

**THE EFFECTIVENESS OF SWITCHING BARRIER ON
CUSTOMER LOYALTY MEDIATED WITH CUSTOMER
SATISFACTION AMONG SERVICE PROVIDERS OF
TELECOMMUNICATION INDUSTRY IN BATTICALOA DISTRICT**



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REGISTRATION NO: EU/IS/2017/MS/042

INDEX NO:MS 2002

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfilment of the requirement for the Degree of Bachelor of Business Administration (BBA)

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2023

ABSTRACT

The mobile telecommunications service providers face technical difficulties when trying to increase customer loyalty and grow their market share. thus, Service providers should be considering the factors effecting customer loyalty in order to develop strong relationships. The purpose of this study is to determine whether switching barrier have effect on customer loyalty in the context of customer satisfaction among telecommunications service providers. The objective of this study is to identify the level, relationship, and effects of switching barrier on customer satisfaction and customer loyalty. The study also looks at customer satisfaction is a mediating function. This study was based on the customer's perceptions and their experiences with mobile telecommunications service in Batticaloa District. Data were collected from the sample 400 customers, and stratified random sampling method was used to collect the data. The data analyzed through the descriptive statistics, correlation, and regression analysis.

The findings show that switching barrier has a significantly effect on customer loyalty and customer satisfaction. The same way that customer satisfaction has an effect on customer loyalty. Additionally, switching barriers have major effect on customer satisfaction and customer loyalty in the context of mobile telecommunication industry. The Sri Lankan telecommunications industry is growing quickly and there is intense rivalry among service providers. With regard to how to maintain long-term relationships between service providers and their customers through the techniques of switching barrier, this research has the potential to benefit all telecommunication service providers.

Keywords: Switching Barrier, Customer Satisfaction, Customer Loyalty

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