

**THE EFFECTIVENESS OF RELATIONAL BONDS AND SWITCHING
BARRIER ON CUSTOMER LOYALTY TYPES WITH REGARDS TO
CUSTOMER SATISFACTION IN TELECOMMUNICATION INDUSTRY
IN BATTICALOA**

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Abstract

The mobile telecommunications service providers face the situation that to meet the customer loyalty, in order to increase the market share. Therefore, service providers should be conscious of the factors affecting customer loyalty in building strong relationships. This study aims to investigate the effectiveness of relational bonds and switching barrier on customer loyalty types with regards to customer satisfaction in mobile telecommunication service providers. The objective of this study is to identify the level, relationship and impact of relational bond and switching barrier on customer satisfaction and loyalty. Further, examine whether the impact of relational bond and switching barrier differs depending on the types of loyalty. Finally, examines the mediating role of satisfaction. This study was based on the customer's perspectives and their experiences with mobile telecommunications service in Batticaloa. Data were obtained from the sample 200 customers, and stratified random sampling was used. The descriptive statistics, correlation, one way-analysis of variance and regression analysis were used to analyze the data.

The results were as follows: First, relational bond and switching barrier were significantly positively impacted on loyalty and satisfaction, satisfaction significantly positively impacted on loyalty, the impact of relational bond and switching barrier vary depending on the types of loyalty and finally relational bond and switching barrier impact on customer loyalty significantly through customer satisfaction. The study contributes to existing theoretical and practical knowledge by providing evidence about the relationships between relational bonds and switching barrier on customer loyalty, and between customer satisfaction. The telecommunication service providers, in Sri Lanka, it is growing rapidly with high competition between the service providers. Hence, this research has the potential to contribute to the overall telecommunication service providers in terms of how to maintain long-term relationships between the service providers and their customers.

Key words: Relational bonds, switching barrier, satisfaction, loyalty

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