

A Study on Customer Satisfaction and Perception towards DTH Services

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Abstract: *Direct-to-Home (DTH) television is a method of receiving satellite television by means of signals transmitted from direct-broadcast satellites. India is one of the biggest DTH service providers in the world. The requirement is very high because of the high population and the increased number of viewers. The objective of the study is to study the source of awareness about the DTH service and to study about the consumer satisfaction level of DTH service. The data was collected from 110 respondents by questionnaire method. The tools used for analyse and interpretation is percentage analysis and Chi-square test(X^2). This study concludes that the majority of the respondents prefer to buy AIRTEL services and most of the customer says that DTH services are better than the cable TV set of boxes.*

Keywords: DTH Service

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