**ABSTRACT**

“ People expect good service but few are willing to give it”-- Robert Gately India is currently the world’s second-largest telecommunications in the market. People are able to move all over the world, enhancing the development of countries and more cities across the world through telecommunication. With the up gradation in the technology and the intense competition among the various telecommunication companies lead to a decrease in the prices of call rates. Also many telecom companies are operating in Tamilnadu it becomes easy for the customers to choose the network that best satisfy their needs and expectations. Among all leading telecommunication companies airtel and jiocompete with each other in introducing new innovate plans to attract customers. Thus this research study attempts to find out the customers influencing factors towards airtel and reliance jio mobile services and tocompare their satisfaction level in the usage of airtel and jio mobile services in Coimbatore City