

Quality connection: Assessing Mobile phone service providers through lens of customer satisfaction

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Abstract:

The research focused on the effects of customer satisfaction on mobile phone service providers from the perspective of customer perception and experience. Amid rising competition within Telco industry, identification of factors influencing satisfaction allows telecommunication service providers to improve satisfaction levels for recurrent customers, service loyalty and quality. Based on the literature, the study empirically defines service quality attributes as network coverage, voice call quality, internet connection speed, customer care attendance, and tariff platinum. Using both qualitative interviews and quantitative surveys in the study, the analysis of customer satisfaction is conducted based on customers' demographic characteristics and regions. The research shows that network reliability and data speed rank highest in the list of important factors that directly influence customer satisfaction; customers value reliable connections and fast internet service. As for the end users, competitive and transparent tariffs on the one hand and unreasonable pricing policies, on the other hand, have a strong impact on the positive view, while poor customer care and irregularities in services offered lead to negative attitude and customers moving to another service provider. The study underscores the need to constantly upgrade the network base, builder, and train and retrain customers' touch point service personnel and competently address the issue of tariffs. Mobile service providers are advised to adopt more customer-oriented strategies embraced with feedback mechanisms and where customer satisfaction details are used as sources of guidance. In sum, these present empirical analyses of the telecommunications sector and serve as practical guides for improving telecommunication services to appease customers' increasing shift towards digital consumption.

Keywords: mobile phone service providers, customer satisfaction, service quality, network coverage, data speed, pricing structure, customer loyalty, telecommunications industry, customer support, service improvement.

Introduction:

The two technologies of the mobile and telecommunications industries have grown at a very fast pace, changing the process of communication globally. Since mobile phones have pervaded all aspects of life, the providers of the service have recently competed for the best service to provide to the customers. With the break of new technologies and brands in the global market, people are more and more become the victims of oversupply and base their decision on the subject of mobile service on perceived values, the degree of reliability, and customer satisfaction. Consequently, customer satisfaction is not just a winning strategy but a survival strategy to retain customers for successive business sales. But the constant improvement of the network infrastructure is not matched by the ability of the service providers to meet customer needs, it ranges from coverage territory, data rates, tariffs, and customer care services. These disparities with regard to service provision and customer demands give rise to prospects as well as challenges for mobile phone service providers. Customers' feedback and satisfaction analysis are vital for knowing what affects the usage and loyalties of citizens with regards to the telecommunications firms. Mobile market growth in today's developed markets is facilitated by services marketing innovation. A clear division between mature and developing markets does not exist anymore, and even emerging MEA, Asia including China, India, and Latin American countries, go straight to advanced mobile services. As the value strategies replaces the volume strategies, the focus of mobile market will be regulated by the content-oriented utilization of m-services in the future. These can be heralded new technologies as all they do is allow the consumer to choose the service channel through which he or she prefers to communicate with the service provider. Businesses that have traditionally been focused on product and technology find themselves with a relationship challenge: while consumers start and engage with the service through a mobile handheld device, there is little direct interaction with the service provider organization. Because of mobility, the roles of the client and supplier have been reversed; an effort has been made to analyze the research studies related to the mobile business India In a fast-growing environment of the mobile industry, the identification of clients' requirement and providing relevant mobile contents or services is a challenging task. The problem is that it is quite difficult for people to express clearly what they want in terms of services that they are not

familiar with. As it is known traditionally Mobile services were targeted to innovators, specialists in the sphere, and people who want to use new technologies and approaches to do things. Ali and Hussain (2020) was to explore the antecedents to service quality. The study most probably used both research quantitative and qualitative since the findings are presented in text form. They probably discovered several factors that affect service quality within mobile telecommunication sector.

Research background

Services have to be distinctive and delivered to the right consumers who use mobile content for a particular purpose and therefore find it useful to get the services in order to cover the biggest client markets. Experts have noted that when it comes to service quality enhancement, new service promotion, or as a source of learning the value, which the services may bring to their consumers, the frequent customers are the best bet. Moreover, today's environment where mobile services are provided still maintain relatively high level of competitiveness as numerous companies offer quite similar services. Therefore, clients consume many providers' services concurrently and as such have no specific brand or provider loyalty. When the right value propositions are being conveyed to the right clients it should create a loyal customer base using a service provider's mobile services. Moreover, customers' perceived value of mobile services is mainly based on their pleasure with such services. Customer satisfaction thus means a positive employee and customer psychological and rational evaluation of a service they consumer. The basic condition of existence of the telecoms sector is the provision of reasonable working practices and the rational distribution of capital. In the competitive environment the service providers are charged with two responsibilities of price competition in addition to fulfilling of the client demands and anticipated performance in the two prongs. The existing literature contributes to a large number of empirical studies that prove a significant relationship between service quality and positive consequences, including customers' satisfaction, customers' loyalty, financial beneficence, and competitiveness. As per DoT sources, not only BSNL and MTNL, but already they have lost their market share in India's mobile telephone industry to the private operators. These two PSU telecom providers have seen their combined market share is erode from 17 pc in March 2008 to 13.6 pc by August 2009. However, the number of those that can be attributed to private sector expanded from 83% to 86.4% during the similar year. There is urgent need for mobile service providers to understand what influences their clients most in India. Additionally, academic research can show that customer satisfaction can be looked at from more than one angle, stressing the level of satisfaction in each single activity of the customer in relation to the service provider in general. In general outcomes, the degree of satisfaction of a

specific client is determined by the experiences that he has encountered with the intended supplier of a service. In the modern world mobile phones are an inalienable part of people's everyday life therefore they should be considered as an important tool in contemporary society. The provision of instant messaging among other services offered by manufacturers is other major attributes comprising a potential consumer. Kunguma et al. (2018) highlights that service quality and perceived value significantly influence customer satisfaction, which acts as a critical mediator in fostering customer loyalty. Additionally, calculative commitment plays a pivotal role, particularly when customers perceive high switching costs, driving their loyalty despite alternatives. The research underscores the importance of enhancing customer satisfaction and delivering high perceived value for service providers to strengthen loyalty in a competitive market. Similarly, Morgeson et al.(2015) revealed that consumer satisfaction is generally higher in developed markets, driven by superior service infrastructure and advanced customer service practices. While consumers in emerging markets prioritize value for money, those in developed markets focus more on service reliability and technological innovation. The findings also reflect the influence of cultural, economic, and regulatory factors on consumer satisfaction levels in different regions.

Theoretical Underpinning –Review and research Agenda

Abdulrab&Hezam (2024) presents a comprehensive review of the literature concerning service quality/customer satisfaction in the hotel sector. The report re-present consolidated information, highlighting the findings view that utilities of service quality attributes including tangible, dependable, respons”), dependable, cost effective, reliable and employee communication are key drivers to customers’ satisfaction. The evaluation also describes gaps in the prior literature, especially with regard to the limited focus on digital service delivery and technology-enabled enhancements of service quality. The authors propose further research directions; among which are the influence of AI and sustainable initiatives on customers’ satisfaction in the hotels’ industry. Imenda (2024) shows that proper CRM strategies significantly increase competitive advantage by building client commitment, improving services personalisation, and strengthening client retention. It stresses out on the importance of the analysis of data and the use of customer oriented strategic in creating value and sustained competitive advantage in perhaps one of the most competitive industries globally, the telcos. The paper notes that an increase in investment in CRM systems leads to increased customer trust and satisfaction together with helping service providers address market needs and competition challenges. Using the integration of SERVQUAL and TAM, Sharma et al. (2024) analyze the role of the service quality in FinTech payment services. The study shows that reliability, assurance, and receptiveness of service

elements significantly contribute to the user's perceptions and acceptance of FinTech payment systems.. Such findings imply that constant delivery of high levels of service quality is critical for FinTech players in order to address consumer concern, satisfaction as well as acceptance within the elaborate consumer digital payments space.Jo and Park (2024) look at the factors dictating loyalty among consumers of smartphones and mobile carriers with a focus on factors that ultimately influence the customers' retention.. The issue with phones in terms of competition is brand and the ability to outcompete the other vendors while in the case of the mobile carriers Service and price are more crucial than brand and innovation. Similarly, emphasis on relationship and trust as key to the loyalty are widespread among the academic researchers in both contexts. This work offers useful recommendations for manufacturers and providers of smartphones, desiring to create long-term, highly involved customers in saturated markets. Sinha and Singh (2024) establishes a role of mobile payment systems for addressing social change for the minority community. The report highlights that the mobile payments foster financial access in the sense that they provide cheap convenient solutions challenged areas. The study under consideration emphasizes that in order to promote positive social change, it is the providers of the mobile payment services who need to pay substantial attention to such aspects as cost, reliability, and trust to accomplish the needs of the considered group.Shafiq and Khan (2024) tested the impact of CSR on customer loyalty with servant leadership and customer commitment as the moderating factors in the telecommunications industry. Customer commitment builds on this link, arguing that consumers exhibit higher levels of commitment where the firm is accurately seen as being like-minded. The conclusion is that CSR, along with servant leadership can serve as tools with which the telecommunication firms can improve customer trust and loyalty and maintain their competitive advantage in the unstable environment. The impact of service quality perception in relation to technical quality and total customer satisfaction mobile network services was examined by Bharathi and Mohanasundaram (2024). Studies show that actual elements of services relate to impressions of technological superiority in that issues such as stability of networks, call clarity, and customers' support are significant in the improvement of this credo. These eventually supplement overall client satisfaction. These outcomes reveal that there emerged a requirement for continued improvement of the technical environment and consumer satisfaction to meet the customer needs and increase satisfaction in a highly competitive telecommunications industry. Thapa and Yogi in their studies on cellular phone service quality customer satisfaction of Nepal, was conducted in year 2024. Their research defines elements of service quality like network coverage, price, responsiveness and dependency as antecedents to consumer happiness. The research reveals that customers' most valuable attributes are reliability of network and quick response to customer inquiries as the two key areas

influence their loyalty to a particular service provider. With reference to the current investigation, deficits in service quality threaten customer satisfaction of telecoms in the Nepalese market, and therefore firms must address them to sustain competition in the developing market. Mobile services industry of Saudi Arabia: Albarq (2024) provided a literature analysis of best practices for enhancing customers' satisfaction in the field. This study identifies critical strategies involve reinforcing the network stability, offering favorable retail price, improving customer service and adopting new technologies. Hence, the study gains credence on the importance of culture and demographics in eliciting service delivery and meeting client needs. From the results it emerges that focusing on the customer is critical in gaining sustainable fun and loyalty in the dynamic Saudi telecommunication market. Feasibility and reliability measurements of customer satisfaction were studied by Pothuwilage et al. (2024) to determine the extent to which mobile internet service providers are up to par in terms of technical performance and user experience. The study shows that there are technical elements, such as internet quality, coverage, and reliability that have a useful impact on the customer satisfaction level. As such, access, customer support, and comprehensible billing are the UX components that have a direct impact on consumer attitudes. The findings suggest that mobile service providers can only sustain a high level of satisfaction and competitiveness in the very competitive telecoms sector by paying equal attention to technical performance and usability. Ramya (2019:1) offered a strong discussion on service quality and its many dimensions as well as its customer satisfaction implications for multiple industries. Razak and Shamsudin (2019) give consideration to the role of the atmospheric experience in enhancing satisfaction and revisit intentions of visitors within Malaysian themed parks. Self-declared important atmospheric factors confirmed by the research were atmosphere, cleanliness, and layout and crowd control as factors that should minimize barriers to a positive visitor experience. This has made it important to create a good and favorable environment as a way of enhancing the experience of the guests, and in the following section, it brings out the implications for the theme park industry. Negi (2009) emphasizes that factors including network stability, price, customer service, and accessibility are crucial in influencing consumers' opinions of service quality. The study identifies a significant correlation between perceived service quality and customer satisfaction, highlighting the need of fixing service quality deficiencies to fulfill consumer expectations. The research offers essential insights for mobile communication providers in developing areas, indicating that enhancing service delivery may markedly improve consumer happiness and loyalty. Wang, Lo, and Yang (2004) provide a comprehensive framework that connects service quality, customer value, and satisfaction within China's telecommunications sector. The research indicates that service quality substantially impacts perceived customer value, which in turn affects customer satisfaction.

Essential aspects, including dependability, responsiveness, assurance, and empathy, are recognized as important elements influencing consumer views. The results underscore the interrelation of both categories, indicating that augmenting service quality and providing exceptional value are crucial tactics for boosting customer happiness and cultivating loyalty in the telecoms industry.

Research Gap

Customer satisfaction, despite being a topic of research interest in a number of sectors including retailing, banking and health, as an area of research, lacks a clear understanding of factors that may determine customer satisfaction particularly in the telecommunication sector. Most of the existing literature on the subject of mobile services defines it more in terms of issues like cost and technological infrastructure but tends to pay much less attention to the specifics of CSFs that actually govern consumer satisfaction and consequent consumption, including issues such as reliability of connectivity available to clients, consumer support facilities by the service provider and follow-up service contact. Additionally, the previous studies have mainly focused on developed markets, thereby this contention seems to lack research that addresses the emerging markets that seem to experience contrasting telecommunication infrastructure and customer expectation. This research therefore seeks to do this through a multiple analysis of the customer satisfaction on the mobile phone service sector and more especially to the dynamism of the consumers' needs and wants. Thus, by analyzing the relationships between the factors such as service quality, price transparency, and network performance on a finer level, this research provides a rather different view which can improve the comprehension of the customers' loyalty and churn in the telecommunications market. Further, the inclusion of different demographic segments as well as regions will be the advantage of the research will enhance generalizability power of the customer satisfactions measurement across both mature and emerging markets.

Significance of the Research

The importance of service quality is well understood in all organizations. Since 1980, service quality and its determinants have been perceived as a marketing advantage tool for improving the promotion of services by firms together with marketing executives, brand managers, and the overall marketing teams. The establishment of a correlation between the organizational determinants of service quality and the consumers enables the enhancement of marketing techniques. Consumer perception is the chief driver in the quality of service delivered. Customer may at certain point be in doubt of the services to take out of the available choices. There are numerous difference elements relating to features, including price, service scope, availability,

manners and behaviours of personnel, store environment, and performance rating. The image of some organizations operates as a critical factor that influences the consumer's decision on acceptance or rejection of services.

Scope of the study

The has been undertaken in Krishnagiri District, Tamil Nadu, and in this process, a scrutiny of service programmes, voice the data services and value added service offered by the mobile operators is made. This entails knowledge on matters touching on the technological base, the coverage areas and overall network strength. A focus in the study is made on customer service problems, including aspects like: handling time of client inquiries, was taken to attend to customers' complaints and the level of satisfaction of the customers. The role that service provider has towards their customers is therefore very significant when assessing the quality of service. Pricing: The study may examine subscription regimes, tariffs, and promotional prices and find how competitively and attractive these are to the consumer. Further, it can analyze advertising and promotion activities of the service organizations for retaining customer in a competitive current market environment. Relatively the coverage encompasses legal ordinances in respect to the mobile telecommunications industry and trends and advancement in the industry. They could include analysis of compliance matters such as legal requirements, frequencies and frequencies assignment, and fair competition and consumer friendly policies. This article aims at presenting a complete understanding of the key antecedents of understanding mobile phone service providers, including the Service Quality, Customer Support, Brand Reputation, Network Coverage and Reliability and Innovative Offerings

Statement of the Problem:

Telecommunications industry is one that experiences a constant flow of innovations, intensive competition, and more and more selective customers. Although customer satisfaction has become a concern of many scholars in a wide range of industries, research carried out within the context of the mobile phone service providers are comparatively scarce and scanty. A primary issue that telecoms should deal with is the general disappointment of customers even after spending much on infrastructure and marketing by companies in this sector, customers still face significant challenges which include poor signal, slow, data speeds, bad or unclear bills, and bad customer service. This recurring discontent leads to clients churning in large numbers cutting long-term profitability for providers.. There is therefore a need for a customer oriented empirical examination of the antecedent factors of satisfaction in the mobile telecommunications industry.

This research will fill this gap by directly targeting the key service attributes that are associated

with perceptions on customer satisfaction and/ or dissatisfaction and recommendations on ways through which performance may be improved.

Research Methodology

A descriptive study to be undertaken in Krishnagiri District of Tamil Nadu. The research present study utilizes mainly primary data gathered from the telecom using mobile phone using customers operating in Krishnagiri district. A target population includes all the customers who use the mobile phones in the town and a systematic random sample of 250 customers will be included for data collection. A non-probability sampling style called convenience sampling will be used while choosing the sample. The technique that will be useful when data from every individual in the sample population is not possible is non-probability convenience sampling technique. Besides, the rate of increase of the number of mobile phone service users in the study area could not be determined and therefore the precise population frame of the Mobile phone service users were not identified. All the respondents will be followed up personally, and each will be given a well-designed interview schedule. The gathered primary data in this research will then be analyzed with the right tools.

Limitations of the Study

1. Availability and accuracy of data elicited from service providers or government agencies might be a limitation that threatens the findings of the study.
2. A systematic review may be cumbersome in the context of a short duration; as such, there are possibilities of gaps on data, analysis or interpretation.
3. The mobile phone service providers it may lead to overlooking key factors affecting telecommunications service provision as well as the consumer trend in the Krishnagiri District.

Analysis, findings and Results

Data analysis using one way ANOVA

The study focused on the potential benefits for mobile service providers aiming to enhance customer happiness and optimize service delivery. The Telecommunications sector is notably sensitive, especially given the many problems that define this highly competitive business. This study provides crucial market information essential for future company choices about services, pricing, customer care, and networking. Furthermore, by elucidating the factors that shape consumer perceptions, the research aims to enhance prevailing trends within the telecommunications sector, thereby fostering the development of customer-centric strategies and practices for businesses in subsequent phases.

Descriptive statistics of factors influencing on mobile phone service providers

Constructs	No. of Respondents	Mean	SD
Service Quality	250	4.21	.979
Customer Support	250	4.18	.802
Brand Reputation	250	4.13	.975
Network Coverage and Reliability	250	3.95	.843
Innovative Offerings	250	3.18	.620

Table 1 presents the results of descriptive statistics of loyalty factor influence on service providers in the study area. The study inferred that the entire statements of service providers mean values are >3 , which indicates that the employees positively agreed on loyalty factor significantly influence service provider. Service Quality: (4.21) another factor is service quality to the extent that customers demand mobile phone provider's services to be continuous with superior quality. These are aspects such as; an assured data network, efficient and steady internet connection, accurate voice clarity during voice calls, and occasional disruptions in granted services. Consumers' loyalty tends to be entrenched in their provider when the quality of the service offered is in line with, or a notch higher than, their expectations. Other factors that create this impression include chronic updating of technology including 5G networks. People always like providers whose services are reliable, efficient and guarantee that there will be minimal problems when making a communication. Customer Support (4.18) the availability of customer support also has a decisive importance in determining the level of loyalty in the mobile service business. That is why customer-oriented and efficient, receptive, and empathic communication

contributes to trust and satisfaction. Customers have emphasized their needs and concerns as to how quickly the firm will respond to complaints, billing mistakes, or service breakdowns. Those involved in providing support through phone, chat, mail, and face-to-face means make sure that customers have several ways of correcting wrongs as fast as possible. Proactive help includes support that is more than fixing problems; it is helping customers with their needs; customers are happier and are connected more emotionally to the brand. Brand Reputation: (4.13) Brand image plays a role by showing that loyalty is high because customers trust the organisations with whom they deal with. It shall always be developed with an understanding of how it will be responsive to the market place with good and services that are qualitatively produced, conveyed ethically, and be sensitive to societal responsibilities. People then look for a brand that shares their principles for whatever cause or issue, whether eco-friendly, customer-friendly or otherwise. These are also the indicators of reputation which can be developed by customers sharing their positive recommendations, online feedback and other customer opinions. The key beneficiaries of the opinion leaders are the service providers who perform with a high level of fairness, transparency and innovation; this makes many customers loyal to the provider since customer feels protected and important in choosing a provider. Network Coverage and Reliability: (3.95) Mobility is known to play a crucial role in the telecommunication areas and more specifically in the mobile service industry where the coverage and reliability of the networks to the customers matter so much in developing value patronage relationships. Subscribers require the continued and interrogated supply of telephony services, messaging services, and data services. A provider with broad geographical signal reach, and particularly in regions that are not well explored or characterized by harsh terrains, guarantees users connectivity. Reliability qualifies service delivery to be with minimal interruptions hence guaranteeing the clients receive optimized delivery. Some authors emphasize that subnets that provide better network performance as a rule receive higher rates of subscribers' loyalty because users turn to convenient access to communication services. Credible network structure is known to impact customer satisfaction and consequently customer loyalty. Innovative Offerings: (3.18) Mobile solutions enable the specialty profitable offers that allow mobile providers to gain a competitive edge and clients' trust. Premium content like new generation of smart phones, new applications for smart devices, the latest innovations in networks like 5G improves customer's experience. Other innovation areas concerns creative plans and services include data-sharing options, personalized billing options, and or subscription models in the communication industry. These feature show H/A planning as an organized forward looking providers tend to deliver what their customers are likely to need in the future and gain loyalty. Customers are attracted to the brands that help them stay on top of the game by availing of the new interesting features that serve to foster long term retention.

Data analysis using one way ANOVA

Age and educational attainment substantially affect consumer satisfaction with mobile phone service providers. Younger demographics, especially Millennial and Gen Z, often emphasize high-speed internet, cutting-edge technologies, and cost-effectiveness, whereas older demographics prefer dependability and customer service. Individuals with advanced education often possess a heightened knowledge of service alternatives and technology innovations, resulting in elevated expectations, while those with lesser educational attainment may prioritize cost-effectiveness and fundamental functioning. Younger, more educated customers are more inclined to seek advanced services and may possess lower satisfaction thresholds owing to their heightened expectations. Conversely, older, less educated clients often demonstrate more pleasure, as their uncomplicated wants and minimal requests are more readily fulfilled. These observations underscore the need for service providers to customize offers according to the interplay of age and educational background to adequately satisfy varied client expectations.

Association between the satisfaction and the nature of the respondents

Null Hypothesis: There is no significant difference in the satisfaction towards mobile phone service providers according to age and educational qualification of the respondents.

Table 3: Difference in the satisfaction according to the level of age and educational qualification

Age group	N	Mean	Std. Deviation	F value	P value	Educational qualification	N	Mean	Std. Deviation	F	Sig.
Young	64	19.0625	2.22450	4.169	0.016	School level	50	17.2000	2.20389	2.721	0.059
Middle	111	19.8649	2.10837			Under graduation	96	15.9896	3.01747		
Old	75	19.5733	2.10002			Post-graduation	104	16.5577	2.65428		
Total	250	19.5720	2.15206			Total	250	16.4680	2.74648		

The above table shows, that the satisfaction of middle age group respondents is higher than (19.8649) young and old age group respondents in the sample. The result of the F-test ($F=4.169$ and $p=0.016$) indicates there is a significant difference between the level of satisfaction of mobile phone belongs to different age groups in the sample. Hence, the framed null hypothesis is rejected at 5% level of significance. There is no significant difference in the satisfaction towards mobile phone according to educational qualification of the investor, the hypothesis observed f value=2.721 and p value=0.059 indicates, the hypothesis that there is no significant difference in the satisfaction towards mobile phone according to the educational qualification of the respondents. The observed f value of 2.721 and a p value of 0.059 suggest that there is a trend towards significance but does not reach the conventional level of significance (usually set at 0.05). This means that while the difference in satisfaction levels based on educational qualifications may not be statistically significant in this specific study, there is a notable trend that could be of interest and may warrant further investigation to determine if there is indeed a significant difference. Akter, Ray, and Ambra (2013) investigate the factors influencing the continuance of mobile health services among underserved populations, particularly at the bottom of the pyramid. The study identifies service quality and trust as critical determinants of user retention. High service quality, encompassing reliability, responsiveness, and user-friendliness, fosters trust, which in turn strengthens user commitment to health services. The research underscores the importance of designing health solutions that prioritize accessibility and reliability to build trust and ensure sustainable use, especially in resource-constrained settings.

Null Hypothesis: There is no significant difference in the mean rank of customer satisfaction towards Mobile phone according to the nature of the respondents.

Factors	Category		Mean Rank	Test	Result	Category		Mean Rank	Test	Result
Brand Reputation	Male	114	127.28	Z	-2.102	Married	109	127.21	Z	-2.57
	Female	136	126.52	Sig.	.037*	Unmarried	141	115.87	Sig.	.039*
	Total	250				Total	250			
Network Quality	Male	114	123.01	Z	-.501	Married	109	128.89	Z	-2.190
	Female	136	127.59	Sig.	.628	Unmarried	141	114.49	Sig.	.021*
	Total	250				Total	250			
Service quality	Male	114	124.14	Z	-.519	Married	109	128.62	Z	-.110
	Female	136	126.64	Sig.	.533	Unmarried	141	114.71	Sig.	.807
	Total	250				Total	250			
Schemes and offers	Male	114	121.87	Z	-.010	Married	109	129.83	Z	-.2.108
	Female	136	128.54	Sig.	.987	Unmarried	141	113.70	Sig.	.800
	Total	250				Total	250			
Value added service	Male	114	124.04	Z	-.526	Married	109	128.01	Z	-.442
	Female	136	126.51	Sig.	.614	Unmarried	141	114.20	Sig.	.658
	Total	250				Total	250			
Free roaming	Male	114	123.45	Z	-.523	Married	109	128.33	Z	-.217
	Female	136	127.30	Sig.	.661	Unmarried	141	114.21	Sig.	.830
	Total	250				Total	250			
Advertisement	Male	114	124.76	Z	-.760	Married	109	128.39	Z	-.232
	Female	136	126.21	Sig.	.438	Unmarried	141	114.67	Sig.	.786
	Total	250				Total	250			

The female respondents are satisfied towards Brand Reputation (127.28) is greater than the male respondents (126.52). The difference in the opinion is significant as the Z value is (-2.102) less than -1.96 and p value (0.037) is less than 0.050. The hypothesis is not accepted and concluded that the female customers feel satisfied. The above table shows that married respondents have high mean as of Schemes and offers (129.83) than unmarried respondents (113.70). The difference is found significance as the Z value is (-2.108) less than the critical value and p value is also significant. The hypothesis is not true. With regard to Network Quality it is significant as the Z value is -2.190 is less than -1.96 and probability is at 2.1% which is less than 5%. The hypothesis is not valid. Mobile Money Innovations and the perceived consumer value, consumer satisfaction concerning the Ghana e-Levy were explored by Anabila, Allan, and Kofi Doe (2024). The studies show that the consumers have produced varying reactions to the new e-Levy that has recently been introduced. For some the loss is because of increased transaction fees while for others, mobile money services are still preferred because of - convenience. The research findings show that perceived value partially explains the relationship between the e-tax and customer satisfaction to the extent that more consumers are willing to accept the tax when they consider the returns generated from the use of mobile money greater than the costs incurred. The report underlines the importance of aligning taxation rules with the obligation to retain consumer satisfaction and stimulate innovation in the mobile money sector.

Discussion

Anabila et al. (2024) assesses the influence of Ghana's electronic levy (e-Levy) on perceived value and customer satisfaction in mobile money services. The e-Levy has diminished user happiness and lowered the perceived value of mobile money innovation by escalating transaction expenses. Notwithstanding this discontent, the intrinsic simplicity and accessibility of mobile money systems have maintained user involvement. The authors underscore the need for policymakers to achieve equilibrium between enacting revenue-generating initiatives such as the e-Levy and preserving consumer pleasure to guarantee the enduring viability of financial innovations. Bharathi and Mohanasundaram (2024) examined the influence of perceived service quality on technical quality and total customer satisfaction with mobile network services in Erode District, India. The results indicate that essential elements of service quality, including dependability, responsiveness, and assurance, substantially affect perceptions of technical quality, such as call clarity, network coverage, and data speed. Furthermore, both service quality and technical excellence have a favorable correlation with total customer satisfaction. The study emphasizes the need of combining exceptional service delivery with technical proficiency to

improve customer loyalty in the mobile network industry. Imenda (2024) investigated the function of customer relationship management (CRM) in establishing competitive advantage in the mobile network provider sector. It emphasizes that good CRM methods, such as customized communication, efficient customer service, and loyalty programs, substantially improve customer retention and brand loyalty. These methods cultivate a profound understanding of client requirements, enabling organizations to distinguish themselves in a competitive marketplace. The research determines that CRM is an essential strategic instrument for mobile network operators seeking to attain enduring competitive advantages. The research by Jo & Park (2024) examined the factors influencing loyalty towards smartphones and mobile carriers, emphasizing consumer preferences and experiences. Customer loyalty is influenced by a confluence of product quality, service dependability, pricing tactics, and brand image. Trust and emotional connection to a brand are essential in cultivating long-term loyalty. The study underscores the need for organizations to provide consistent quality and cultivate significant connections with their consumers to sustain competitive advantage in the smartphone and mobile carrier sectors.

Implications:

The study has a set of implications that make it not only practically significant but also theoretically valuable in the sphere of telecommunications. In a practical sense, the study recommends can be used as a guide to mobile service providers who wish to enhance customer retention, customer loyalty and the quality of their services. By knowing which areas of service delivery, including networks, customer care, and costs are most valued by the customers, providers can focus on the key areas that will have the greatest impact on the customer. It may result in better customer loyalty, minimum attrition and eventually more revenue for service entities. Furthermore, the study will present important information to policymakers who would like to encourage the development of a fair and competitive telecommunications market. The findings of the study may be used in the formulation of public policy implications regarding the issues of transparency, competition, and consumer protection to make mobile services' provide meaningful value and quality. Theoretically, this work advances the knowledge of service quality and customer satisfaction in the Telecom industry. From the remedies of the existing gaps in the literature, this study will contribute to a better understanding of customer satisfaction and improve the creation of customer satisfaction models for telecommunications field and the subsequent research. In conclusion, the results of the study can inform innovation and an enhancement of service provision by mobile phone providers, given the competitive nature of the sector, and bring their services into a closer line with what the customer wants from the service.

Conclusion

An understanding of factors that determine service quality in the mobile telecommunication industry is important for both the firm and the customers. For the companies, it gives detailed information of what make customers be satisfied, loyal and even remain loyal. These determinants would enable companies to understand and deliver their services in a way that meets the customers' expectations; thus, making a strategic competitive edge within a competitive market. Furthermore, this boosts the standard high service quality levels that increase the recognition and credibility of a company's brand among consumers. When the consumer is well informed about the factors that affect the quality of a service, then a quality search is done when choosing a mobile service provider, the consumer will get the best service. In conclusion, the analysis of service quality determinants in the mobile telecommunication industry provides a solid foundation to improve customer experience, achieve better organisational performance and develop a more competitive market environment. The findings will enable the mobile operators to better allocate their resources, in order to emphasize the most important areas of the customers' experience on mobile. For policymakers who may be interested in the regulation of the emerging retail industry the study should provide useful insights on how best to regulate the industry to be in line with the consumers' rights particularly concerning price transparency and fairness in competition

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