

**A COMPARATIVE STUDY OF THE SERVICE QUALITY OF  
MOBILE COMMUNICATION SERVICE IN MATARA.  
A STUDY BETWEEN MOBILTEL AND DIALOG GSM.**

**1092**

**M.G. ANUSHA SAJEEWANIE**



Project Report  
Library - EUSL

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

**2009**

The research was measuring "A Comparative study of the service quality of mobile communication service in matara. A study between Mobitel and Dialog GSM mobile communication service refers to communication in which company provide best communication service direct to customers, rather than other organization. Services include short message, package, internet broad band, 3G service. The mobile communication service in Sri Lanka has been expanded and strengthened powerful in the last years.

This study was conducted to identify whether there is any service quality gap between Mobitel and Dialog GSM Therefore base on that find out the differences in the five variables between. Mobitel and Dialog GSM the variables include in this study were Reliability innovativeness simplicity productivity survivability. To measure these variables data collected from a sample of fifty customers from the Bank of Ceylon and super rubber company. Using systematic random sampling techniques. The collected data were analyzed using the univariate method. The data collected were presented in the form of tables and pie charts. The data were gathered analysis using Microsoft Excel.2003

The findings show that, most of the respondents were stated dialog GSM is providing satisfied level of mobile communication service while Mobitel Company is providing moderate level of mobile communication in matara district. And Dialog GSM Company is providing higher satisfied level of mobile communication in matara district.

<b>CONTENTS</b>	<b>Page No</b>
<b>Acknowledgement</b>	<b>I</b>
<b>Abstract</b>	<b>ii</b>
<b>Contents</b>	<b>iii</b>
<b>List of table</b>	<b>viii</b>
<b>List of figure</b>	<b>ix</b>
<b>01.Introduction</b>	<b>1-5</b>
1.1. Background of the study	01
1.2. Problem statement	02
1.3 Research question	02
1.4. Objectives of the study	03
1.5. Significance of the study	03
1.6. Scope of the study	04
1.7 Summary	05
<b>02.Literature review</b>	<b>6-27</b>
2.1. Introduction	06
2.2.Review of literature	06
2.2.1 Service & care	07
2.2.2 Convenient access	07
2.2.3 Swift resolution of complaints	07
2.2.4 Privacy	08
2.3. use of advanced technology to provide multiplicity of choice	08

2.4 Awards achieved	10
2.4.1 Customer management awards 2007	10
2.4.2 Customer relationship excellence awards	10
2.4.3 Dialog telecom contact centers	11
2.4.4 Dialog telecom service centers	11
2.4.5 National business excellence awards 2005	11
2.4.6 GSM world award for year 2004	11
2.4.7 National business excellence awards 2004	11
2.4.8 GSM world award for year 2003	12
2.4.9 GSM world award for year 2002	12
2.4.10 International Asia pacific quality award 2007	12
2.5 Carriers	13
2.5.1 Welcome to the future	14
2.5.2 Brand strength rating	14
2.6 Characteristics of services	15
2.6.1 Service intangibility	15
2.6.2 Service inseparability	15
2.6.3 Service perish ability	16
2.6.4 Service variability	16
2.7 The future today	17
2.7.1 Back to the future	17
2.7.2 Leading the future	18
2.7.3 Service of the future	19
2.7.4 Transforming the future	20
2.7.5 New revenue growth	21
2.8 How customers evaluate service quality	23
2.9 Summary	27

<b>03. Conceptualization &amp; Operationalization</b>	<b>28-36</b>
3.1. Introduction	28
3.2. Conceptualization of	28
3.3. Conceptual frame work	29
3.3.1 Reliability	29
3.3.2 Innovativeness	29
3.3.3 Simplicity	30
3.3.4 Productivity	30
3.3.5 Survivability	30
3.4 Dimensions	31
3.4.1 Quick service	31
3.4.2 Reliable service	31
3.4.3 Accurate service	31
3.4.4 Attractive service	31
3.4.5 Innovative features	31
3.4.6 Matching to the customer requirement	32
3.4.7 Simplicity	32
3.4.8 Speedable	32
3.4.9 Reasonable	32
3.4.10 Understandable	33
3.4.11 Efficiency	33
3.4.12 Effectiveness	33
3.4.13 Confidential	33
3.4.14 comparable	33
3.5. Operationalization	34
3.6. Summary	36

<b>04. Methodology</b>	<b>37-40</b>
4.1. Introduction	37
4.2 Population & sample selection	37
4.2.1 Study setting, design method of survey	37
4.2.2 Study design	37
4.3. Sampling	38
4.4. Data collection	38
4.5. The method of measurement	39
4.6. Method of data analysis & evaluation	39
4.7. Hypothesis Testing	40
4.8. Summary	40
<b>05. Data presentation &amp; analysis</b>	<b>41-64</b>
5.1. Introduction	41
5.2. Analysis of reliability validity of the instrument	41
5.3. Personal information	41
5.3.1 Age distribution & family	41
5.3.2 Gender distribution & family	42
5.3.3 Marital status	43
5.3.4 Education level (Organizational)	44
5.3.5: Occupation	45
5.3.6 Salary Scale (Economic)	46
5.3.7 Experience (Organizational)	47
5.4. Research information	48
5.4.1 Reliability	49
5.4.2 Innovativeness	51
5.4.3 Simplicity	53
5.4.4 Productivity	56
5.4.5 Survivability	58
5.5. Overall view of service quality of mobile communication	60
5.6 Hypothesis testing	63
5.7 Summary	64

<b>06. Discussion</b>	<b>65-68</b>
6.1. Introduction	65
6.2. Discussion on the research variable	65
6.2.1 Reliability	65
6.2.1.1 Quick, reliable, accurate, attractive services	65
6.2.2 Innovativeness	66
6.2.2.1 Innovative features	66
6.2.3 Simplicity	66
6.2.3.1 Simplicity, Speedable, reasonable, understandable	66
6.2.4 Productivity	67
6.2.4.1 Efficiency, effectiveness, confidential	67
6.2.5 Survivability	67
6.2.5.1 Durability, persistence, comparable	67
6.3. Summary	68
<b>07. Conclusion &amp; Recommendation on the research variable</b>	<b>69-71</b>
Introduction	69
7.1 Conclusions & recommendations on research variable	69
7.2 Limitation of the study & the suggestion to future studies	70
7.3 Implication of the study	71
<b>Appendices</b>	
Appendix 1. Questionnaire use for the study	72
Appendix 2. Out put of the analysis	76
Appendix 3. Index of statistical of definition	78
References	79