



# Customer Satisfaction in Mobile Telecommunication Sector

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## Abstract

Satisfaction of customer is the most meaningful factor in the success of any telecommunication industries. The telecommunication industries in India face a problem that they do not satisfy customers with their services. The main objective of this research to identify the constructs which impact the satisfaction of the customers in the telecommunication industry. The study has identified major seven hypotheses which are used for customer satisfaction in the telecommunication industry. The current study basic aim to identify factors which are responsible for customer satisfaction. For this study 4 lakhs tweets are collected from Twitter by using popular hashtags and @ mention for telecommunication companies in India. The result indicates that there is a positives relationship between independent variables (network Quality, Service interaction Quality, and Customer Support) and dependent variables (customer satisfaction). Topic modelling and sentiment mining were done on these 4 lakhs tweets. The statistical analysis indicated that network quality, service interaction quality and customer support play a momentous factor for the satisfaction of customers in the telecommunication industry. Keywords: Telecommunication, Twitter Analytics, Social media Analytics, Customer Satisfaction, user-generated content.

Key words: customer satisfaction, telecommunication, customer loyalty.

## THE TELECOM INDUSTRY

The telecommunications industry is considered as one of the major industries across the world. It comprises of the various companies that make communication possible and facilitate infrastructure that can send data anywhere in the world. The largest companies in the telecommunications industry are wireless operators, satellite companies, cable companies and internet service providers. The telecommunications sector has evolved over the decades with the advancement of technology. For instance, the communication happened through telegraph in the nineteenth century. At that time, telecommunications required transmission of signals through wires connecting distant places and exchange of information took days. Since then, telecommunications have grown up in a big way. The modern mobile technology enables large amounts of data to be sent across the globe in seconds. Every year, new technologies develop and improve the quality as well as delivery of services. This evolution in the field of telecommunications has changed the way of living and doing businesses.

## Customer Satisfaction

Customer satisfaction is one of the core concepts that are at the crux of the marketing theory and practice (Spreng and Mackot, 1996). In today's world of intense competition, the key to sustainable competitive advantage lies in delivering high quality services that will in turn result in satisfied customers (Shemwell et.al., 1998). Therefore, there is not even an iota of doubt concerning the importance of service quality as the ultimate goal of service providers throughout the world (Sureshchandar et.al; 2002). In an era of global competition; many organizations have now shifted the paradigm of service quality to consumer's satisfaction perspective (Parasuraman et.al; 1985). Based on this paradigm, a customer will consider many factors in judging the quality of a service. (Gronroos, 1984; Parasuraman et.al., 1985, 1988). Many scholars think that just like consumers, employee satisfaction with the service features may increase retention and loyalty (Alexandris et.al; 2002), thus lead to increased organizational competitiveness (Shemwell et.al. 1998).

## Customer Loyalty

Customer loyalty has obtained serious consideration and interest in the business atmosphere. The traditional role of the marketing has been to win customers. No emphasis was on retaining customers. Many among the corporations lose their customers before or during the moment of repurchase decision, mainly due to poor service. It proves the huge number of customers who are not loyal to the company and searching for better options.

Customer loyalty highlights issues of commitment, feeling of association and involvement from a service firm (Bhattacharjee, 2005). Johnson and Gustafsson (2006) asserted that during the last two decades, several corporations moved successively from focusing and depending on quality to focusing on consumer contentment and then on consumer faithfulness as a panacea of the day. Oliver (1997) described the phases towards Customer Loyalty as Cognitive Loyalty, Affective Loyalty, and Action Loyalty. In Cognitive Loyalty phase, the information is available for consumers to encourage them to choose a brand among other brands. Affective Loyalty, the next phase, is based on the factor of affection. Loyalty is more difficult to be shifted because the loyalty that exists in the mind of consumers is not simply cognitive eye only. The last phase is the Action Loyalty. Intense, along with the motivation will lead to a situation where consumers would be prepared to act and have a desire to overcome the obstacle to act. Oliver (1997) proposed that the action phase is the final phase, where loyalty is sustained because of the commitment and inertia action. Another scholar, Griffin (2006), stated that the characteristics of loyal customer are Doing repurchase regularly, making a purchase of another product line of the same company, giving recommendation or positive reference to others, Showing the consistency of the inducement of competitors or being not easily affected by persuasive competitors.

## Literature Review:

According to Kotler et al. , "satisfaction is the feeling of a person from comparing the performance of products in the result of his /her expectation.

Oliver, Customer Satisfaction is a customer post-purchase interpretation and their perception of the overall products or their service experience. Customer satisfaction is simply the result of thing which are not going wrong and to satisfy the need and desires of the customers.

Jamal et al., Satisfaction of customers generally defines the feeling or judgement of the customers towards the services or products they have been used.

According to Parasuraman , customer satisfaction basically identifies the gap between customer perception and their prior expectation.

According to Hennig-Thurau et al., the product and services of a company are considered the most important factors for the satisfaction of customers in the success of this competitive market..

Deng [9], Satisfaction of customers is very impressive in this business world.

According to Eshghi et al., customer satisfaction can help to maintain a beneficial relationship with their customers.

According to Anderson et al., companies are likely to lose market shares if they are not satisfying their customers effectively and efficiently.

According to Patterson et al. also approved that perceived value had a positive and explicit relationship with satisfaction of customers.

### **Factors affecting customer satisfaction**

Service quality has been the subject of considerable interest by both practitioners and researchers in recent years (Henderson 2013). According to the satisfaction model customer satisfaction is influenced by service quality (Uddin, Akhter 2012). When customers get expected service quality, it leads to higher satisfaction (Hutchinson et al. 2009). Quality is a multi-dimensional phenomenon (Mosahab et al. 2010). Thus, reaching the service quality without distinguishing the important aspects of quality is impossible. In his discussion of service quality, Gronroos (2000) refers to three dimensions of output technical quality, service performance quality, and an organization's mental picture.

Parasuraman et al. (1988) identified 10 detailed determinants of service quality through focus group studies: Tangibles, reliability, responsiveness, communication, access, competence, courtesy, credibility, security, understanding/Knowledge of the customer. Later these ten dimensions were further purified and developed five dimensions-tangibles, reliability, responsiveness, assurance and empathy to measure service quality, SERVQUAL (Parasuraman et al. 1988). The SERVQUAL instrument has been the predominant method used to measure consumers' perceptions of service quality. It has five generic dimensions or factors and is stated as follows:

– Tangibles: Physical facilities, equipment and appearance of personnel. –

Reliability: Ability to perform the promised service dependably and accurately. –

Responsiveness: Willingness to help customers and provide prompt service. –

Assurance: (Including competence, courtesy, credibility and security). Knowledge and courtesy of employees and their ability to inspire trust and confidence. –

Empathy: (Including access, communication, understanding the customer). Caring and individualized attention that the firm provides to its customers (Dehghan et al. 2012).

McKenna (1991) suggests that organizations to achieve satisfied customers should forget about market reviews, advertising, and promotions instead they should emphasize appropriate infrastructure in order to provide appropriate products and services to meet customer's needs. Therefore, in order to upgrade the perceived quality, regular assessment of customers' needs, desires, tastes, and interests is recommended (Ranjbarian et al. 2012).

Several factors effect on customer satisfaction, price is one of them. Price is used as an indicator of product quality, which results in better expectations from the product and determines higher satisfaction. The research shows that price perceptions directly influence satisfaction judgments as well as indirectly through perceptions of price fairness (Herrmann et al. 2007). Price reasonability and consumer satisfaction are significantly associated with each other. The customers can switch to any other cellular service provider who offers fair prices this reveals that the consumers can be held on to for a longer duration by offering them the fair prices so; the customer satisfaction is caused by the fairness of the price (Ali et al. 2010).

The rapid changes in the technology are the challenge for the companies to satisfy the customers and to get their loyalty through innovative products. The innovation used for strategic orientation toward customer satisfaction, loyalty, and to gain market potential that increases the market share of the company. Innovativeness is described as a process of converting the invention or idea into a product that customer purchase and provides financial benefits to its providers. This idea that has to convert into an innovation into a product or service must have the quality to satisfy some specific needs of the customers and can be can be implemented at an economic cost to be converted into an innovation. Service innovativeness, or the propensity to introduce service innovations to satisfy customers and improve firm value at acceptable risk, has become a critical organizational capability (Dotzel et al. 2013).

Signal quality and network coverage have always been essential criteria for selecting MTS providers. During the previous years, where technology had not advanced so much in this area, company networks were limited only to certain locations. Today the signal quality has been improved and the company networks have grown to a great extent. Surveys have shown that both signal quality and network coverage affect positively consumer's satisfaction and the image of the company (Woo, Fock 1999).

The strategic importance of managing customers' complaints was examined for the first time by Fornell, Westbrook in 1984. They showed that by encouraging the expression of customer complaints today, a company might be able to decrease future complaints. It is very important for any customer to know where he can address his complaints which will be given the proper consideration (Vranakis et al. 2012).

Currently mobile service provider's concern for providing value added service for promoting customer satisfaction; includes SMS, MMS, voice call service, SMS alert, information service etc. This study is concern for assessment of customer satisfaction on the basis of several quality factors (see Fig. 1) like; service innovativeness, service reliability, service competitiveness, service consistency, the operator's network/signal coverage, pricing, offering, fulfillment of customer demand, value added service, brand value and operators contribution to society.

## Conclusions and recommendations:

Customer satisfaction is a parameter for measuring profitability of business; higher satisfaction leads to higher sales of merchandise and services generating higher revenues of the business. Particular factors that heighten customer satisfaction have greater concentration of marketers to care about it. In this study quality factors such as service innovativeness, service reliability, service competitiveness and service consistency have greater promises to satisfy customers in the mobile telecommunication industry in Bangladesh. Customers intension to maximize their service values through innovative services offered by mobile service providers; the degree of newness has greater impact on valuing customer satisfaction. Reliability of service perceived by one of the key factors in promoting customer satisfaction; depended on the basis of trust of promoting expected needs at a high level of confidence of customer on service providers. Competitiveness in market benefited by greater quality of service with sophisticated touch on service with low perceives cost with higher value of the customer becomes a key component of making customer satisfied. Service provider and receiver are promised in providing and obtaining services at a zero percent rate of variation; low the variability in service higher the customer satisfaction and vice versa.

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