

**A COMPARATIVE STUDY OF SERVICE QUALITY OF  
MOBILE COMMUNICATION SERVICES IN  
MANMUNAI NORTH DS DIVISION IN BATTICALOA  
DISTRICT: MOBITEL VS DIALOG GSM**



**Ms. SATHIYAPAMA SIVALINGAM**

**973**



Project Report  
Library - EUSL

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

## Abstract

Today's communications service providers are locked in battle to win the loyalty of an increasingly demanding set of enterprise consumer and customers. They want to receive high-quality services wherever and whenever they connect. And they want these services at a competitive price. Nowadays like developing country like Sri Lanka interested in developing mobile network communication all over the country. To provide a wide range of services to whole country recently number of mobile industries has been grown. Thus the eastern province too got the telecommunication technologies. It made attention on usage of mobile network communication services. Quality in service is not tangible. It is not measurable. It is perception of experience. It is how the customer reacts or responds to what the service provider has done for him. Batticaloa is consisting large number of consumers than the other places. So to explore on the service quality of mobile communication service of Mobitel Vs Dialog GSM in Manmunai North DS Division in Batticaloa and identify how accessibility, Coverage and audio quality affects on service quality of mobile communication. These were used to measure the service quality of Dialog and Mobitel mobile communications. These measures are put into the conceptual frame work to expose the study simply. This study conducted on representative samples of a population in Manmunai North DS division in Batticaloa district. Two hundred questionnaires were issued to the customers in Batticaloa district on a particular day in a convenience sample method. Data was collected based on primary data as well as source of secondary data. From the survey, it was observed that the Dialog providers' customers are satisfied with the accessibility and audio quality But coverage marginally satisfied with their service provider. Because they have been getting higher service quality from Dialog. The Mobitel service providers' consumers are moderately satisfied with the accessibility, coverage and audio quality. To overcome this situation some recommendations are mentioned to satisfy the customers of the both service provider. The service provider should concern about the North- East province people's needs and should establish the service centre of them not as agents. By this only they can better to serve customers.

# List of Contents

	Page no
Chapter One	
Introduction	1-11
1.1 Background of the study	1-3
1.2 Research problem	4-5
1.3 Research Questions	6
1.4 Objective of the study	6
1.5 Significance of the study	7-8
1.6 Scope of the study	9-10
1.7 Limitations	11
1.8 Assumptions	11
Chapter Two	12-28
Literature Review	
2.1 Introduction	12-13
2.2 Service quality	13-14
2.2.1 Customer satisfaction	15-17
2.2.2 Application of service quality	17-18
2.2.3 Service quality gap	18-19
2.2.4 Service quality dimension	19-22
2.2.5 Service quality and telecommunication	22-24
2.2.6 Service quality Vs Mobile communication	24-25
2.2.6.1 Accessibility	25-26
2.2.6.2 Coverage	26-27
2.2.6.3 Audio quality	28
2.3 Summary	28
Chapter Three	29-36
Conceptualization and Operationalization	
3.1 Introduction	29
3.2 Conceptual framework	30
3.2.1 Accessibility	31-32
3.2.2 Coverage	32-33
3.2.3 Audio quality	33-34
3.3 Operationalization	35-36
3.4 Summary	36

Chapter Four	37-44
Methodology	
4.1 Introduction	37-44
4.2 Study setting, Design and method of survey	37
4.3 Sampling	37-38
4.4 Data Collection	38-39
4.4.1 Types of data	39-40
4.5 Method of measurement	40
4.5.1 Questionnaire	40-41
4.5.2 Questionnaire administration	42
4.5.3 Interview	43
4.6 Type of analysis, evaluation and presentation	43
4.6.1 Univariate analysis	43
4.7 Summary	44
Chapter Five	45-75
Data presentation and Analysis	
5.1 Introduction	45
5.2 Personal information	45
5.2.1 Age	45-47
5.2.2 Gender	47-48
5.2.3 Occupation	49-50
5.2.4 Income	50-52
5.2.5 Usage Period	52-54
5.3 Research information	54
5.3.1 Accessibility	55
5.3.1.1 Call accessibility	55
5.3.1.2 Call connectivity	56-57
5.3.1.3 Call blockage	58
5.3.1.4 Service availability	59-61
5.3.1.5 Overall accessibility	61-62
5.3.2 Coverage	63
5.3.2.1 Coverage assessment	63-64
5.3.2.2 Service reliability	64-66
5.3.2.3 Overall Coverage	66-67
5.3.3 Audio Quality	67
5.3.3.1 Radio and speech quality	68
5.3.3.2 Call accessibility	69-70
5.3.3.3 Call completion	70-71
5.3.3.4 Line Clarity	71-72
5.3.3.5 Overall Audio quality	72-73
5.4 Overall service quality	74
5.5 Summary	75

Chapter Six	76-84
Discussion	
6.1 Introduction	76
6.2 Personal information	76
6.2.1 Age	76-77
6.2.2 Gender	77
6.2.3 Occupation	78
6.2.4 Income	78
6.2.5 Usage Period	79
6.3 Research information	79
6.3.1 Accessibility	79-81
6.3.2 Coverage	81-82
6.3.3 Audio quality	83-84
6.4 Summary	84
Chapter Seven	85-90
Conclusion and Recommendation	
7.1 Introduction	85
7.2 Conclusion	85
7.3 Recommendation	86
7.3.1 Accessibility	86
7.3.2 Coverage	87
7.3.3 Audio quality	88
7.3.4 Others	88-89
7.4 Implication of the research	90
References	91-92
Appendices I Questionnaire in English	93-98
Appendices I Questionnaire in Tamil	99-102