

## **Service Quality and Customer Satisfaction in Telecom Sector with Special Reference to Mobile Phone Services in Virudhunagar District**

**Selvaraj A.,**

Ph.D Commerce (Part-time),  
P.G. and Research Department of Commerce,  
Ayya Nadar Janaki Ammal College,  
Sivakasi, Virudhunagar, Tamilnadu, India.

**Selvakumar M.,**

Head,  
P.G. and Research Department of Commerce,  
Ayya Nadar Janaki Ammal College, Sivakasi,  
Virudhunagar, Tamilnadu, India.

### **ABSTRACT**

*In India, telecommunication is one of the main support services required for rapid growth of any developing economy and is one of the fastest developing sectors. This research study examines the relationship between service quality and customer satisfaction in the mobile phone service sectors. The researcher has analyzed the service quality dimensions such as tangibles, reliability, responsiveness, assurance and empathy pertaining to mobile phone services. Moreover, the researcher has computed the level of customer satisfaction towards mobile phone services. Multiple Regression is applied to test the relationship between service quality and customer satisfaction of mobile phone services. The result reveals that the customer satisfaction is significantly predicted by empathy and assurance dimensions of service quality of mobile phone services. Some suggestions have been given based on analysis of the research study.*

**Keywords:** Tangibles, Reliability, Responsiveness, Empathy and Assurance, Customer Satisfaction.

### **INTRODUCTION:**

The telecommunication sector, especially the mobile phone sector, in India is one of the fastest growing business segments of the country which provide a lot of value addition to the society with its service and creation of employment opportunities (Rajkumar Paulrajan & Harish Rajkumar, 2011). Service quality can offer a good measurement tool to forecast customer satisfaction. Customer satisfaction is considered one of the mainly important concepts to sustain the telecom mobile companies survive on the market. As mobile telecommunication network has developed more quite a lot of successful generations, technology plays a significant role in this perspective (Abdullah Hussein Al-Hashedi & Sanad Ahmed Abkar, 2017).

The mobile telecommunication industry tries to give service to the customer for sustaining in that industry and capture new customers and retain them (Azmat Ullah & Md.Hasebur Rahman, 2015). In telecom service sector, customers are more and more demanding improved service quality or else switching over to other better service provider. In order to maintain these customers, the service providers are struggling to make sure what customers perceive and anticipating that they are responding to their strategies (Pankaj Sharma, 2017).

### **REVIEW OF LITERATURE:**

Mobile telecommunications have become one for the most part vibrant service sectors in the country with its increasing network coverage (Mohammed Upal, 2008). Service Quality is a foremost feature to success of the service organization. All dimensions have service quality gaps but it is serious in Responsiveness followed by Assurance, Tangibles, Empathy and Reliability. Cellular telecommunications competition is mainly based on service quality. Therefore, in winning competition they need to consider above service quality gaps (Vijay Kumar et al.,). All the dimensions of service quality are having significant relations with satisfaction, but surprisingly

empathy was found to have a significant but negative relationship with satisfaction and repurchase intentions (Ishfaq Ahmed et al., 2010). Reliability, Responsiveness, Assurance and Empathy significantly positively influenced customer attitudes in terms of satisfaction and loyalty (Siew-Phaik Loke et al., 2011).

Customer satisfaction is significantly related with perceived service quality and perceived value. As the gap between perception and expectation is negative we can conclude that customer has more expectation than they actually received. Perceived value was found strongly correlated with satisfaction. This study confirms that perceived value does act as a partial mediating role in the relationship between service quality and customer satisfaction (Saif Ullah Malik, 2012).

The effect of SERVQUAL dimensions were strongly mediated through the role of communication. Communicating the SERVQUAL initiatives, service offerings and also the follow up after-sales service influenced Customer Satisfaction. The path mediated by Communication was much stronger than the direct influence of SERVQUAL on Customer Satisfaction (Gantasala V.Prabhakar & Padmakumar Ram, 2013). Service reliability and service empathy both have an effect on customer satisfaction (Muhammad Arslan et al., 2014).

Service quality not depend on customer satisfaction because if employees not get enough recognitions towards company they not entertain customers properly which turn into deprived service quality and customer satisfaction. Customer satisfaction is not influencing by network strength because in sometime customer did not communicate well because of slow network coverage and it will improved by implementing modern technology (Sidra Ansar & Samreen Lodhi, 2015).

Assurance and empathy service quality dimension positively influence customer satisfaction. Tangibility, reliability and responsiveness do not significantly influence customer satisfaction (Charles Makanyeza & Darlington Mwiriki, 2016). Some variables are positively related with customer perception. Various factors from different dimensions has positive influence on the customer perception, factors like resolving complaints, behavior of employees, fulfilling specific needs, call connection during peak hours are give highest priority by the customers (Meena Suganthi, G & Shanthi, R, 2017).

## **STATEMENT OF THE PROBLEM:**

Mobile telecommunication service industry is on a speedy development path in the world as well as India. In recent years, the mobile telecommunication market in India has undergone dramatic changes. In mobile telecommunication Industry, service quality has been conceptualized in diverse ways. Some of the researchers measured mobile service quality as customers' overall evaluation of their experience with the service provider, and did not consider it as a multidimensional construct. Most researchers considered mobile service quality as a multidimensional concept. The dimensions of service quality depend on the type of service offered by mobile phone service providers (Sayed Yaghoub Hosseini et al., 2013).

Quality in service is the influencing factor for business growth, expansion of their service, gain customer loyalty especially in mobile phone services. Service Quality directly affects the customer satisfaction and loyalty. It determines the customer satisfaction by matching the customer expectations with perceived service. This is defined as Gap in Service sector. All the mobile phone services are motivated to diminish this gap occurred in Service Delivery System. By reducing the gap, the Quality of service will progress in terms of prompt service, zero defects, effective communication and individualized attention to customers. It gives the profitability, business growth and customer satisfaction and loyalty to the mobile phone services (Saravanan, S & Manigandan, K, 2017). Therefore, this research study aim is to analyze the service quality and customer satisfaction in telecom sector with special reference to mobile phone services.

## **SCOPE OF THE STUDY:**

The research is mainly confined to the study of Service Quality and Customer Satisfaction in Telecom Sector with Special Reference to Mobile Phone Sector in Virudhunagar District.

## **OBJECTIVES OF THE STUDY:**

- To analyze the service quality dimensions of mobile phone services in Virudhunagar District.
- To examine the level of customer satisfaction towards mobile phone services.
- To study the relationship between service quality dimensions and customer satisfaction of mobile phone services.
- To offer suitable suggestions based on the findings of the study.

## METHOD OF DATA COLLECTION:

This research study is both descriptive and analytical in nature. It covers both primary and secondary data. Primary data were collected from the customers of mobile phone services using pre-tested interview schedule. The secondary data were collected from journals, websites and so on.

### Sampling Design:

Since, the population of the study is large in number. So, the researcher has used the software namely [www.surveysystem.com](http://www.surveysystem.com) which is decided the sample size. According to that, Confident level 95 per cent, the sample size is 384. So, the researcher has used purposive sampling method and rounded off 400 from the customers of mobile phone services in the study area.

### Tools used for Analysis:

- Percentage Analysis
- Multiple Regression Analysis

## RESULTS AND DISCUSSION:

### Service Quality Dimensions:

#### *Tangibles:*

Tangibility is the facts of facilities, personnel and communication materials and equipments used by the mobile phone service industry while offering services to customers (Siew-Phaik Loke, Ayankunle Adegbite Taiwo, Hanisah Mat Salim & Alan G.Downe, 2011). Table 1 reveals the tangibles in mobile phone services.

**Table 1: Tangibles**

| S. No | Tangibles   | Much better than Expected | Better than Expected   | Equal to Expectation   | Worse than Expected | Much worse than Expected | Total           |
|-------|---|---------------------------|------------------------|------------------------|---------------------|--------------------------|-----------------|
| 1     | Provision of visually attractive offices, equipment's and materials | 67<br>(16.8%)             | 133<br>(33.3%)         | <b>135<br/>(33.8%)</b> | 47<br>(11.8%)       | 18<br>(4.5%)             | 400<br>(100.0%) |
| 2     | Access to Information, Sim card, and Recharge cards                 | 55<br>(13.8%)             | 121<br>(30.3%)         | <b>123<br/>(30.8%)</b> | 80<br>(20.0)        | 21<br>(5.3%)             | 400<br>(100.0%) |
| 3     | Professional appearance of employees of your network                | 70<br>(17.5%)             | <b>189<br/>(47.3%)</b> | 112<br>(28.0%)         | 12<br>(3.0%)        | 17<br>(4.3%)             | 400<br>(100.0%) |

#### **Source: Computed Data**

Table 1 found the tangibles in mobile phone services in the study area. 135 customers (33.8 per cent) have opined that the statement “provision of visually attractive offices, equipment's and materials” is equal to expectation; 123 customers (30.8 per cent) feel that the statement “Access to Information, Sim card, and Recharge cards” is equal to expectation and 189 customers (47.3 per cent) have opined that the statement “professional appearance of employees of your network” is better than expectation.

#### *Reliability:*

Reliability is the essential surface of the service quality. Reliability is defined as the ability to perform the required service to customers dependably and accurately as promised to deliver on time (Siew-Phaik Loke, Ayankunle Adegbite Taiwo, Hanisah Mat Salim & Alan G.Downe, 2011). Table 2 found the reliability service quality of mobile phone services.

**Table 2: Reliability**

| S.No | Reliability  | Much better than Expected | Better than Expected   | Equal to Expectation   | Worse than Expected | Much worse than Expected | Total           |
|------|--|---------------------------|------------------------|------------------------|---------------------|--------------------------|-----------------|
| 1    | Delivery of SMS, MMS, Voice message and other services of your network | 74<br>(18.5%)             | <b>146<br/>(36.5%)</b> | 77<br>(19.3%)          | 78<br>(19.5%)       | 25<br>(6.3%)             | 400<br>(100.0%) |
| 2    | Providing service as promised  | 66<br>(16.5%)             | 118<br>(29.5%)         | <b>165<br/>(41.3%)</b> | 35<br>(8.8%)        | 16<br>(4.0%)             | 400<br>(100.0%) |
| 3    | Truthfulness of your mobile network to you                             | 72<br>(18.0%)             | <b>118<br/>(29.5%)</b> | 112<br>(28.0%)         | 75<br>(18.8%)       | 23<br>(5.8%)             | 400<br>(100.0%) |
| 4    | Providing service right the first time                                 | 34<br>(8.5%)              | 128<br>(32.0%)         | <b>142<br/>(35.5%)</b> | 58<br>(14.5%)       | 38<br>(9.5%)             | 400<br>(100.0%) |
| 5    | Maintenance of error free records                                      | 85<br>(21.3%)             | 73<br>(18.3%)          | <b>152<br/>(38.0%)</b> | 68<br>(17.0%)       | 22<br>(5.5%)             | 400<br>(100.0%) |

**Source: Computed Data**

Reliability service quality dimension of mobile phone services is presented in Table 2. Out of 400 respondents, 146 customers (36.5 per cent) have opined that the statement regarding “delivery of SMS, MMS, voice message and other services of your network” is better than expected; 165 customers (41.3 per cent) have opined that the statement about “providing service as promised” is equal to expectation; 118 customers (29.5 per cent) have opined that the statement concerning “truthfulness of your mobile network to you” is better than expected; 142 customers (35.5 per cent) have opined that the statement “providing service right the first time” is equal to expectation and 152 (38.0 per cent) have opined that the statement “maintenance of error free records” is equal to expectation.

**Responsiveness:**

The inclination and readiness of the employees of mobile phone service providers to serve customers quickly and properly (Victoria Mojisola Osho & Philips Olatunde Ogunode, 2016). Moreover, responsiveness contains understanding the desires and requirements of the customers, simple operation time, individual attention provided by the employees, concentration to the problem and customers' safety in their dealings (Abdel Fattah Mahmoud Al-Azzam, 2015). The responsiveness is given in Table 3.

**Table 3: Responsiveness**

| S. No | Responsiveness  | Much better than Expected | Better than Expected   | Equal to Expectation   | Worse than Expected | Much worse than Expected | Total           |
|-------|---|---------------------------|------------------------|------------------------|---------------------|--------------------------|-----------------|
| 1     | Keeping customers informed exactly when service will be performed | 100<br>(25.0%)            | <b>126<br/>(31.5%)</b> | 91<br>(22.8%)          | 75<br>(18.8%)       | 8<br>(2.0%)              | 400<br>(100.0%) |
| 2     | Prompt service to customers                                       | 48<br>(12.0%)             | 132<br>(33.0%)         | <b>151<br/>(37.8%)</b> | 69<br>(17.3%)       | 0<br>(0.0%)              | 400<br>(100.0%) |
| 3     | Willingness to help customers in emergency situation              | 60<br>(15.0%)             | 70<br>(17.5%)          | <b>130<br/>(32.5%)</b> | 98<br>(24.5%)       | 42<br>(10.5%)            | 400<br>(100.0%) |
| 4     | Readiness to respond to customer requests                         | 68<br>(17.0%)             | <b>163<br/>(40.8%)</b> | 79<br>(19.8%)          | 46<br>(11.5%)       | 44<br>(11.0%)            | 400<br>(100.0%) |

| S. No | Responsiveness                             | Much better than Expected | Better than Expected | Equal to Expectation | Worse than Expected    | Much worse than Expected | Total           |
|-------|--|---------------------------|----------------------|----------------------|------------------------|--------------------------|-----------------|
| 5     | Employee's ability to communicate with you | 86<br>(21.5%)             | 94<br>(23.5%)        | 99<br>(24.8%)        | <b>115<br/>(28.7%)</b> | 6<br>(1.5%)              | 400<br>(100.0%) |
| 6     | Employees approachable and easy to contact | <b>164<br/>(41.0%)</b>    | 111<br>(27.8%)       | 79<br>(19.8%)        | 29<br>(7.2%)           | 17<br>(4.3%)             | 400<br>(100.0%) |

**Source: Computed Data**

Table 3 found the responsiveness service quality dimension of mobile phone services. Among 400 customers, 126 customers (31.5 per cent) have opined that the statement pertaining to “keeping customers informed exactly when service will be performed” is better than expected; 151 customers (37.8 per cent) have opined that the statement “prompt service to customers” is equal to expectation; 130 customers (32.5 per cent) have opined that the statement relating to “willingness to help customers in emergency situation” is equal to expectation; 163 customers (40.8 per cent) have opined that the statement “readiness to respond to customer requests” is better than expected; 115 customers (28.7 per cent) have opined that the statement concerning “employee’s ability to communicate with you” is worse than expected and 164 customers (41.0 per cent) have opined that the statement “employees approachable and easy to contact” is much better than expected.

**Empathy:**

Empathy refers to the attitude of the employees towards the customers. For a service like mobile phone network, the employees require to retain good relationship with the customers because much interaction is involved between the two. The employees want to meet the customers whenever they call for any query or complaint. The pleasant behavior of the employees enhances the customer experience and helps in acquiring good will for the mobile phone service network industry (Muhammad Arslan, Maria Iftikhar & Rashid Zaman, 2014). Table 4 represents the opinion of customers towards empathy.

**Table 4: Empathy**

| S. No | Empathy  | Much better than Expected | Better than Expected   | Equal to Expectation   | Worse than Expected | Much worse than Expected | Total           |
|-------|--|---------------------------|------------------------|------------------------|---------------------|--------------------------|-----------------|
| 1     | Giving customers individual attention by employees   | 84<br>(21.0%)             | <b>133<br/>(33.3%)</b> | 123<br>(30.8%)         | 44<br>(11.0%)       | 16<br>(4.0%)             | 400<br>(100.0%) |
| 2     | Having the customers best interest at heart  | 18<br>(4.5%)              | 104<br>(26.0%)         | <b>170<br/>(42.5%)</b> | 73<br>(18.3%)       | 35<br>(8.8%)             | 400<br>(100.0%) |
| 3     | Efforts to understand specific customer needs  | 94<br>(23.5%)             | <b>142<br/>(35.5%)</b> | 101<br>(25.3%)         | 53<br>(13.3%)       | 10<br>(2.5%)             | 400<br>(100.0%) |
| 4     | Having operating hours convenient to all customers   | 82<br>(20.5%)             | <b>159<br/>(39.8%)</b> | 89<br>(22.3%)          | 60<br>(15.0%)       | 10<br>(2.5%)             | 400<br>(100.0%) |
| 5     | Having convenient periods and terms for activation recharge, accounts suspension and free call times | 71<br>(17.8%)             | <b>176<br/>(44.0%)</b> | 71<br>(17.8%)          | 64<br>(16.0%)       | 18<br>(4.5%)             | 400<br>(100.0%) |
| 6     | Apologizing for incoherence caused to customers  | 57<br>(14.2%)             | 135<br>(33.8%)         | <b>146<br/>(36.5%)</b> | 39<br>(9.8%)        | 23<br>(5.8%)             | 400<br>(100.0%) |
| 7     | Having sound loyalty programme to recognize you as a frequent customer                               | 78<br>(19.5%)             | <b>155<br/>(38.8%)</b> | 102<br>(25.5%)         | 40<br>(10.0%)       | 25<br>(6.3%)             | 400<br>(100.0%) |

**Source: Computed Data**

Table 4 reveals that the opinion of customers towards empathy. Out of 400 customers, 133 customers (33.3 per cent) have opined that the statement “giving customers individual attention by employees” is better than expected; 170 (42.5 per cent) have opined that the statement regarding “having the customers best interest at heart” is equal to expectation; 142 customers (35.5 per cent) have opined that the statement pertaining to “efforts to understand specific customer needs” is better than expected; 159 customers (39.8 per cent) have opined that the statement concerning “having operating hours convenient to all customers” is better than expected; 176 customers (44.0 per cent) have opined that the statement about “having convenient periods and terms for activation recharge, accounts suspension and free call times” is better than expected; 146 customers (36.5 per cent) have opined that the statement “apologizing for incoherence caused to customers” is equal to expectation and 155 customers (38.8 per cent) have opined that the statement “having sound loyalty programme to recognize you as a frequent customer” is better than expected.

#### **Assurance:**

Assurance is the measure of knowledge of employees in mobile phone service providers’ and their ability to communicate trust and confidence to the customers (Siew-Phaik Loke, Ayankunle Adegbite Taiwo, Hanisah Mat Salim & Alan G.Downe, 2011 & Gorata Bessie Selelo & Khaufelo Raymond Lekobane, 2017). It has five aspects such as politeness, competence, courtesy, valuable communication and positive attitude (Mfanasibili Ngwenya, 2017). Table 5 found the opinion of customers towards assurance.

**Table 5: Assurance**

| S. No | Assurance  | Much better than Expected | Better than Expected         | Equal to Expectation         | Worse than Expected | Much worse than Expected | Total           |
|-------|--|---------------------------|------------------------------|------------------------------|---------------------|--------------------------|-----------------|
| 1     | Employees who have knowledge to answer customer questions  | 103<br>(25.8%)            | <b>139</b><br><b>(34.8%)</b> | 81<br>(20.3%)                | 36<br>(9.0%)        | 41<br>(10.3%)            | 400<br>(100.0%) |
| 2     | Employees who are consistently courteous   | 96<br>(24.0%)             | <b>126</b><br><b>(31.5%)</b> | 110<br>(27.5%)               | 36<br>(9.0%)        | 32<br>(8.0%)             | 400<br>(100.0%) |
| 3     | Making customer feels safe in their transactions   | 91<br>(22.8%)             | 92<br>(23.0%)                | <b>155</b><br><b>(38.8%)</b> | 61<br>(15.3%)       | 1<br>(0.3%)              | 400<br>(100.0%) |
| 4     | The behaviour of employees in instilling confidence in customers                                       | 108<br>(27.0%)            | 100<br>(25.0%)               | <b>122</b><br><b>(30.5%)</b> | 50<br>(12.5%)       | 20<br>(5.0%)             | 400<br>(100.0%) |
| 5     | Sincerity and patience in resolving customer’s complaints and problems                                 | 86<br>(21.5%)             | <b>158</b><br><b>(39.5%)</b> | 78<br>(19.5%)                | 49<br>(12.3%)       | 29<br>(7.2%)             | 400<br>(100.0%) |
| 6     | Ability to provide variety of value added services such as music, access to internet, SMS and MMS etc. | 116<br>(29.0%)            | <b>145</b><br><b>(36.3%)</b> | 90<br>(22.5%)                | 48<br>(12.0%)       | 1<br>(0.3%)              | 400<br>(100.0%) |

**Source: Computed Data**

The assurance is presented in Table 5. Out of 400 respondents, 139 customers (34.8 per cent) have opined that the statement “employees who have knowledge to answer customer questions” is better than expected; 126 customers (31.5 per cent) have opined that the statement about “employees who are consistently courteous” is better than expected; 155 customers (38.8 per cent) have opined that the statement concerning “making customer

feels safe in their transactions” is equal to expectation; 122 customers (30.5 per cent) have opined that the statement regarding “the behaviour of employees in instilling confidence in customers” is equal to expectation; 158 customers (39.5 per cent) have opined that the statement “sincerity and patience in resolving customer’s complaints and problems” is better than expected and 145 customers (36.3 per cent) have opined that the statement regarding “ability to provide variety of value added services such as music, access to internet, SMS and MMS etc” is better than expected.

#### **Level of Customer Satisfaction towards Mobile Phone Services:**

The researcher has identified 33 statements pertaining to customer satisfaction towards mobile phone services. Based on that, the researcher has gathered the opinion of customer satisfaction towards mobile phone services with the help of likert five point scaling techniques. Besides, the researcher has computed the level of customer satisfaction towards mobile phone services. The level of customer satisfaction has been determined by the score values calculated from 33 statements.

Total score value for the statements is 15 (5+4+3+2+1). Therefore, the average score value is 3 i.e (15/5). The level of customer satisfaction is measured into two categories such as satisfied and not satisfied. The customers who have scored 99 and above are coming under satisfied and that whose score is below 99 are not satisfied. The level of customer satisfaction towards mobile phone services is shown in Table 6.

**Table 6: Level of Customer Satisfaction towards Mobile Phone Services**

| S. No        | Level of Customer Satisfaction | No. of Respondents | Percentage to Total |
|--------------|--------------------------------|--------------------|---------------------|
| 1            | Satisfied                      | 380                | 95.00               |
| 2            | Not Satisfied                  | 20                 | 05.00               |
| <b>Total</b> |                                | <b>400</b>         | <b>100.00</b>       |

#### **Source: Computed Data**

Table 6 found that the level of customer satisfaction towards mobile phone services. Out of 400 customers, 380 customers (95.00 per cent) have satisfied with mobile phone services and the rest of 20 customers (05.00 per cent) have not satisfied with mobile phone services.

#### **Service Quality and Customer Satisfaction in Mobile Phone Services: A Relationship Study**

The researcher has applied multiple regression analysis to examine the relationship between service quality and customer satisfaction in mobile phone services. Multiple regression is a statistical technique to test the relationship between one dependent variable and more than two independent variables. In this research study, the customer satisfaction is dependent variable. Service quality dimensions such as tangibles, reliability, responsiveness, assurance and empathy are independent variables.

Model summary is presented in Table 7.

**Table 7: Model Summary<sup>b</sup>**

| Model  | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-------------------|----------|-------------------|----------------------------|
| 1  | .220 <sup>a</sup> | .049     | .036              | .21420                     |
| <b>a. Predictors:</b> (Constant), Assurance, Tangibles, Responsiveness, Empathy, Reliability |                   |          |                   |                            |
| <b>b. Dependent Variable:</b> Customer Satisfaction  |                   |          |                   |                            |

Table 7 displays R, R squared, adjusted R squared, and the standard error. R is the correlation between the observed and predicted values of the dependent variable. The values of R range from -1 to 1. The sign of R indicates the direction of the relationship (positive or negative). The absolute value of R indicates the strength, with larger absolute values indicating stronger relationships. From this analysis, the value for R is 0.220.

R square is degree of determination, its value is 0.049. The degree of determination shows the extent to which tangibles, reliability, responsiveness, empathy and assurance influences the customer satisfaction. Here, customer satisfaction is determined only on 4.9 per cent by tangibles, reliability, responsiveness, empathy and assurance. Table 8 represents the result of ANOVA.

**Table 8: ANOVA<sup>a</sup>**

|   | Model        | Sum of Squares | Df         | Mean Square | F     | Sig.              |
|---|--------------|----------------|------------|-------------|-------|-------------------|
| 1 | Regression   | .922           | 5          | .184        | 4.020 | .001 <sup>b</sup> |
|   | Residual     | 18.078         | 394        | .046        |       |                   |
|   | <b>Total</b> | <b>19.000</b>  | <b>399</b> |             |       |                   |

**a. Dependent Variable:** Customer Satisfaction

**b. Predictors:** (Constant), Assurance, Tangibles, Responsiveness, Empathy, Reliability

ANOVA Table 8 shows that the significant value is less than 0.01, which means dependent variable that is customer satisfaction is significantly predicted by independent variables namely tangibles, reliability, responsiveness, empathy and assurance at 99 per cent confident level. Table 9 presents the Co-efficients.

**Table 9: Co-efficients<sup>a</sup>**

| Model   |                | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|---|----------------|-----------------------------|------------|---------------------------|--------|------|
|   |                | B                           | Std. Error | Beta                      |        |      |
| 1   | (Constant)     | 1.856                       | .086       |                           | 21.626 | .000 |
|   | Tangibles      | .007                        | .006       | .066                      | 1.109  | .268 |
|   | Reliability    | .001                        | .005       | .015                      | .206   | .837 |
|   | Responsiveness | -.002                       | .004       | -.028                     | -.399  | .690 |
|   | Empathy        | .012                        | .004       | .211                      | 3.154  | .002 |
|   | Assurance      | -.012                       | .004       | -.195                     | -3.303 | .001 |
| <b>a. Dependent Variable:</b> Customer Satisfaction |                |                             |            |                           |        |      |

The regression equation can be written as follows:

$$\text{Customer Satisfaction} = 1.856 + 0.012 (\text{Empathy}) - 0.012 (\text{Assurance})$$

#### Summary of Findings of the Study:

- In tangibles service quality dimension of mobile phone network services, 189 customers (47.3 per cent) have opined that the statement “professional appearance of employees of your network” is better than expectation.
- Reliability reveals that 165 customers (41.3 per cent) have opined that the statement about “providing service as promised” is equal to expectation.
- Responsiveness found that 164 customers (41.0 per cent) have opined that the statement “employees approachable and easy to contact” is much better than expected.
- In empathy service quality dimension of mobile phone services reveals that 176 customers (44.0 per cent) have opined that the statement about “having convenient periods and terms for activation recharge, accounts suspension and free call times” is better than expected.
- Assurance dimension found that 158 customers (39.5 per cent) have opined that the statement “sincerity and patience in resolving customer’s complaints and problems” is better than expected.
- In level of customer satisfaction towards mobile phone services, the result represented that 380 customers (95.00 per cent) have satisfied with mobile phone services.
- The multiple regression result reveals that the significant value is less than 0.01, which means dependent variable that is customer satisfaction is significantly predicted by independent variables namely empathy and assurance at 99 per cent confident level.

#### SUGGESTIONS:

- In tangibles service quality dimension, the result reveals that 80 respondents (20.00 per cent) have opined that the statement “Access to Information, Sim card, and Recharge cards” is worse than expected. So, the researcher has recommended that the mobile phone service providers should provide speedy response regarding Sim and Recharge cards. Through this speedy, the customers are easily satisfied than the existing level as well as to reduce the switching over from one mobile phone service providers to others.
- 18.5 per cent of the respondents have opined that the statement “Delivery of SMS, MMS, Voice message and other services of your network” is worse than expected. So, the researcher has suggested that the mobile phone service providers should concentrate more on delivery of SMS, MMS, Voice message and other services. By providing proper delivery system, it’s created trust and confidence among the customers and encourages others to use this mobile phone network.
- The result of responsiveness service quality dimension found that 115 respondents (28.7 per cent) have opined that the statement “Employee’s ability to communicate with you” is worse than expected. Therefore, the researcher has recommended that the mobile phone service providers should communicate with employees in proper way. Employees should easily approach to the higher authority or officials in the mobile phone service



sectors. Easy approach and accessibility would help the employees to do more work without any hesitation in mobile phone network services.

- In Empathy dimension reveals that 170 respondents (42.5 per cent) have opined that the statement “having the customers’ best interest at heart” is worse than expected. So, the researcher has suggested that the mobile phone service providers should create the customers interest to use more numbers of services in their network. By providing catch advertisement, to create the interest of the customers and use services in mobile phone network.
- The result of assurance dimension of mobile phone services reveals that 155 customers (38.8 per cent) have opined that the statement “making customer feels safe in their transactions” is worse than expected. Therefore, the researcher has recommended that the mobile phone service providers should protect their customers’ transactions to avoid fraud. Using appropriate protocols system, the mobile phone service sectors to save their customers transactions in long period of time.
- The multiple regression result reveals that the customer satisfaction is not significantly predicted by independent variables namely tangibles, reliability and responsiveness dimensions. So, the researcher has recommended that mobile phone service providers should focus more on three dimensions that is tangibles, reliability and responsiveness. By concentrating these three dimensions would predict the customer satisfaction in mobile phone services. Through these dimensions, the mobile phone services would be more satisfy able one by the customers.

## CONCLUSION:

From this research study, it is concluded that the customer satisfaction is most imperative part of mobile phone service providers. Hence, it is the key responsibility of mobile phone service providers to improve customer satisfaction and quality of service which is beneficial to boost the number of new customers as well as exist customers.

## REFERENCES:

- Abdel Fattah Mahmoud Al-Azzam. (2015). The Impact of Service Quality Dimensions on Customer Satisfaction: A Field Study of Arab Bank in Irbid City, Jordan. *European Journal of Business and Management*, 7(15), 45-53.
- Abdullah Hussein Al-Hashedi & Sanad Ahmed Abkar. (2017). The Impact of Service Quality Dimensions on Customer Satisfaction in Telecom Mobile Companies in Yemen. *American Journal of Economics*, 7(4), 186-193.
- Azmat Ullah & Md.Hasebur Rahman. (2015). Existing and Expected Service Quality of Grameenphone Users in Bangladesh. *The Asian Journal of Technology Management*, 8(2), 151-159.
- Charles Makanyeza & Darlington Mumiriki. (2016). Are all customers really the same? Comparing Service Quality and Satisfaction between Residential and Business Telecommunications Customers. *Acta Commericii –Independent Research Journal in the Management Sciences*, 1-10.
- Gantasala V.Prabhakar & Padmakumar Ram. (2013). SERVQUAL and Customer Satisfaction: The Mediating Influence of Communication in the Privatized Telecom Sector. *International Journal of Academic Research in Business and Social Sciences*, 3(3), 135-151.
- Gorata Bessie Selelo & Khaufelo Raymond Lekobane. (2017). Effects of Service Quality on Customers Satisfaction on Botswana’s Mobile Telecommunications Industry. *Archives of Business Research*, 5(3), 212-228.
- Ishfaq Ahmed, Muhammad Musarrat Nawaz, Ahmad Usman, Muhammad Zeeshan Shaukat, Naveed Ahmed & Wasim-ul-Rehman. (2010). A Mediation of Customer Satisfaction Relationship between Service Quality and Repurchase Intentions for the Telecom Sector in Pakistan: A Case Study of University Students. *African Journal of Business Management*, 4(16), 3457-3462.
- Meena Suganthi, G & Shanthi, R. (2017). Customer Perception towards Service Quality in Indian Telecommunication Industry. *International Journal of Business and Management Invention*, 6(6), 44-51.
- Mfanasibili Ngwenya. (2017). Analysing Service Quality Using Customer Expectations and Perceptions in the South African Telecommunication Industry. *Proceedings of the 2017 IEEE IEEM*, 1094-1097.
- Mohammed Upal. (2008). Telecommunication Service Gap: Call Center Service Quality Perception and Satisfaction. *Communications of the IBIMA*, 3, 18-27.
- Muhammad Arslan, Maria Iftikhar & Rashid Zaman. (2014). Effect of Service Quality Dimensions on Customer Satisfaction: A Comparative Analysis of Pakistan Telecom Sector. *Research on Humanities and Social*

*Sciences*, 4(19), 79-94.

Pankaj Sharma. (2017). Service Quality and Customer Behavior Intentions in Indian Telecom Sector. *International Journal of Management and Applied Science*, 3(10), 46-49.

Rajkumar Paulrajan & Harish Rajkumar. (2011). Service Quality and Customers Preference of Cellular Mobile Service Providers. *Journal of Technology Management and Innovation*, 6(1), 38-45.

Saif Ullah Malik. (2012). Customer Satisfaction, Perceived Service Quality and Mediating Role of Perceived Value. *International Journal of Marketing Studies*, 4(1), 68-76.

Saravanan, S & Manigandan, K. (2017). Service Quality on Telecom Sector in India. *International Journal for Scientific Research and Development*, 5(01), 477-480.

Seyed Yaghoub Hosseini, Manijeh Bahreini Zadeh & Alireza Ziaei Bideh. (2013). Providing a Multidimensional Measurement Model for Assessing Mobile Telecommunication Service Quality (MS-Qual). *Iranian Journal of Management Studies*, 6(2), 07-29.

Sidra Ansar & Samreen Lodhi. (2015). The Impact of Service Quality on Customer Satisfaction in Telecom Sector of Pakistan. An Empirical Study of Pakistan. *International Journal of Scientific and Engineering Research*, 6(10), 1639-1645.

Siew-Phaik Loke, Ayankunle Adegbite Taiwo, Hanisah Mat Salim & Alan G.Downe. (2011). Service Quality and Customer Satisfaction in a Telecommunication Service Provider. *International Conference on Financial Management and Economics, IPEDR*, 11, 24-29.

Victoria Mojisola Osho & Philips Olatunde Ogunode. (2016). Impact of Service Quality on Customer Satisfaction in the Telecommunication Industry. *Academic Discourse: An International Journal*, 9(1), 108-119.

Vijay Kumar, Nagaraju.Kolla and Adinarayana. Service Quality Gaps in Cellular Telecommunication Service Providers (A Study with Reference to – Andhra Pradesh). *IOSR Journal of Economics and Finance*, 01-08

----