



**A COMPARATIVE STUDY ON IMPACT OF SERVICE
QUALITY ON SATISFACTION OF MOBILE PHONE USERS IN
ANURADHPURA**

HETTI PATHIRANALAGE NISHANTHA PATHIRANA

1788



PC017768



Project Report
Library - EUSL

ABSTRACT

Telecommunication sector plays vital role in modern society, enabling reliable and fast communication. Service providers in this sector try to attract customers, providing advanced technological facilities in addition to their basic services. Even though service providers promote their services, due to the limitation of services, cost of telecommunication infrastructure satisfying all types of customers are challenging task. Understanding the factors and customers' evaluation of services provides is important for deciding on better decision making. This research conducted in Sri Lanka which shows substantial growth in the mobile telecommunication industry. In this context, the research was carried out to identify the extent of the impact of service quality on satisfaction of mobile phone users, relationship between service quality and satisfaction of mobile phone users, extent of the service quality and satisfaction of mobile phone users, identify the effecting dimension of service quality on user satisfaction of mobile users in Anuradhapura District. All the objectives carried out in a comparative manner.

The study was carried out with six dimensions as network quality, pricing structure, value added service, customer service, billing system, and to measure the service quality of mobile phone communication service and two dimensions to measure the user satisfaction as satisfaction and intention. The population of the study consists with mobile phone communication service users in Anuradhapura District. Data were collected using questionnaire within the 195 sample. The Pearson's Correlation analysis was used to identify the relationship between services quality and user satisfaction. Simple regression analysis was used to find out functional relationship between service quality and user satisfaction variable and multiple regressions were used to identify the factors of service quality that affect the user satisfaction. Oneway ANOVA was used to measure the significant differences between demographic groups regarding the satisfaction levels. Further, mean and standard deviation were calculated to measure the level of quality and user satisfaction.

The study findings showed that service quality and user satisfaction is higher level in mobile phone communication service industry in Anuradhapura district. As well as, service quality and satisfaction of mobile phone users of all service providers is high level. Service quality has high-positive correlation with user satisfaction. Results

indicate that service quality of Etisalat, Airtel, and Hutch companies having high positive relationship and Dialog has moderate positive correlation with user satisfaction. The study findings showed that services quality dimensions significantly effect on user satisfaction in industry as well as all the companies except Mobitel.

Mobile phone customers rated pricing structure, and network quality, dimensions of services quality having the greatest impact on their satisfaction levels and value added service having negative significant impact in mobile phone communication service industry in Anuradhapura. Research analysis show that pricing structure, value added service, billing system and convenience had a significant impact in Mobitel Company. Only the billing system had significant influence of user satisfaction of Dialog customers. In the Etisalat Company, network quality, and pricing structure had a significant impact. Analysis shows that network quality, pricing structure, and customer service had a significant impact in Airtel Company. The analysis of the research data showed that network quality, pricing structure, value added service, convenience having significant effects on user satisfaction in Hutch Company.

There are no significant differences in level of perceptions regarding the service quality by demographic factors in industry in Anuradhapura. Performances regarding the service quality dimensions (customer service and convenience) of industry are slightly varying and also, billing system vary with gender of the respondent. Customer service and convenience vary with gender of the respondent of Mobitel Company. Billing system and satisfaction level are varying with gender of the respondents in Dialog. Billing system varies with gender of the respondent of Etisalat Company. Network quality, customer service and convenience vary with income level of the respondent of Airtel Company. Customer intention about Hutch and overall user satisfaction vary with education level of the respondent of Hutch Company.

TABLE OF CONTENT

1. Chapter One

1.1 Background of the Study	01
1.2 Problem Statement	03
1.3 Research Question	03
1.4 Objective of the Research	04
1.5 Scope of the Study	04
1.6 Significance of the Study	05
1.7 Assumption	05
1.8 Summary	06

2. Chapter Two

2.1 Defining Customer	07
2.2 Customer Satisfaction	07
2.3 Consequence Customer Satisfaction	08
2.4 Definition of Quality	09
2.5 Definition of Service	09
2.6 Definition of Service Quality	10
2.7 The Impact of Quality	12
2.8 Service Quality Models	12
2.8.1 Gronroos's Service Quality Model	12
2.8.2 The Gap Model of Service Quality	13
2.9 Service Quality in Mobile Telecommunication Industry	14
2.10 Service Quality and Customer Satisfaction on Mobile Users	16
2.11 Dimension of Service Quality on Mobile Communication Industry	17
2.11.1 Network Quality	18
2.11.2 Value Added Service	18
2.11.3 Customer Service	18
2.11.4 Pricing Structure	19
2.11.5 Billing System	19
2.11.6 Convenience	20
2.12 The Benefits of Measuring Service Quality and Customer Satisfaction	20
2.13 Summary of Previous Studies Done in Mobile Communication Service	22
2.14 Organization Introduction	26

2.14.1 Dialog GSM	26
2.14.2 Airtel.....	27
2.14.3 Mobitel	28
2.14.4 Etisalat.....	29
2.14.5 Hutch.....	29
2.6 Chapter Summary	30
3. Chapter Three	
3.1 Introduction	31
3.2 Conceptualization.....	31
3.2.1 Service Quality	33
3.2.2 Network quality.....	33
3.2.3 Value-Added Services.....	33
3.2.4 Customer Service	34
3.2.5 Pricing Structure.....	34
3.2.6 Billing System.....	35
3.2.7 Convenience.....	35
3.2.8 Customer Satisfaction.....	36
3.2.9 Intention.....	36
3.3 Operationalization	36
3.5 Summary	38
4. Chapter 04	
4.1 Introduction	39
4.2 Study Setting, Study Design and Method of Survey.....	39
4.3 Variables of the Study	40
4.4 Sampling.....	40
4.4.1 Study Population	40
4.4.2 Sampling Technique	40
4.4.3 Sample	40
4.5 Data Collection Instrument.....	41
4.5.1 Primary Data Collection.....	41
4.5.2 Secondary Data	41
4.6 Questionnaire Administration	41
4.7 Data Presentation.....	42

4.7.1 Data Presentation for Personal Factors	42
4.7.2 Data Presentation for Service Quality and Customer Satisfaction.....	42
4.8 Method of Data Analysis	42
4.8.1 Univariate Analysis	42
4.8.1.1 Mean.....	43
4.8.1.2 Standard Deviation	43
4.8.2 Bivariate Analysis	43
4.8.2.1 Regression Analysis	43
4.8.2.2 Simple Regression Analysis.....	43
4.8.2.3 Multiple Regression Analysis	43
4.8.2.4 Correlation Analysis.....	44
4.8.3 ANOVA Test and Independent Sample T- Test	44
4.8.4 Cross Tabulation Analysis.....	45
4.9 Methods of Data Evaluation.....	45
4.10 Summary	46
5. Chapter Five	
5.1 Introduction	47
5.2 Reliability	47
5.3 Data Presentation.....	48
5.3.1 Frequency Distribution Analysis of Respondents by Their Personal Characteristics	48
5.3.1.1 Gender of the Respondents	48
5.3.1.2 Age Level	49
5.3.1.3 Education Level	50
5.3.1.4 Income Level	52
5.3.2 Data Presentation for the Research Variables	53
5.3.2.1 Frequencies Distribution of Service Quality	53
5.3.2.2 Frequencies Distribution of Customer Satisfaction	56
5.4 Univariate Analysis	57
5.4.1 Analysis to Assess the Level of Service Quality and Customer Satisfaction	57
5.4.1.1 Analysis of Service Quality Dimensions.....	57

5.4.1.1.1 Mean and Standard Deviation of Question Related to Service Quality.....	58
5.4.1.2 Analysis of Customer Satisfaction Dimensions.....	60
5.4.1.2.1 Mean and Standard Deviation of Question Related to Customer Satisfaction.....	61
5.4.1.3 Level of Service Quality and Customer Satisfaction.....	62
5.4.2 Assessing the Level of Service Quality and Customer Satisfaction on Company Wise.....	62
5.4.2.1 Service Quality Level of Companies.....	62
5.4.2.1.1 Analysis of Mean and Standard Deviation of Service Quality Dimensions on Company Wise.....	63
5.4.2.2 Customer Satisfaction Level of Companies.....	65
5.4.2.2.1 Analysis of Mean and Standard Deviation of Customer Satisfaction Dimensions on Company Wise.....	66
5.5 Bivariate Analysis.....	67
5.5.1 Analysis to Examine the Relationship between Service Quality Dimensions and Customer Satisfaction on Mobile Phone Communication Industry.....	67
5.5.1.1 Relationship between Service Quality and Customer Satisfaction.....	67
5.5.1.2 Relationship between Service Quality Dimensions and Customer Satisfaction.....	67
5.5.2 Analysis to Examine the Relationship between Service Quality Dimensions and Customer Satisfaction on Company Wise.....	69
5.5.2.1 Relationship between Service Quality and Customer Satisfaction.....	69
5.5.2.2 Relationship between Service Quality Dimensions and Customer.....	70
5.5.3 Analysis to Find Out the Impact of Service Quality on Customer Satisfaction.....	72
5.5.3.1 Simple Regression for Mobile Phone Communication Industry.....	72
5.5.3.2 Simple Regression for Company Wise.....	72
5.5.4 Analysis to Identify the Factors of Service Quality That Affect the Customer Satisfaction.....	74
5.5.4.1 Multiple Regressions for Mobile Phone Communication Industry.....	75
5.5.4.2 Multiple Regressions for Company Wise.....	76

5.6 Analysis to Examine Whether Service Quality and Customer Satisfaction Varies Across the Mobile Communication Industry.....	81
5.7 Analysis to Examine Whether Service Quality and Customer Satisfaction Varies With the Demographic Factors of the Customers.....	82
5.7.1 ANOVA Test and Independent Sample T-Test on Mobile Phone Communication Sector in Anuradhapura District.....	82
5.7.2 ANOVA Test and Independent Sample T-Test on Company Wise.....	83
5.8 Cross Tabulation Analysis.....	86
5.8.1 Cross Tabulation Analysis For On Mobile Phone Communication Sector in Anuradhapura District.....	86
5.8.2 Cross Tabulation Analysis for Each Company.....	88
5.9. Summary.....	98
6. Chapter Six.....	
6.1 Introduction.....	99
6.2 Discussion on the Demographic Characteristic of the Mobile User in Anuradhapura District.....	99
6.2.1 Gender Distribution of Respondents.....	99
6.2.2 Age Level.....	99
6.2.3 Education Level.....	100
6.2.4 Income Level.....	100
6.3 Level of Service Quality of the Mobile Communication Service in Anuradhapura District.....	100
6.4 Level of Customer Satisfaction of the Mobile Communication Service in Anuradhapura District.....	101
6.5 Relationship between Service Quality and Customer Satisfaction in Anuradhapura District.....	102
6.5.1 Relationship between Service Quality and Customer Satisfaction on Mobile Phone Communication Service Industry in Anuradhapura District.....	102
6.5.2 Relationship between Service Quality and Customer Satisfaction on Company Wise.....	102
6.6 Impact of Service Quality on Customer Satisfaction in Anuradhapura District.....	103

6.7 Factors of Service Quality That Affect the Customer Satisfaction in Anuradhapura District	104
6.7.1 Factors of Service Quality That Affect the Customer Satisfaction on Mobile Phone Communication Service Industry	104
6.7.2 Factors of Service Quality That Affect the Customer Satisfaction on Company Wise	105
6.8 Variation of Service Quality with Service Provider As Well As Demographic Factors of Customer	106
6.9 Variation of Customer Satisfaction with Service Provider As Well As Demographic Factors of Customers	107
6.10 Summary	108
7. Chapter Seven	
7.1 Introduction	109
7.2 Conclusions	109
7.3 Recommendation	110
7.4 Limitations of the Study and Suggestions for Future Studies	111
7.5 Implication of the Study	112
7.6 Summary	112