A COMPARATIVE STUDY ON CUSTOMER SATISFACTION OF MOBILE PHONE COMMUNICATION SERVICES OF DIALOG GSM AND AIRTEL COMPANY IN AMPARA DISTRICT

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2011

ABSTRACT

While customer satisfaction in regards to physical goods and some services have been studied to a great extent in marketing and information systems research, there is little research on these factors with respect to mobile telecommunications services. Furthermore, there is no standard measure for satisfaction with these services.

Recent years the mobile phone usage is increasing in Sri Lanka, and this becomes as an essential service to the people in all the sectors. Dialog and Airtel companies are the two leading mobile phone network operators in Sri Lanka. They play a vital role in the mobile phone service industry in the country. Therefore, I have started to do a research study on title "a comparative study on customer satisfaction of Mobile phone Communication services of Dialog GSM and Airtel Company special reference to Akkaraipattu Division of Ampara District.

The objective of this study was to determine the level of customer satisfaction of the mobile services of the service providers and examine about the customer relationship management. For this study, the conceptualization framework consists of Five Variable as Product, Price, Place, Promotion, and Customer relationship management.

Primary and Secondary data were used this research. The primary data were collected from the Administrated Closed-ended questionnaire. Totally 200 respondents were randomly selected that was 100 customers from each company as a sample in Akkaraipattu Division, and the Questionnaires were issued to them to collect the data. The collected data were analyzed using the univariate analysis and used SPSS package. The data collected were presented in the form of tables and bar charts.

The overall research finding indicate that the customers were marginally satisfied with the services of Dialog GSM and Airtel company. The customer satisfaction was greater regarding the Product and customer relationship management of these two companies. But most of the customers dissatisfied with the call rates of Dialog Company at the same time most of the Airtel customers were dissatisfied with availability of services and net work coverage of the Company.

Hence, several ways have been suggested as recommendations at the end of the research to further development of their services.

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