

Perceived Relative Service Quality of Mobile Communication Operators in Kurunegala District



By

SUBASINGHE NISHSHANKA NIROSHAN MIHIRANGA DIAS

REG NO: EU/IS/2012/COM 27

INDEX NO: COM 1527



Project Report
Library - EUSL

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka as a partial fulfillment of the requirement for the Degree of Bachelor of Commerce Honours (B.Com Hons)

DEPARTMENT OF COMMERCE

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2018

PROCESSED
Main Library, EUSL

ABSTRACT

Despite the maturity of the mobile market in most developed countries, there is untapped market opportunity reported in the Asian continent in specially countries like Sri Lanka with growing percentage of mobile communication rate, in particular. However, a remarkable diffusion of mobile services has outperformed the expectations from experts. From a marginal industry in the shadow of other telecommunication solutions, it has become a leading sector providing commoditized services inside the country.

Based on the study of Rakshit Negi (2009); and aligning with SERVQUAL model, As per the MODIFIED SERVQUAL model, the researcher has included attitudinal outcomes Tangibles (T), Reliability (RL), Responsiveness (RS), Assurance (A), Empathy (E), Network aspects (N) and Convenience (C) to draw a clear and complete picture of perceived relative service quality of mobile communication operators existing in Kurunegala district of Sri Lanka. An empirical survey using a self-administered questionnaire has been carried out to achieve the objective. Two hundred usable questionnaires have been collected from mobile service users in Kurunegala district.

When go through the results, it has indicated that all the levels of quality dimensions are at higher level. There were a statistically significant difference could be found for responsiveness across age group of mobile service user's age between 31-45 and age above 45. And also, there is a difference of empathy across gender of mobile service users. Mean value of male respondents are lower than female respondents. The seven service qualities of mobile communication operators differ across different mobile communication operators in Kurunegala district. Tangibility of service qualities of mobile communication operators differ across Mobitel, Dialog and Hutch. Empathy of service qualities of mobile communication operators differ across Etisalat, Hutch and Mobitel. Network aspects of service qualities of mobile communication operators differ across Mobitel, Dialog and Hutch. Finally, Convenience of service qualities of mobile communication operators differ across Mobitel and Dialog.

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
ABSTRACT.....	ii
ABBREVIATIONS	iii
TABLE OF CONTENT	iv
LIST OF TABLES	x
LIST OF FIGURES	xii
CHAPTER ONE INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Objectives of the Study	4
1.5 Significance of the Study	5
1.6 Scope of the Study.....	6
1.7 Conclusion.....	6
CHAPTER TWO LITERATURE REVIEW	
2.1 Introduction	7
2.2 Mobile Services.....	7
2.3 E-Commerce.....	8
2.4 M-Commerce	10

2.5	From E-Commerce to M-Commerce	13
2.6	Scope of M-Commerce Applications	14
2.7	Consumers' Perceived Value in the Mobile Services Operations.....	14
2.8	Consumers' Perceived Quality of Mobile Services	15
2.9	Quality Dimensions in Mobile Service Quality	17
2.10	SERVQUAL Model	17
2.11	Summary	21
 CHAPTER THREE CONCEPTUALIZATION AND OPERATIONALIZATION		
3.1	Introduction	22
3.2	Conceptualization.....	22
3.3	Perceived Relative Service Quality.....	23
3.3.1	Tangibles.....	24
3.3.2	Reliability.....	24
3.3.3	Responsiveness	25
3.3.4	Assurance.....	25
3.3.5	Empathy	25
3.3.6	Network Aspects.....	26
3.3.7	Convenience.....	26
3.4	Operationalization of Variables	27
3.5	Summary	29

CHAPTER FOUR METHODOLOGY

4.1	Introduction	30
4.2	Research Design	30
4.2.1	Study Design	30
4.2.2	Sampling Plan	31
4.2.2.1	Study Population	31
4.2.2.2	Sample	32
4.2.2.3	Sample Technique and Sampling Framework	32
4.2.3	Collection of Data	33
4.3	Method of Measurements	34
4.3.1	Method of Measuring the General and Personal Information	34
4.3.2	Method of Measuring Perceived Relative Service Quality of Mobile Communication Operators	34
4.4	Data Presentation	35
4.4.1	Data Presentation for General and Personal Information	35
4.4.2	Data Presentation for Perceived Relative Service Quality of Mobile Communication Operators	35
4.5	Data Analysis and Evaluation	35
4.5.1	Statistical Tools	36
4.5.2	Reliability Test	36
4.5.3	Univariate Analysis and Evaluation	37
4.5.4	Independent Sample T Test	37
4.5.5	Analysis of Variance (ANOVA Test)	37
4.6	Summary	38

CHAPTER FIVE DATA PRESENTATION AND ANALYSIS

5.1	Introduction	39
5.2	Analysis of Reliability for the Instrument.....	39
5.3	Data Presentation for Personal Information	40
5.3.1	Gender.....	40
5.3.2	Age.....	40
5.3.3	Education Level	41
5.3.4	Details of the Mobile Service Provider.....	41
5.3.5	Time Duration of Service Usage.....	42
5.4	Data Presentation for the Research Variables	42
5.4.1	Frequency Distribution for Perceived Relative Service Quality of Mobile Communication Operators.....	42
5.5	Univariate Analysis	48
5.5.1	Mean and Standard Deviation of Perceived Relative Service Quality of Mobile Communication Operators	48
5.6	Independent Sample T Test and One Way ANOVA	51
5.6.1	Tangibility of Service Quality of Mobile Communication Operators varying among the demographic characteristics of mobile service users	51
5.6.2	Reliability of Service Quality of Mobile Communication Operators varying among the demographic characteristics of mobile service users	52
5.6.3	Responsiveness of Service Quality of Mobile Communication Operators varying among the demographic characteristics of mobile service users.	53

5.6.4	Assurance of Service Quality of Mobile Communication Operators varying among the demographic characteristics of mobile service users	54
5.6.5	Empathy of Service Quality of Mobile Communication Operators varying among the demographic characteristics of mobile service users.	55
5.6.6	Network Aspects of Service Quality of Mobile Communication Operators varying among the demographic characteristics of mobile service users	56
5.6.7	Convenience of Service Quality of Mobile Communication Operators varying among the demographic characteristics of mobile service users	57
5.6.8	Service Quality of Mobile Communication Operators varying among different mobile communication operators.....	58
5.7	Conclusion.....	64
 CHAPTER SIX DISCUSSION		
6.1	Introduction	65
6.2	Discussion of Research Information	65
6.2.1	To Explore the Degree of Perceived Relative Service Quality of Mobile Communication Operators in Kurunegala District.	65
6.2.1.1	Level of Tangibles	65
6.2.1.2	Level of Reliability	66
6.2.1.3	Level of Responsiveness.....	67
6.2.1.4	Level of Assurance	67
6.2.1.5	Level of Empathy.....	68
6.2.1.6	Level of Network Aspect	69
6.2.1.7	Level of Convenience	69
6.2.2	Perceived Relative Service Quality of Mobile Communication Operators vary among Different Mobile Communication Operators	70
6.2.3	Perceived Relative Service Quality of Mobile Communication Operators vary with Demographic Factors of Mobile Service Users	70