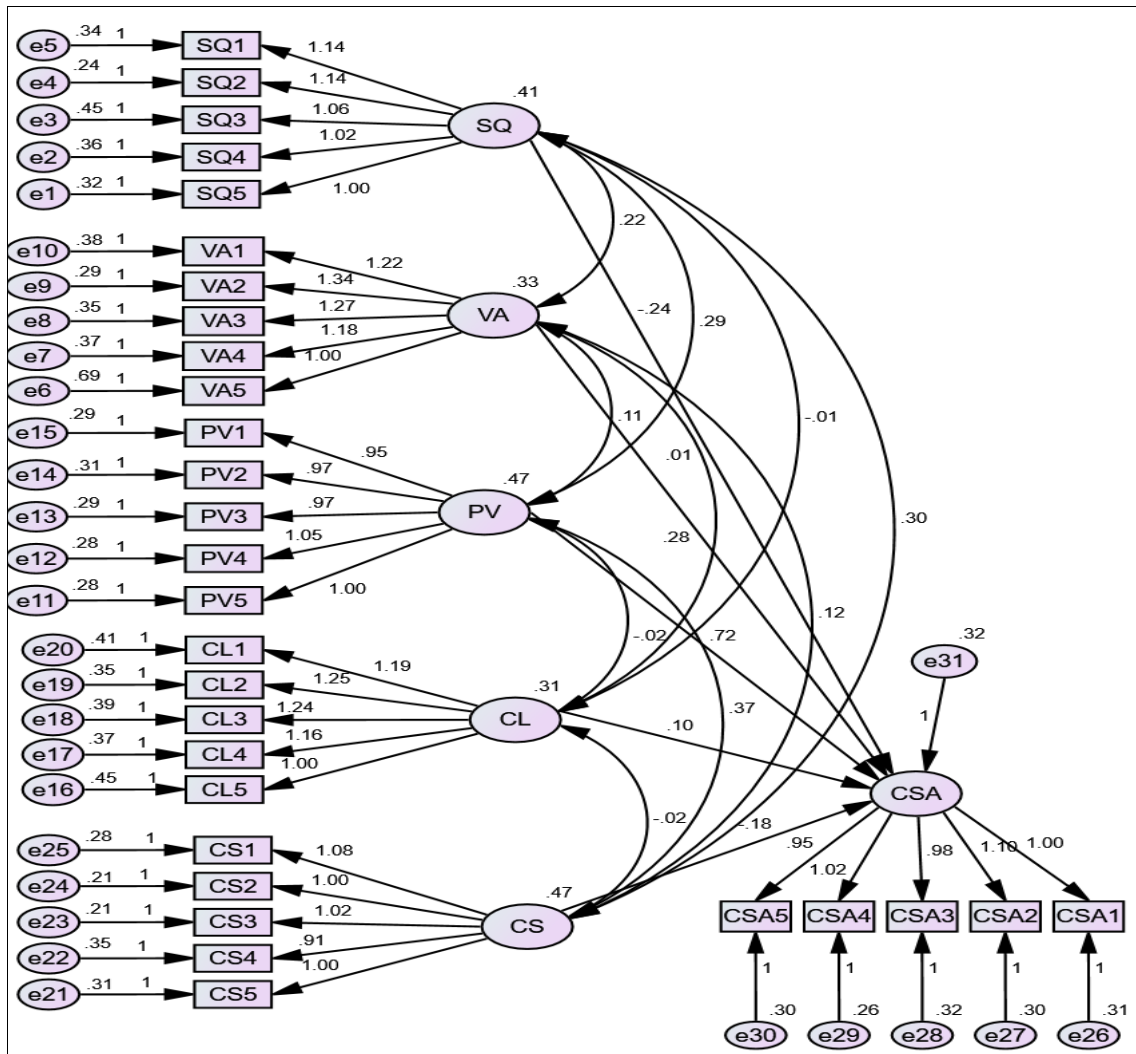


Fig 2: Confirmatory factor analysis

Table 8: Summary of Results

	CR	AVE	MSV
VA	0.825	0.540	0.090
SQ	0.874	0.581	0.466
PV	0.899	0.597	0.450
CL	0.796	0.529	0.004
CS	0.838	0.534	0.005

Above table represents the summary of results where CR, AVE, and MSV is computed and compared. CR is more than 0.7 for all constructs, CR is more than AVE. AVE is more than 0.5, and AVE is more than MSV. Thus, all the

criteria of validity and reliability are met.

**Model fit Indices**

The above model is adequate or not is checked by measuring fit indices like CFI (Comparative Fit Index), TLI (Tucker Lewis Index), NFI (Normed Fit Index), GFI (Goodness of Fit Index), AGFI (Adjusted Goodness Fit Index), and Root Mean Square of Approximation (RSME). The thumb rule state that the values of CIF and TIL must be 0.9 or more, indicating a good model fit. CFI should be more than TIL. RSME and square mean should be less than 0.05. Below table 7 reflects the results of the model fit.

Table 9: Model fit indices

Model fit indices	Value	Acceptable criteria	Literature
Likelihood Ratio ( $\chi^2/DF$ )	3.335	$\leq 4$	Wheaton et al. (1977) [19]
Comparative Fit Index (CFI)	0.960	$> 0.95, 0.9$ and $> 0.8$ (acceptable)	Bentler (1999) [20]
Tucker-Lewis Index (TLI)	0.963	$> 0.9$	Bonnet & Bonnet (1980) [23]
RMSEA	0.040	$< 0.05$	Hu and Bentler (1990) [20]
NFI	0.931	$> 0.9$	Bollen KA (1989) [22]
GFI	0.920	$> 0.9$	Hu and Bentler (1999) [20]

The above table reflects the index value of the required model fit indices. All the values of the model fit indices met

the acceptable criteria. Thus, indicating a fit model.

## Hypothesis Testing

**Table 10:** Regression Weight Table

	Estimate	S.E.	C.R.	P	Remark
Consumers Satisfaction < ---Service Quality	-.239	.099	-2.419	.016	H <sub>1</sub> : Supported
Consumers Satisfaction < ---Value Added Service	.278	.079	3.540	***	H <sub>2</sub> : Supported
Consumers Satisfaction < ---Perceived Value	.719	.094	7.655	***	H <sub>3</sub> : Supported
Consumers Satisfaction < ---Customers Loyalty	.103	.057	1.799	.072	H <sub>4</sub> : Not Supported
Consumers Satisfaction < ---Customers Support	-.176	.089	-1.972	.049	H <sub>5</sub> : Supported

Results indicated a good fit for the model presented including GFI of .920, and CFI of .960. The RMSEA 0.040 to achieve the desired values as RMSEA should be less than 0.08 for model fitness to achieve.

Hypotheses resulting based on path analysis shows that Consumers Satisfaction is positively and significantly associated with Service Quality ( $\beta = -0.239$ ,  $p < 0.05$ ). Consumers Satisfaction fit is positively and significantly associated with Value Added Service ( $\beta = 0.278$ ,  $p < 0.05$ ). Consumers Satisfaction is positively and significantly associated with Perceived Value ( $\beta = 0.719$ ,  $p < 0.05$ ). Consumers' Satisfaction is negatively and not significantly associated with Customers Loyalty ( $\beta = 0.103$ ,  $p > 0.05$ ). Consumers' Satisfaction is positively and significantly associated with Customers Support ( $\beta = -0.176$ ,  $p < 0.05$ ). Based on these results, we accept the H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, and H<sub>5</sub>. We rejected H<sub>4</sub> since p-value is significant but the nature of relationship is negative which is contrary to our hypothesized nature of the relationship.

### Conclusion

This study tested the impact of Service quality, value-added service, Perceived Value, Customers Loyalty, and customer support on consumer satisfaction. After testing the hypothesis, it reveals that service quality, value-added service, Perceived Value, and customer support have a significant impact on consumer satisfaction. That shows that Reliance Jio is providing better service quality compared to other telecom companies and its value-added services is also better than the other as well as customers think that Reliance Jio is charging a reasonable price for its service Furthermore Reliance Jio Customers support service is far better than the other telecommunication companies and consumers satisfied with these types of service which is provided by Reliance Jio to their Consumers. Further data seems that only one factor is customer loyalty which has no significant impact on consumer satisfaction it shows that the customer of Reliance Jio is not loyal to their brand if some other companies provide a better service in comparison to Reliance Jio they will switch easily. So, it is suggested to the Reliance Jio if they should retain their customers so they will continuously update their services and provide some valuable service at a low price compared to the other service providers otherwise the customer will switch to the other company.

### Conflict of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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