# FACTORS INFLUENCING THE CUSTOMER SATISFACTION ON LOCAL AND FOREIGN TELECOMMUNICATION COMPANIES IN MALAYSIA.

MD. IFTEKHAR MIAH[1]
Abul Kalam Azad [2]
Jannatul Ferdous [3]
**Limkokwing University of Creative Technology, Malaysia.**

**Abstract —** The purpose of this research is to determine the factors that would influence the customer satisfaction toward telecom industries in Malaysia. The main objective of the study is to identify these factors and the level of their influences over customer satisfaction who are receiving the telecommunication services. This study will investigate the different elements which affects the customer's satisfaction or which can increase the customer's satisfaction, such as factors like price, quality in service and brand image. This study uses both the correlation and descriptive analysis to assess these factors that have an influence on the customer's satisfaction towards the services that is provided by both the local and international mobile service providers in Malaysia. The researchers plan is to collect the data using the questionnaire survey method. The sample is selected from the population through proper justification and techniques. The sample size of this study is at 150, which are randomly selected people from the student population. Out of the 300 questionnaires that were distributed, only 200 were returned and only 150 were deemed valid and used for data analysis. A measurement tool was used for the measurement of such variables such as customer satisfaction, price, brand image and quality of services. A five point liker type questionnaire was administered for this study. There are five items that was adapted for each variable. The hypotheses were tested through different statistical methods such as multiple regressions, ANOVAs etc.The findings of this study showed that only the price and brand image of the telecom service provider has a significant positive relationship with the customer's satisfaction towards the telecom industry. However, the study did not find any relationship between the quality of service and customer satisfaction towards the telecom industry. Throughout this study, the researchers have discovered some hidden and important factors that have impacted the level of price, service quality and brand image that impacts the customer's satisfaction of the telecommunication companies within Malaysia.

Keywords: Customer Satisfaction, Telecommunication Companies, Price, Service Quality, Brand Image.

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## 1 INTRODUCTION

### 1.1. Background of the Study

The area of consumer research has developed as an extension from the field of marketing research, giving focus almost exclusively on consumer satisfaction rather than on the other aspects of the marketing process. Nonetheless, telecommunication companies have become one of the most successful business industries in the history. They have encountered a progression of rapid change since its commencement in the early 1880's.

From a prosperous beginning, far reaching in structure, the telecommunication companies have formed progressively into an open claimed industry without any rivalry. Given the importance of consumer satisfaction in the telecommunication business and with the recent developments in the cellular phone business, the need to ascertain a critical research agenda which would require the attention in understanding the level of satisfaction of the consumers towards their services and the factors that would influence the consumer's choice in which telecommunication provider they ultimately choose.

By anticipating the customer's feelings on their product quality, the laboratory is able to provide a perceived quality expertise on new solutions. In today's competitive market, the services provided within the same commercial enterprises gets incremental and that is the reason as to why service industries differentiate the delivery of their services and creates product positioning through different communication channels (Spector & McCarthy, 2012).

During the last few decades, customer satisfaction has been considered as one of the major theoretical and practical considerations for most marketers and customer researchers (Dawar, 2013). Researchers have given their full attention to understanding the prior needs and demands of the customers which would than enable the marketers to tailor their product and services accordingly.

Where services are concerned there is a need for it to be centred especially with regards to the marketing services that is being offered in other areas and countries. There should be some control over it as the process and procedures of marketing should be achievable by the nation's citizens or potential customers.

There are many different factors that might have an impact on the consumers in order for them to be satisfied with a particular service that they are receiving. Service providers should consider the nature and cultural conditions of the country as well as their consumer's characteristics. They should consider what strategies are being used by the other service providers in order to retain and boost their market share in the current global competitive market. They might find a need to change some of their rules or offering from one country to another. Services should be designed according to the requirement of the consumers of that country.

It is thus necessary to understand and identify the particular reasons that would satisfy the consumers. In order to survive in this robust market, organizations would need to create products and services of very high quality that would than create and retain highly satisfied and loyal customers (Fecikova, 2004). Customer satisfaction has continuously and increasing gained the attention of business in order to measure its products or service performances. In the area of marketing, the issue of customer satisfaction has become an important indicator which represents the condition of any service and manufacturing company in the competitive market (Hansemark & Albinsson, 2004). Customer satisfaction is defined as a customers' evaluation of their purchases and consumption experience with a product or service to meet the customers' needs (Chen et. al, 2011). These satisfaction may rely on various factors such as pricing, quality of the product or services, company image, brand name, etc. Service quality varies from company to company, it is a relatively universal judgment, and it also can be measured by excellence of superiority of the product or services (Zeithaml, 1988). A seller's image is the state of regard or esteem in which a seller is held in. The reputation of the seller may be good, or bad. Through generalization (transfer of meaning), the seller's reputation effects the perceptions of the quality of the products sold by that seller (Cabral, 2000)

The purpose of this study is to determine the factors influencing customer satisfaction toward local and foreign telecommunication industries in Malaysia. The aim of the study is to identify the factors and the level of their influences over customer satisfaction. This research is aimed to investigate the antecedents that cause customer satisfaction in the telecommunication industry, for example, in product, price, quality, company image, brand image,

etc. These are the factors that might have an impact on the customer satisfaction level. But, from industry to industry these factors may influence it differently. For this reason, the study will identify only three factors such as price, brand image and quality of service as the antecedents for customer satisfaction in a telecommunication company.

## 1.2. Current Situation of the Local and International Mobile Company in Malaysia

The total number of mobile users in Malaysia in 1996 was at 9.8/100 and in 2008, this increased to 93.9/100 per the person (Nikbin, *et. al.,* 2012). This increased rate demonstrates that it is arriving at an immersion point and that the service provider would need to offer different types of motivating factors in order to retain their customers business as a need in their business choice with a specific end goal to stay away from the decrease or agitate in client base. As a developing nation, Malaysia has a population of 29,947.6 million and out of which 3 million are foreigners that have come to the country to bring forth improvements to the nation in numerous areas, such as development, modern advancement and ranch.

The role of the telecommunication industry in Malaysia shows that it is imperative and has a direct contribution to the nation's total revenue earnings. It has been assumed that in 2040 the total population will become around 10 million which projected the increasing number of both local and foreign telecommunication users in the country (Velu *et. al.,* 2014).

There are several factors that confirm that the Malaysian telecommunication industry may face a lower number of customer compared to the other Asian countries. Hence, it is necessary to understand the fact and features of this particular industry and to solve this potential problem. Firstly, the population growth rate has been projected by the Malaysian Statistical board at 1.8% in 2010 to 0.6% in 2040 (Department of Statistics Malaysia, 2012). Secondly, to register as a mobile phone user the person should be 18 years and above, this is stated by the law in Malaysian. Thirdly, the competition among the industry players is not rigorous enough, in this case, they may lose existing and potential customers for different promotional reasons. And finally, the Mobile Virtual Network Operator (MVNO) is a upcoming new competitor and this creates a potential clash in good pricing and operational

strategy. Table 1.1 below highlights the total number of cellular telephone subscriptions and its penetration rate in Malaysia.

**Table: 1.1 Numbers of Cellular Telephone Subscriptions and Penetration Rate**

| Year | Qtr | Post-paid | Pre-paid | Total ('000) | Penetration Rate Per 100 inhabitants |
|------|-----|-----------|----------|--------------|----------------------------------------|
| **2012** |   | 7375 | 33950 | 41325 | 142.5 |
| **2013** | 1 | 7471 | 34,947 | 42,445 | 143.3 |
|      | 2 | 7534 | 35,070 | 42,604 | 143.4 |
|      | 3 | 7595 | 36,006 | 43,601 | 146.2 |
|      | 4 | 7645 | 35,311 | 42,956 | 143.6 |

(Source: Suruhanjaya Komunikasi dan Multimedia Malaysia Report (SKMM), 2014)

According to Backiel, *et al.,* (2014), customer retention becomes a dominant issue in different markets including the mobile telecommunication industry in Malaysian. When the market becomes saturated, it becomes difficult to attract new customers and even much more difficult to maintain the current regular users. Figure 1.1 below highlights the total cellular telephone penetration rate per 100 inhabitants by state in Malaysia.
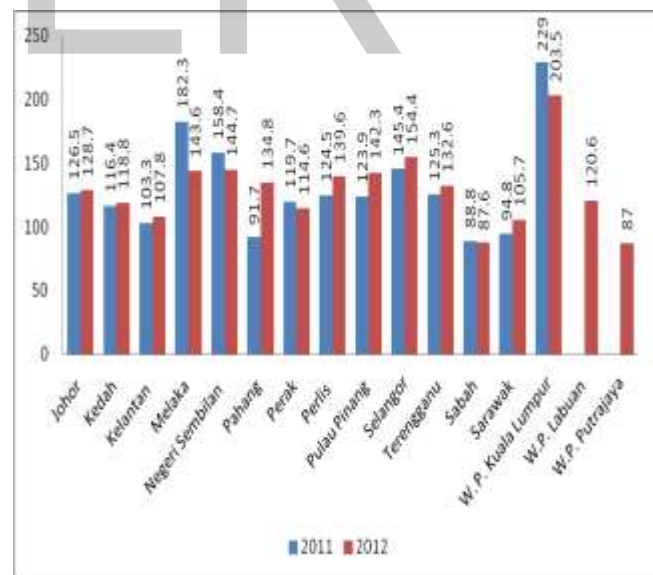


Figure 1.1: Cellular Telephone Penetration Rate per 100 Inhabitants by State

(Source: Suruhanjaya Komunikasi dan Multimedia Malaysia Report (SKMM), 2014)

In this case, there are several factors that have become a barrier

of growth to the telecommunication industry. The factors such as product or service pricing, company images, brand loyalty of the customer, and quality of the services have had a major impact on customer satisfaction. (Baldemair *et al.* 2013) mentioned that from 1970 to 1980, the service providers mostly experienced what most of customers were concern about, which is the uninterrupted making and receiving of phone calls. Day by day, technological development and the handset's various functions have enabled customers to use more sophisticated task that can be carried out on their mobile or smart phones.

The pricing policies of the telecommunication company's would lead to the erosion of profit and does not help the companies in the long run. Hence, the customers are getting more benefits from this price war among the competitors. In this case, companies need to recheck and verify their good pricing strategy that would also bring more profit to them as well satisfying their customers. The other issue is the loyalty of the customer which has a tremendous impact on a telecommunications company's success. According to Kim, Park, and Jeong (2004) the pricing strategy of business in the Korean mobile telecommunication services is to increase customer loyalty. The operator must increase customer satisfaction and eliminate the barriers that result in customers switching over intention. Researchers remarked that this is a challenge to the operators on how to maintain more customers and take on new ones gradually (Ning & Feng, 2014). So, in this case it is important to identify all the factors that might have an impact on customer satisfaction toward using Malaysian local and foreign mobile phone service around the nation.

### 1.3.    Research Problem

In today's competitive marketplace, understanding the level satisfaction of the consumers is becoming much more important in order to gain a sustainable competitive advantage. However, to examine the relationship between consumer satisfaction and loyalty towards a particular operator should look towards the profitability of the company. To measure how a particular operator's quality fulfils consumer satisfaction is one of the important factors. Service quality has been increasingly important in the telecommunication industry and has become an integral part of a company's delivery. Therefore, one of the challenges is to manage telecommunications in order to enhance the service quality in Malaysia as these companies are facing both local and foreign tele-

communication service providers as competitors (Chin Wei *et al.*, 2006).

In Malaysia both the local and foreign ownership of telecommunication companies have become dominant players in the industry in the recent years. Therefore, there is a necessity to understand the customer's satisfaction and attitude towards both the Malaysian and foreign telecommunication companies and this will be evaluated in this study. A centre of attention is vital to the service related business and it is fundamental for an association to survive the opposition, receive societal acknowledgement and have the capacity to accomplish its objectives (Natalisa & Subroto, 2003). Additionally, the telecommunication industry has assumed an essential part in the worldwide economy, particularly serving as a real part in the IT business and is crucial to the operation of international businesses (Tiernan, Rhoades, & Jr, 2008).

Most economically developing societies like Malaysia are legitimately referred to as consumption societies. Therefore, the knowledge of consumer behaviour can enhance our understanding of our environment and ourselves. However this study presented an important investigation on a topic that has been relatively neglected by the academic literature in spite of its great importance and relevance to businesses and organizations in general. Unfortunately, most of the company would try to make relative simple, linear, due to the limitation of written communication. Above all, the consumers' level of satisfaction toward the mobile phone operators can be used to predict consumer characteristics, pricing, and to serve as a basis of market segmentation, which requires a quantitative measurement of the consumer responses to various dimensions. Very few studies have been carried out to find out the process by which these satisfactions are formed in this industry, where this particular study will be related to comparison of consumer satisfaction towards local and international mobile service providers in Malaysia (Nikbin *et. al.*, 2012).

### 1.4.    Research Objectives

The main objective of this study is to determine the factors influencing customer satisfaction toward the local and international telecommunication industry.

This research deals with some definite objectives as follows:

1.       To identify the factors of telecommunication information that satisfies consumers.

2.      To examine the relationship of price and customer satisfaction in the telecommunication industry.

3.      To find out the relationship of brand image and customer satisfaction in the telecommunication industry.

4.      To estimate the relationship of quality of mobile services and customer satisfaction in the telecommunication industry.

### 1.5.      Research Question

The main research question of the study is:

1.      What are the factors that influence the customer's satisfaction in the telecommunication industry?

2.      Is there any relationship between price and customer satisfaction in the telecommunication industry?

3.      Is there any relationship between brand image and customer satisfaction in the telecommunication industry?

4.      Is there any relationship between the quality of mobile services and customer satisfaction in the telecommunication industry?

### 1.6.      Significance of the Study

Upon completion of this study, the researcher hopes to contribute to the theoretical, methodological and practical aspects of the customer satisfaction in the organization especially in the context of the telecommunication industry.

This study aims to make several contributions towards the consumer behavior theory in service marketing, for instance, universities. It examines a previously unexplored dimension which are the various factors that influence consumer satisfaction. It further contributes to the current theories as to how consumers resolve sequentially inconsistent information about a telecommunication service quality. To date, the growing economic relevance of intangibles has hardly been reflected in mandatory a rule that is accepted by international reporting standard setters. In the marketing perspective, this study is important for the telecommunication companies as it provides better services by identifying the dimensions of the consumers' satisfaction and the factors that influence in the choice of which operators services they will ultimately purchase which are really important to the Malaysian telecommunication consumers. Therefore throughout this study, it will identify the preferred dimension of satisfaction and the comparison for local and international services among the Malaysian telecommunication consumers. This research has identified the future contribution of the potential research areas from different perspectives. The reliability and the validity of the outcome of this research have shown the future direction of this potential study.

In the organizational perspective, this study helps to promote better understanding and knowledge on the customer satisfaction linking with product or service pricing, company image, customer loyalty, brand, and quality of the services. Besides, this study helps to determine the contributing variable which is the most significant relationship on customer satisfaction towards mobile telecommunication operators in Malaysia. It also helps the telecommunication industry to identify the real needs and wants of the customers in putting an effort to acquire as well as retain the customer's service quality. Moreover, this study also helps the telecommunication industry by providing useful information to set appropriate policy in making sure that the customer experiences maximum level of satisfaction.

### 1.7.      Limitations of the Study

Every research has some limitations, as does this study. While preparing this report the researchers may face the following limitations:

a)      Time constraint: To cover all the aspects of this report within one semester is quite difficult. To access to the areas outside Kuala Lumpur may not be possible due to time constraints. In this case, the study is limited only to Kuala Lumpur and Selangor states.

b)      Confidential factor: Some information is very important to know but they are confidential. For this reason, some of the information may not be easily attainable from the consumer as well as the telecommunication companies.

c)      Help from the respondents: As the research is based on mainly primary data, the researcher requires some assistance from the respondent while collecting the information through the questionnaire. However it may be a little difficult for the researcher to receive adequate help from everyone that he surveyed.

d)      Variable constrains: Due to lack of time and cost limitation the researcher is only investigating the areas of pricing, brand, customer loyalty, brand image and customer satisfaction.

e)      Language: The questionnaire is prepared in only single language that is English for the respondents. But, most of the

respondents are from Malaysia and their local language is Bahasa Malaysia, thus it made difficulties for them to read and understand some of the questions. For that reason, the researcher had to assist them in understanding the questions. This however can generate issues of research biasness.

## 1.8. Organization of the Study

This section provides a brief review of the organization of this study. First, *Chapter One* introduces the background of this topic that is under investigation, with a brief discussion about the current condition of the industry that the study is focused on, research significances and limitations are also highlighted in this chapter.

The following *Chapter Two* provides an overview of the theories which are related to building the conceptual framework of the research. In this section, the researcher critically reviews the relevant literature that is related to the independent variables and dependent variables. These variables include, price, brand, customer loyalty, quality and customer satisfaction.

*Chapter Three* discusses the proposed framework for this study. This study has identified three different hypotheses. In this third section, it will be about the research design presents and in section four it is about the research approach with sub sections of sample and sampling technique, design of the questionnaire for the collecting of the survey data. The next section highlights the measurement instruments used for the variables.

*Chapter Four*, will discuss on how the data was analysed and the hypotheses was tested and used in this study. This chapter comprises of several sections. It starts with an introduction and is followed by a descriptive analysis. In the second section, it contains the correlation analysis of the data and then compares the mean of the variables. After which, the reliability analysis is conducted. And in the final section, the regression analysis was conducted for the hypotheses testing.

*Chapter Five* will discuss on how the data was analysed and the hypotheses was tested and used in this study. This chapter comprises of several sections. The chapter starts with an introduction and is followed by a descriptive analysis. In the second section, it contains the correlation analysis of the data and then compares the mean of the variables. After which, the reliability analysis conducted. And in the final section, the regression analysis was conducted for the hypotheses testing. (**This is identical to Chapter 4

## 2.1. Introduction

This chapter provides the concepts, historical evidences, previous studies, and various literatures that is related to the customer's perception towards the mobile service providers which would help to compare the consumer satisfaction towards the local and international mobile service providers in Malaysia. However, the next section will illustrate the theoretical framework which is employed for the current research.

## 2.2. Theoretical Framework of the Customer Satisfaction

Many researchers have proposed different theories for customer satisfaction; Ferreira (2007) is one of them. He proclaimed that the five domains have been generated from consumer perception results, they are the following: people, product, simplicity, information and brands. This study main aim is to extract the information concerning the perception of quality of the services of the telecommunication service provider, create a connection between the brand image and satisfaction and finally, the price of the product that is also related with customer satisfaction. Ferreira (2007) highlighted that the gender issue is one of the most important issue for attacking customers in the global market. It supposes that, pictures of ladies are identifies as the most powerful icons to bring attention of the customer in a global networking system.
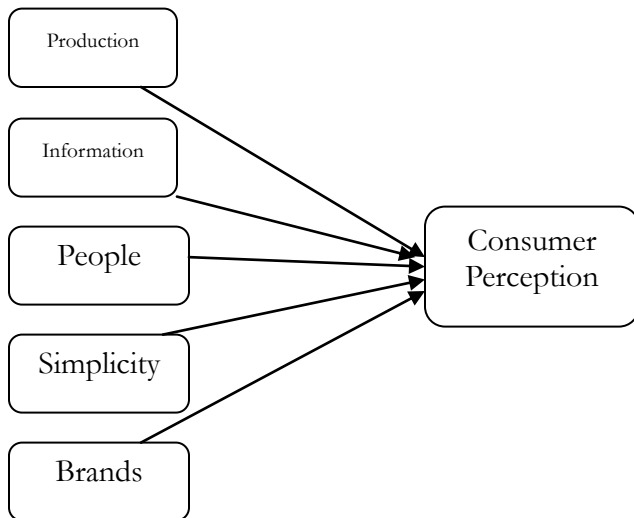
Figure 2.1: Theoretical Framework of customer satisfaction

(Source: Ferreira, 2007)

Most advertising agencies are now using pretty female images as symbols of beauty and this is a powerful tool to attract customers to wither purchase their products or use their services (Lambiase, 2003). According to Holt (2004), a company's reputation is always represented by their brand images. Recently, it has been found that modern and strategic marketing agencies used mass media, billboards, wall post as their marketing media where they would post the company or brand image of the product or services (Lambiase, 2003). However, Figure 2.1 represented the sources of consumer perception that has been mentioned in many earlier studies.

Like Ferreira (2007), Pappu and Quester (2006) and Yoo *et.al,* (2000) gave their attention to brand image, advertising, pricing, distribution policy, sales promotions, that are the vital factors which influence the consumers perception for purchasing products or services. These are the factors that are used by a hyper-

market decision maker to sell their product in competitive markets. According to Pappu and Quester, (2006), the brand image, advertising, pricing, distribution policy, sales promotions are the key elements that would attract the customer and make them happy to consume the product or use the services.

### 2.2.1. Consumers Behaviour Theory and Model

Howard (1994) in his buyer choice model built a linkage of six key ideas; confidence, purchase intention, purchase, brand recognition, and information within a function of a number of interlinked procedures of attitude. He additionally said that a purchase is depicted as a capacity of mentality toward a brand and their certainty on the judgment of value, shopper inspiration, advertising blend variables, for example, value and spot.

As per Lavidge and Steiner's (1961) purchasers go through an arrangement or stages in their purchasing choices. This model spotlights on the mental handling steps that embody the cognitive and full of feeling measurements of disposition in which the cognitive measurement is related to some activity results (Purchase).
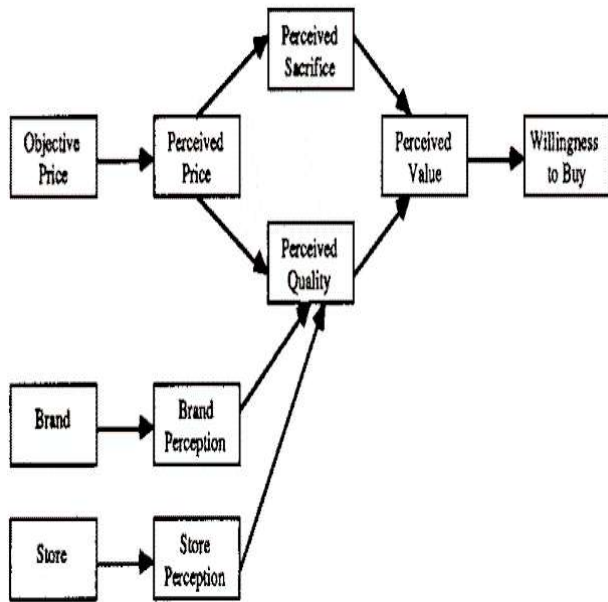
Figure 2.2 Theoretical Framework

(Source: Dodds *et al.* 1991)



Figure: 2.3 Consumer Decision Model

(Adapted from Cohen, 1991)

Olson (1977) proposed a straightforward two stage data preparing model in order to clarify how a buyer would use instructive signals to achieve different assignments that are assessment and decision. Olson (1977) calls the first stage the prompt securing. At the point when jolts are displayed to the shopper, he or she chooses, encodes and stores particular prompts as unmistakable convictions, enlightening convictions or inferential convictions. The second stage is the effect of the brand or item assessment (sign reason) where at this stage, the customer measures the estimation of the signs, chose for judgment and arriving at a general assessment of the result of investment.
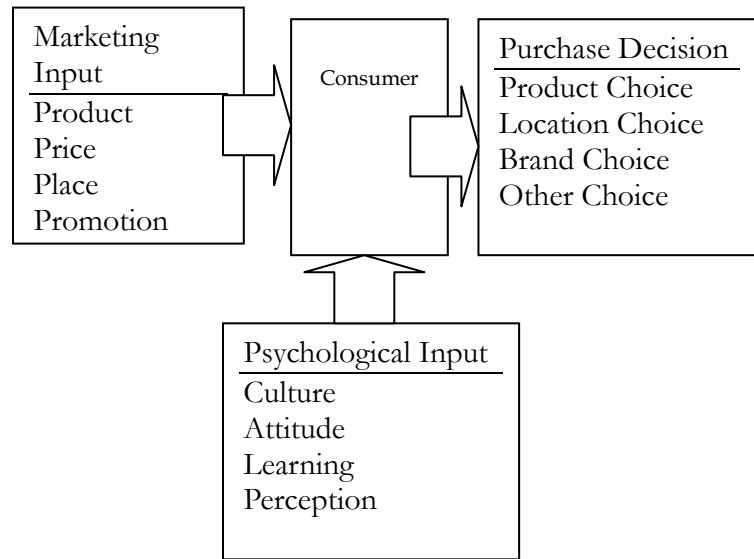
### 2.2.2. Consumer Purchase Decision Model

The established model of the consumer purchasing decision is for the most part acknowledged in the investigation of consumer behaviour and marketing, by the Boston Counselling gathering (1998). This model stated that buyers show an anticipated arrangement of conduct when making buys and went towards tackling an apparent issue or fulfilling a perceived need (Peter *et al.,* 1996). He further clarified that the buying process starts when the shopper becomes mindful of a distinction between a genuine and perfect condition of undertakings and along these lines distinguish their needs. Shoppers not only would settle on choices with respect to which alternatives to pick but also they additionally would choose what amount of the to buy. It takes after those shoppers are fulfilled by their buy; results incorporate positive feelings, view of brand

believability, fulfilment with retail situations and item fulfilment (Kim, 2007). (** please restate, the meaning is unclear, as it's from an author, please recheck)

### 2.2.3. Consumers Perception

According to Ferreira (2007), there were five topics that emerged out of the exploration results with regards to shopper discernment: (a) product (b) people (c) simplicity (d) information (e) brands. These three inductions are the area of which this study ventured into, building constructive view of the item or administration; constructing a constructive association in the middle of individuals and item and/or administration; fabricating a site rich with data that can be seen by various societies. The case in point being: female pictures are perceived internationally as capable images that would draw clients into an appealing system of items and administrations.

Publicity uses alluring ladies as adornments and uses the force of delightful ladies to lure new shopper to utilize an organization's item (Lambiase, 2003). The picture of a partnership is outlined inside its corporate image (Holt, 2004). Cutting edge society is encompassed with pervasive corporate symbolism found on boards, lifts and televisions.

### 2.3.   Empirical Framework of Customer Satisfaction

The telecommunication industries are now playing a vital role in the national development of GDP and GNP. These service providers are now providing various services including SMS (short message service), MMS (multimedia message service), ringtone, games, electronic transaction, and web browsing etc. The improvements of the service quality, perceived value, and satisfaction ensure customer loyalty (Kuo *et al.,* 2009; Lai *et al*., 2009; Wu and Liang, 2009). These are the key wellspring of accomplishments and give a competitive advantage. Furthermore, the voice service provides a value added services that has become an incredible prospect for mobile phone administration suppliers. Since the studies available with respect to antecedents of customer satisfaction towards telecommunication industry is limited and there is no accessible conceptual framework, particularly with regard to Malaysia, this study endeavours to plan another conceptual framework for components influencing client fulfilment and for client fulfilment itself.

Rudders and Mayo (2008) characterized CS or disappointment as the deduction from the clients' involvement with an administration experienced and the correlation of that experience to a given standard. In writing, advertisements, administration fulfilment can be delegated an enthusiastic feeling by the customers in the wake of encountering a certain administration which than prompts an individual general demeanour towards obtaining of administration (Oliver, 1981). Subsequently, a client passionate reaction, feeling, individual experience will focus the fulfilment and disappointment of the administration that is conveyed.

Carman (1990) expressed that CS is encouraged when the administration offered by the association has surpassed their desires. In the meantime, Woodside,

Wilson and Milner (1992) expressed that the clients of business administrations have a tendency to stay with the same supplier (association) on the off chance that they are fulfilled by the administration conveyed in a steady premise. Moreover, a client who fulfilled by the administration supplier could prescribe the supplier to other clients as well (Lam, Shanker, Erramilli & Murthy, 2004). In an administration benefit chain, Heskett, Jones, Loveman, Sasser and Schesinger (1994) characterized that a low level of CS will prompt lower client maintenance rates and less referrals, which would mean decreased productivity and backing off the development of the organization's income.

The objectives of this study are firstly, to recognize the influencing factors of customer satisfaction towards telecommunication in Malaysia. Secondly, to examine the interrelationship between customer satisfaction and the influencing factors of satisfaction such as service quality, price, and brand image.

### 2.3.1. Customer Satisfaction

Customer satisfaction is the legitimate outflow of the status of satisfaction and will vary from an individual to individual and from an item/administration to item/benefit and this is an evaluation of how the items and administrations of an organization gets together or surpass client suspicion. (** I can't get your meaning, please have a look at this statement, it's unclear, suggest to break it up into shorter sentences) Satisfaction is the outcome from the various mental and physical variables which than take up with satisfaction practic-

es. According to Kotler and Armstrong (2010) the definition of satisfaction is where "*a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations*". Whereas another prominent researchers, Hokanson (1995) claimed that the different factors that affect customer satisfaction are responsive employees, well-mannered employees, educated employees, cooperative employees, correctness of billing, billing relevance, competitive pricing, service feature, superior value, billing transparency and fast service.

Client satisfaction is the clients' aggregate origination of a company's administration execution (Johnson and Fornell, 1991). Elective choices and products/services accessibility for a client may make a contrast in the customer's satisfaction level. Associations can fulfil their customer satisfaction by fulfilling their clients' needs and wants (La Barbera & Mazursky, 1983). In a mobile telecommunication transaction, the customer's satisfaction is the client's post-buy evaluation and their enthusiastic reaction or response to the general item or administration recognition in the mobile commerce environment (Lin and Wang, 2006).

### 2.3.2. Price

The satisfaction of customer is influenced by price consciousness (Iyer and Evanschitzky, 2006). In accounting, price is deemed as the measure of instalment asked for by the merchant of a particular merchandise or service. In proportion to the amount between two products that is being traded is characterized as price

from an economic perspective. Price is dictated by a few variables, for example, the eagerness of the buyer to pay, the ability to accept, expenses, mark-up, legitimate environment, power of competition price substitute products and so forth. For distinctive item/mark quality price likewise shifts and price has an impact on the monetary execution of an item or quality of a brand (Etgar, 2002). Many business organizations are focusing on price variances which deal with the level of price performance and value judgments of the customer that is than derived from the customer's satisfaction judgements. According to Voss et al. (1998), price and performance are related, thus this might provide an impact on the customer's satisfaction judgement, but in some cases it might not affect the customer's satisfaction at all. Lien and Yu-Ching (2006) mentioned that at time, pricing has some effects on customer loyalty in different transactions venues, such as fuel stations, banks, car repair shops, etc. According to Estelami *et al.* (2001), the customers' experience in prices may be influenced by natural monetary components, for example, premium rates, unemployment, swelling and entry of time and GDP development.

Researchers have been proposing different concepts of pricing strategies with different product lines. Many customers prioritize pricing when shopping at any retail store (Grewal, *et al.,* 1998). According to Campbell (2003), the variation of price is highly associated with the customer's responses, if the price becomes very low, most customers would be attracted to purchase that product, while they would feel they are being treated unfairly if it was a high price.

Many customers perceived that a high price means that the product or service is of a high quality. They feel that a price is the main indicator when judging a products quality. Price fairness is perceived by many customers as one of the most vital issues due to its relationship with quality (Martin *et al.,* 2009). The explanation behind an increment in cost is sensible in the event that it is identified with the components outside the control of the firm, for example, an increment in price of supplier.

Reasons are unpardonable when the elements are internal to the firm, for example, an increment in the overall revenue (Vaidyanathan and Aggarwal, 2003). According to Zielke (2008), the pricing level and promotional offers may influence the level of dissatisfaction or satisfaction of the customer on price fairness, high prices sometimes may become a disadvantage in attracting customers. Finally, there is a great influence that exists when the marketer offers a different level of price; and that the mixed strategy of pricing has an impact on the customers mind (Matzler *et al.,* 2006).

### 2.3.3. Brand image

Brand image is characterized as an impression of a compilation that is reflected in the affiliations that is held in the customer mind (Keller, 1993). It is the whole individuals' impression of an association. There are several factors where brand image can be perceived by the customers. They may be the sound, smell of the product, touch, scene, taste and touch, services, experiences, and other affiliations of the

business (Smith & Taylor, 2004).

There is outer view of all human and physical assets of an association, particularly qualities as employees' behaviours and attitudes, correspondence levels, apparel and so forth (Pampaloni, 2006). It is characterized as the impression of an association that the customers' hold in their memories. Since it acts as a channel through which an organization's entire operation is seen, a brand image reflects the company's general notoriety and eminence (Kim & Lee, 2011). It is clear that a brand image is concerned with the impression it makes on the consumers' personality and the view that emerges as a result of that impression. In due to this fundamental manner that GSM administrators worry about the way it is viewed by their stakeholders, for example, representatives, government, media, clients, shareholders, and population, as this influences both first time and repeat purchases.

Recently, within competitors, brand image has become an important issue in order to attract and attain customers. A good brand image has the capacity to attain and retain satisfied customers and increase customer loyalty in the industry (Gronroos, 1988). Researchers have been linking the relationship between brand images, customer loyalty and their satisfaction. According to Anderson et al. (1994), a good brand image can enhance the level of customer satisfaction which is also a reason for better customer loyalty. A proper managed brand image can enhance a higher level of customer retention in the business (Smith and Taylor, 2004). From the study Kandampully (2007), it has been empirically confirmed that brand image affect both customer loyalty and their level of satisfaction. From the above discussion it has been clearly identified that brand image is an important issues among all the other issues which can effect a customer's satisfaction toward a company's product and services. Many studies has been conducted to identify and understand the nature of the relationship between brand image and customer satisfaction in different industries such as the banking industry, telecommunication, soft drink etc. (Chen, 2008; Groholdt *et al.* 2000; Liu, 2008).

### 2.3.4. Quality of Mobile Service

The quality of any product or service is the main component for selection (Crosby, 1996)**.** Quality has been identified as the differences between customers perceived and expected performance of any product or service (Kang, 2006). Customer perceived quality of a service is either an impression of positive or negative in nature from the service provider (Bitner *et al.,* 1990). The satisfaction of the customer is highly associated with the perceived quality of the services provided by the company (Yoo and Park, 2007). Consequently, the service quality provided by the telecommunication companies may vary from company to company.

Researchers have confirmed that the quality of services is highly linked with customer satisfaction. According to Venetis and Ghauri, (2004), the level of customer retention towards a particular company greatly depends on the quality of service provided by the company. For this reason, it has been found that the quality of services has provided the outcome of

high sales volume, maximum profit and a great market share (Buzzell and Gale, 1987). The superior level of service quality can assure a company to be able to offer a premium pricing for their customers (Brown *et al.,* 1992). Great services quality would upgrade the clients good behavioural plans while at the same time lessens their unfavourable propositions (Zeithaml *et al.*, 2008). Hence, it has been assumed that telecommunication companies who are providing a high level of quality service can satisfy and retain more customers.

A lot of research has been conducted in order to understand the nature of the relationship between the quality of services and customer satisfaction in the different industries (Elnan and Andersen, 1999; Coner and Gungor 2002). A conceptual model was proposed by Zeithaml *et al.* (2008) where they present the relationships of quality service, customer satisfaction and loyalty. Jahanzeb, Tasneem and Khan (2011) examine the many factors for telecommunication services under the accompanying expansive headings: value added services (VAS), communication ensure, innovation advancement and resolution administration. Correspondence surety results when the nature of system of the administration supplier is acceptable and there are insignificant rates of call disappointments. The settlement of administration alludes to the brief and exact charging administration that likewise upgrades consumer loyalty. The level of customer satisfaction may vary in terms of value added services that is provided by the company.

**Table 2.1: Study on Consumers' Perception**

| Study | Sub: | Dependent Variables | Independent Vari. | Findings |
|---|---|---|---|---|
| Wall, Liefeld & Heslop (1991) | Consumers. | Subjects perceptions of risk to purchase, product quality & likelihood of purchasing the products | Product's overall quality, perceived risk, perceived value, likelihood of buying, and demographic variables | Consumers display preferences for products with a low price, a well-known brand, and from a country of high repute |
| Chao & Rajendran (1993) | Students | Subjects' perceptions | Foreign product owner ship, foreign product levels, & consumer profiles | Hierarchy of preferences existed between |

| | | | | | | | | | | quality |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | the occupa-tional level and own-ership of prod-uct origin | | | | | | Cus-tomers percep-cep-tions of me-chanic clues are posi-tively related to their expec-tations of the ser-vice, hu-manic clues domi-nate the influ-ence of me-chanic clues |
| Hen-nig-Thurau & Klee (1997) | Cus-tomers of a multi-national compa-ny | Customer retention. | Customer satisfaction and rela-tionship quality | The cus-tomer reten-tion pro-cess, with the use of the con-cepts of cus-tomer satis-faction and rela-tion-ship | Wall & Berry (2007) | Cus-tomers of a restau-rants | Customer's perceptions | Physical environ-ment and customer behaviour | |
| | | | | | Singh | Internet | Customer | Utility cost, | The |

| al & Padhmanabhan (2008) | baking customer in India | perception | security, ticket booking, fund transfer. | present paper explores the major factors that is responsible for internet banking based on the respondents' perception on various internet applications. | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | Akbar & Parvez (2009) | Telecommunication customer in Bangladesh | Customer satisfaction | Customer loyalty, service quality, trust | This research has proposed a conceptual frame work to study the effects of customers' perceived service quality, trust, and customer satisfaction on customer loyalty |

| | | | | |
|---|---|---|---|---|
| Kabir, Alam & Alam (2009) | Telecommunication customer in Bangladesh | Customer satisfaction | Customer loyalty, switching cost, service quality, trust | This study proposed a model among between service quality and customer satisfaction |
| Omanukwue (2009) | Customer of Boutique Hotel Le Six Paris | Customer perception | Service quality | The research looks for the effects of customer perception and service quality |
| Shaikh & | Customer | Customer satisfaction | Service quality | The paper |

| | | | | |
|---|---|---|---|---|
| Khan (2011) | of restaurant industry in Pakistan | | | found the significant impact of SQ on customer satisfaction |
| Angelova, B., & Zekiri, J. (2011) | Telecommunication customer in Macedonia | Customer satisfaction | Service quality | The paper found the significant impact of SQ on customer satisfaction |
| Mohsan, F., Nawaz, M. M., Khan, M. S., | Banking customer in Pakistan | Customer loyalty and intention to switch | Customer satisfaction | The study presents that customer satis- |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Shaukat, Z., & Aslam, N. (2011) | | | | faction was related with customer loyalty | | | | of customer satisfaction and loyalty |
| Adeleke, & Aminu, (2012) | Nigerian Customer of telecom | Customer loyalty | Service quality, price, customer service, corporate image | The findings revealed that the service quality, customer satisfaction, and corporate image are important determinants | Al-mossawi (2012) | Telecommunication customer in Bahrain | Customer satisfaction | Customer retention and customer loyalty | This study sheds some light on the importance and consequences of satisfaction in the competitive telecommunication industry in Bahrain |

| | | | | |
|---|---|---|---|---|
| Dawar (2013) | Bangladeshi Customers of banking industry | Customer satisfaction | Reliability, Technology, Commitment, Empathy and Privacy | In this study a com-com-para-tive re-search design has been chosen to explicate the determinants of customer satisfaction |
| Patra, S. K., & Dash, A. (2014) | Custome of Bank in Odhisha | Customer satisfaction | Service quality | The paper found the significant impact of SQ on cus- |
| | | | | tomer satisfaction |
| Jain, D. V. K., & Naithani, J. (2015) | Customer of Indian banks | Customer satisfaction | Service quality | The paper found the significant impact of SQ on customer satisfaction |

## 2.4.    Conclusion

This chapter discusses the previous literature findings. These finding helps to build the theoretical base for the research conceptual framework. This research mainly focuses on customer satisfactions towards the local and international mobile telecommunication in Malaysia. The objectives of this study are to find out the factors (e.g. price, brand image and quality of mobile services) that have a major impact on customer satisfaction.

## 3.1. Introduction

This following chapter discussed the methodology that is to used in this study. The chapter comprises of several sections. The chapter starts with an introduction and follows with the development of research hypotheses. In the third section research design presents and section four mentions the research approach with sub sections of sample and sampling technique, design of the questionnaire for colleting the survey data. Next section highlights the measurement instruments for the variables.

## 3.2. Conceptual Framework of the customer satisfaction on local and foreign telecommunication companies in Malaysia.

In terms of the above discussed theoretical understandings, the model for this research can be shown as follows.
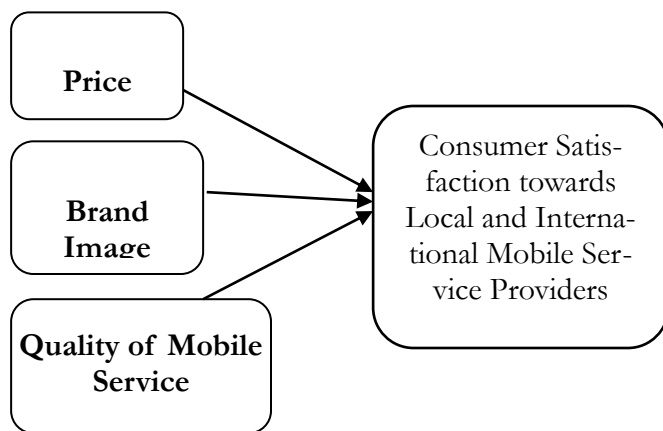


Figure 3.1: Conceptual Framework of the customer satisfaction on local and foreign telecommunication companies in Malaysia.

## 3.3. Development of Research Hypotheses

To meet the research objectives, this study has formulated several research hypotheses after reviewing the literature in detail. The development of these research hypotheses are discussed below.

### 3.3.1. Relationship of Price and Customer Satisfaction

Price is one of the most important components that would deal with the perception of the customers to determine the price of a particular product or services and thus becomes an indicator of the quality of that service or product (Varki and Colgate, 2001). In fact, price consciousness influences the satisfaction of the customer (Iyer and Evanschitzky, 2006). The level of satisfaction or dissatisfaction of the customer would mainly depend on the perception of price judgement by the customer (Matzler and Pramhas, 2004; Zielke, 2008). However, a wrong strategy of pricing by the marketer may have a tremendous effect on the customer mind and their level of satisfaction in for products or services (Diller, 2000; Matzler et al., 2006).

As people are more concern about the price of the product and service, it is important for the marketer to select a good pricing for their product (Martin et al., 2009). It has been noticed that when the level of pricing is fluctuates higher and lower, it has a significant effect on the customers mind.

But, if it the reason can't be identified as to the higher price it than becomes unfair for the customer (Xia et

al., 2004). There are many reasons that are associated with attaining a higher price for the product and services in the market. One of the most important indications for a high price is due to the supplier's price. However, many sellers keep the price level very high to attain a high profit margin that would be derived from selling their goods and services (Vaidyanathan and Aggarwal, 2003). Consequently, many buyers would look for the products which are on sales promotion or discounts (Grewal, et al., 1998). In this case, we can identify that, the price of the product or service has a huge influence on the buyer's satisfaction. Hence, the study developed the following hypothesis:

**Hypothesis 1:**

$H_o$: There is no significance positive relationship of price and customer satisfaction

$H_A$: There is significance positive relationship of price and customer satisfaction

### 3.3.2. Relationship of Brand image and Customer Satisfaction

Recently, global businesses have become more competitive and challenging, thus brand image has become an important issue for selling products and services (Gioia *et al.,* 2000). Brand image is characterized as an impression of a compilation reflected in the affiliations held within the customer mind (Keller, 1993). It is the whole of the individuals' impression of an association that matters. There are several factors through which a brand image can be perceived by the custom-

ers. They may be the sound, smell of the product, touch, scene, taste and touch, services, experiences, other affiliations of the business (Smith & Taylor, 2004). According to Anderson et al. (1994), a good brand image can enhance the level of customer satisfaction which is also a good reason for better customer loyalty. A proper managed brand image can enhance a higher level of customer retention in the business (Smith and Taylor, 2004). It is clear that brand image is concerned with the impression identities structures as a part of purchasers' identities and the perspective of customers rising up out of this impression.

It is because of this that GSM executives stress over the way it is seen by their partners, for instance, the agents, government, media, customers, shareholders, and populace, as these impacts both first time and repeat purchases. Kandampully (2007) stated that brand image influences both client faithfulness and their level of fulfilment. From the above discourse it has been obviously distinguished that brand image is a vital issue among different issues which can be of consequences for consumer loyalty toward an organization's item and administrations. Numerous studies have been led to distinguish and comprehend the relationship between brand image and consumer loyalty in distinctive commercial enterprises (Liu, 2008). Hence, this study develops the following hypothesis:

**Hypothesis 2:**

$H_o$: There is no significance positive relationship of brand image and customer satisfaction.

$H_A$: There is significance positive relationship of brand image and customer satisfaction.

### 3.3.3. Relationship of quality of service and Customer Satisfaction

Numerous analysts have been directed to comprehend the manner of the relationship between the quality of service and consumer satisfaction in today's diverse commercial ventures (Coner and Gungor 2002). Quality of service can be measured by compassion, dependability, affirmation, responsiveness, tangibles, confirmation, and sympathy (Parasuraman et al., 1985). A model was proposed by Zeithaml et al. (2008), where they exhibit the connections between quality of service and consumer satisfaction. Jahanzeb, Tasneem and Khan (2011) inspects the numerous elements for that benefits the telecommunication industry these under the far reaching headings of: Value included administrations (VAS), correspondence guarantee, and advancement progression and determination organization. Correspondence surety results when the way of arrangement of the organization supplier is adequate and there are immaterial rates of call disturbance.

The settlement of the organization suggests that the brief and precise charging of an organization that than updates on the purchaser dependability. The level of consumer satisfaction may fluctuate depending on the worth given by the administrations of the organization. The satisfaction of the customer is highly associated with the perceived quality of services that is provided by the company (Yoo and Park, 2007).

Consequently, service quality provided by telecommunication companies may varies from company to company. Researchers have confirmed that the quality of services is highly linked with the customer satisfaction.

Hence, the study has developed the following hypothesis:

**Hypothesis 3:**

$H_o$: There is no significance positive relationship of quality of service and customer satisfaction.

$H_A$: There is significance positive relationship of quality of service and customer satisfaction

### 3.4. Research Design

The researcher has employed the correlation and descriptive analysis to assess and the factors that influence the customer satisfaction services provided by both the local and international mobile service providers in Malaysia. For this study, the researcher planned to collect data through the questionnaire survey method. The sample is selected from the particular population through proper justification and techniques. Hypotheses are tested through different statistical method such as multiple regression, ANOVAs etc.

The researcher has the capacity observe and test the empirical data that is extracted from the sample which has been derived from a particular sample of one or more of the organization (Cavana et al., 2001). This types of research has the capacity to observe and understand the relationship among the complex variables and association over a longer duration (Bowen & Wiersema, 1999).

### 3.4.1. Questionnaire Administration for the Study

A five point likert type questionnaire is administered for the study. The questionnaire consists of nominal, ordinal and categorical data information. A total 150 respondents were selected for this study. This study has employed a questionnaire in a structured format for collecting data from the sample. The researcher has developed an effective questionnaire for the quick collection of data and proper management of data analysis.

The questionnaire consists of five (5) sections which consist of Section A that represents the demographic, Section B for the consumer satisfaction toward telecommunications, Section C for the price, Section D for the brand image, and lastly, Section E for the quality of mobile services. The research has adapted scales from different sources. This study used a five point likert type scales for assessing the consumer perceptions. The current questionnaire has the capacity to identify the level of agreeableness ranging from "strongly agree" to "strongly disagree" within the target respondents.

### 3.4.2. Data Collection

This research is aimed at collecting primary data. The purpose of this data collection is for data analysis, hypothesis testing and the interpretation of the results that is derived from the data analysis and to than finally meet the objectives of this research.

The main objective of collecting primary data is to fulfil the research objective. In this regard, a well developed questionnaire was designed and allocated among the target respondents. However, in some cases the researchers were required to have several sessions of interviews in order to collect the information. The researcher was focused on the customers in Kuala Lumpur and Selangor. Around 200 questionnaires were allocated among the respondents to attain feedback from them; the questionnaire was developed in English language only.

### 3.4.3. Population and Sampling

A research population comprises of a collection of data and information whose properties are to be analyzed in a given research (Hair et al., 2010; Cavana et al., 2001). Population could be defined as the *complete* collection of the subject of interest that is to be studied in a research (Cavana et al., 2001). A sample could be defined as *part* of the target population of interest that is to be studied; it can be statistically referred to as a sub-collection that is selected from a population of interest. Meanwhile, population sampling can be defined as the process through which any group of representative elements or individuals are selected from a given population for the primary purpose of statistical analysis.

The purpose of using sampling is to identify the target respondents among the population. This study has adopted the convenience sampling technique of non-probability method. This is a better way to get a certain particular respondents among the population. This research was able to collect data from 150 respondents

as a sample which is appropriate enough for this study. As scholars mentioned the sample size should be ranging from 30 to 500 for most social science research (Roscoe (1957).

This is because there is evidence from both the academics and practitioners that has established that the common goal of conducting a research survey is to mainly collect data that represented the population that is to be studied (Hau and Marsh, 2004; Van *et al.,* 2002; Cavana *et al.,* 2001; Bartlett et al., 2001; Krejcie and Morgan, 1970). As such, several researchers have used the information that is gathered from different surveys to generalize the findings that was drawn from a sample of a population, specifically within the limit of a given random of error (Bartlett et al., 2001; Cavana *et al.,* 2001).

### 3.4.4.    Sampling Design

For ease of generalization, this study has adopted a simple random sampling design (Sekaran, 2013). As defined, a simple random sampling design is a sampling method that involves giving every members of the population an equal chance of being selected from a target population using a specified technique such as the Excel software as the basis of a sample selection (Hau & Marsh, 2004; Van *et al.,* 2002).

As explained by Cavana et al (2001), the best way of selecting the members for a target sample population using the simple random sampling is by giving the total number of units in the total population an equal chance of being selected. The outcome of this selection has served as the standard marker for selecting the

sample units from within the total population.

For this current study, given that the anticipated random group of 150 is from the total population of customers that use mobile telecommunications in Malaysia using the simple random sampling design is being used as specified by Cavana et al (2001). Thus, this research has simply made use of the Excel software analysis in selecting the 150 sample size at random from the list of customer that use mobile telecommunications as alphabetically listed by the telecommunication in Malaysia.

### 3.5.    Research Instrument

This research has conducted the data collection through questionnaire method. For data collection there is need for the development measurement instrument. This research used a measurement tool for the variables such as customer satisfaction, price, brand image and quality of services. A five point likert type questionnaire is administered for the study. The rating is ranging from 1=strongly disagree to 5=strongly agree. There are five items for each variable.

### 3.6.    Data Analysis Procedures

After the collection of the data, the data analysis procedure is started. The Statistical Package for Social Science (SPSS) version 19.0 was used for data analysis and all the data collected was entered in to the software. The items of the questionnaire were coded accordingly thus it would become convenient for the

reader to understand the results. There are several methods and techniques that were used in this study to test the hypotheses, they are listed below.

### 3.6.1. Frequency Distribution Analysis

To assess the frequency of the data, the researcher employed SPSS tool to use descriptive analysis for representing tabulated data. These tables would only show the counting of the data and cases of the variables.

The main objective of the researcher is to find out the frequency distribution of the data from the tabulated data sheet. The table are easy understanding to identify the items and cases.

Frequency distribution is a scientific appropriation where the analyst tries to get and check the quantity of the reactions associate with the distinction estimations of the variable and communicates them in a rate term.

A frequency distribution likewise demonstrates the state of experimental circulation of the variable. The recurrence information may be use to build pie diagrams, or a reference chart in which the qualities are expressed in the diagram.

### 3.6.2. Correlation Coefficient

This study conducted a correlation coefficient in order to identify the nature of the relationships among the variables and for hypothesis testing. The main objective of using the correlation is to identify if the results are supporting the tested hypothesis or not. In this study, Bivarate Pearson Correlation seeks to identify the nature of relationship among the dependent and

independent constructs. The rank of the correlation results exists from -1 to + 1.

The purpose of the correlation coefficient is to assess the extent of the linear and direct relationships among the variables. Hence, it has thus clearly identified that the purpose of using this method to understand and find that a relationship exists between these three independent variables and one dependent variable.

### 3.7. Conclusion

This study aim is to conduct methodologies in order to confirm the research objectives through the collection of the data, analysing data and result analysis. A version of SPSS 19 was used in this study to conduct the data analysis.

The study has collected data using a primary source of data through the survey method. Respondent filled out the questionnaire and send them back to the researcher for further consideration. All the information was collected for this research was than evaluated.

This chapter discusses the sampling technique, sampling frame, place, survey instruments sample size, etc. The measurement scales used in this study was also explained.

### 4.1 Introduction

This following chapter discussed how data was analyzed and the hypotheses were tested used in this study. The chapter comprises of several sections. This chapter starts with an introduction and follows with a descriptive analysis. In the second section, it contains

the correlation analysis of the data and the comparison of the mean of the variables. After that the reliability analysis is conducted. And in the final section, the regression analysis was conducted for hypotheses testing.

## 4.2 Data Analysis

The main purpose of analysing the data is to identifying the central tendency and the distribution of the sample respondents through descriptive analysis, analysing the reliability of the data and measurement validation and testing the research hypotheses which is derived from the theoretical framework that is developed in the previous chapter. A statistical tool such as the SPSS (Statistical Package for Social Science) was used to analyse the collected data. The process of the analysing data starts with the data coding, data transformation and keying in the data in the system.

## 4.3 Demographic Analysis

The aim of a demographic analysis is to gain information about the respondents. Primary data is raw hence that is why the researcher need to demographic analyse the data for easier understanding and interpretation. The demographic profile of the respondents is represented in Section A of the questionnaire. A total of seven questions were asked to collect data which is regarding the respondents' gender, age, race, marital status, occupation, monthly income and education level. Section B includes some information concerning the company that the respondents are using for their

telecommunications services. This section also includes the potential and possible services that the respondents usually look for in their telecommunication services.

Among the respondents, 77 were female and 73 were male. The total amount of respondents was 150.
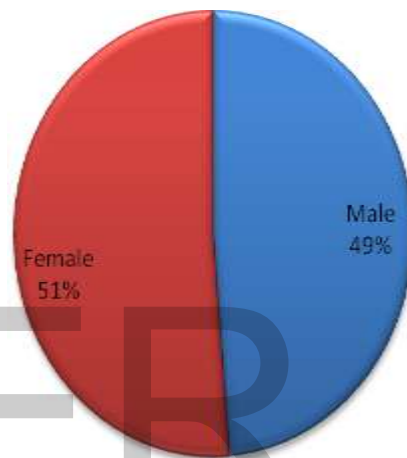
Figure 4.1 Frequency Distribution of Gender



**Table 4.1 Distribution of Gender**

| Gender | | | |
|---|---|---|---|
| | | **Frequency** | **Percent** |
| **Valid** | **Male** | 73 | 48.7 |
| | **Female** | 77 | 51.3 |
| | **Total** | 150 | 100.0 |

The age level of the respondents was less than 20 to more than 39. There were four categories. The highest numbers of respondents fell into the second category that is the age level of 20 to 29. And the lowest range is less than 20 and more than 39.
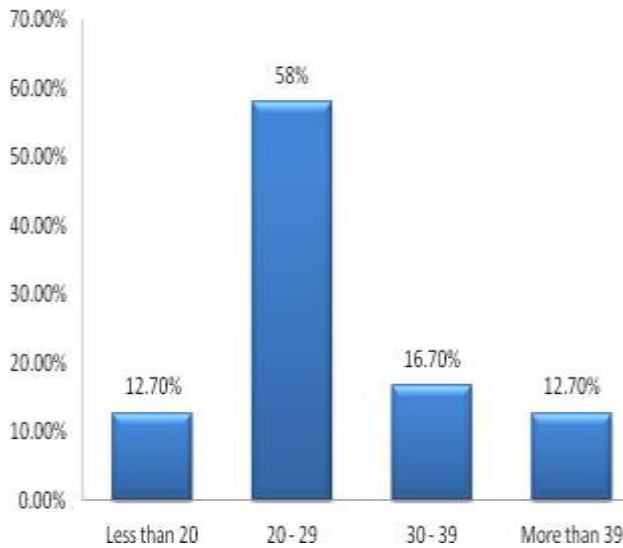
**Figure 4.2 Distribution of Age**



**Table 4.2 Distribution of Age**

| Age Group | Frequency | Percent |
|-----------|-----------|---------|
| Less than 20 | 19 | 12.7 |
| 20 - 29 | 87 | 58.0 |
| 30 - 39 | 25 | 16.7 |
| More than 39 | 19 | 12.7 |
| Total | 150 | 100.0 |

Based on Figure 4.2 and Table 4.2, there were 12.7% of the respondents falling into category of between less than 20 years old and 58% for between 20 to 29 years old, 16.7% for between 30 to 39 years old, 12.7% for between more than 39 years old.
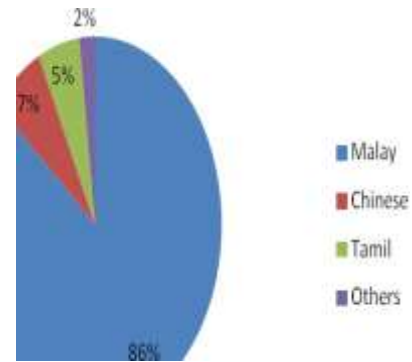
**Figure 4.3 Distribution of race**



**Table 4.3 Distribution of Race**

| Race | Frequency | Percent (%) |
|------|-----------|-------------|
| Malay | 129 | 86.0 |
| Chinese | 10 | 6.7 |
| Tamil | 8 | 5.3 |
| Others | 3 | 2.0 |

Based on Figure 4.3 and Table 4.3, the majority of the respondents were Malay which represented an 86% of the sample size. Meanwhile, Chinese respondents represented a 6.7% and the Tamil respondents represented a 5.3%. Lastly, other races represented 2% only.

The following Figure and Table 4.4 highlights the percentages of the marital statuses of the respondents. The maximum numbers of respondents are married.
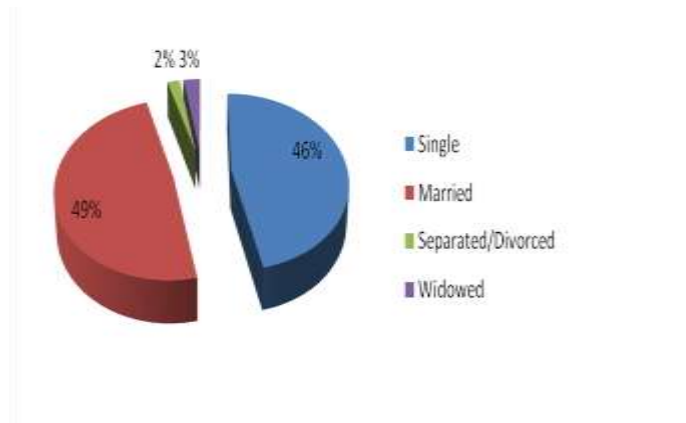
**Figure 4.4 Marital Statuses of Respondents**



**Figure 4.5 Level of formal education**



**Table 4.5 Level of Formal Education**

| Level of Education | Frequency | Percent-ages (%) |
|---|---|---|
| High School | 40 | 26.7 |
| High School, Associate De-gree | 78 | 52.0 |
| Bachelor's Degree | 19 | 12.7 |
| Master's Degree and Above | 13 | 8.7 |

**Table 4.4 Marital Statuses of Respondents**

| Marital Statues | Frequency | Percentages (%) |
|---|---|---|
| Single | 70 | 46.7 |
| Married | 73 | 48.7 |
| Separat-ed/Divorced | 3 | 2.0 |
| Widowed | 4 | 2.7 |

Referring to Figure 4.5 and Table 4.5, it shows that the respondents level of formal education with the highest frequency at 52% that is educated to the level of high school and associate degree, followed by bachelors degree at 12.7%, and masters degree at 8.7%.
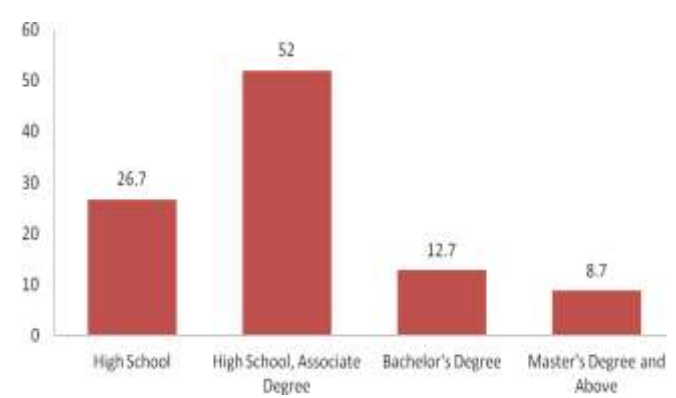
Based on Table 4.6, the majority of the respondents that was using Celcom represented a 38.7% of the sample size. Meanwhile, the other respondents were using Digi at 27.3% and Maxis represented 12.7%. Lastly, U-mobile is at 21.3%.

**Table 4.6 Telecommunication company uses by the respondents**

| Name of the Com-pany | Frequency | Percentage (%) |
|---|---|---|
| DiGi | 41 | 27.3 |
| Celcom | 58 | 38.7 |
| Maxis | 19 | 12.7 |
| U-Mobile | 32 | 21.3 |
|  |  |  |

## 4.4    Test on the Reliability of the Scale

The main objective of the testing scale reliability is to assess whether the items are highly related with each other. The purpose of testing reliability is to identify to what extent a scale produces reliable outcomes if the frequent measurements are free from random (Malhotra & Peterson, 2006).

To understand the level of reliability, researchers would usually look for the values of the Cronbach's Coefficient Alpha. Cronbach's alpha coefficient represents the range from 0 to 1 (Malhotra, 2007). The higher the coefficient, the more reliable the items are in measuring the constructs. A value of 0.6 or less generally indicates an unsatisfactory internal consistency and reliability.

**Figure 4.7 Reliability Test Results**

| Variables | Cronbach's alpha | No. of Items |
|---|---|---|
| Customer Satisfaction | 0.880 | 5 |
| Price | 0.820 | 5 |
| Quality of Mobile Services | 0.769 | 5 |
| Brand Image | 0.847 | 5 |

In this study, it illustrates the reliability of four research constructs. The Cronbach's alpha was employed to examine the internal reliability of the 20 items and was used to measure these four six variables.

Table 4.7 represents the reliability results of the constructs which mostly ranges from 0.769 to 0.880. According to Hair et al. (2010), the value of the

Cronbach's alpha should be at least 0.6. In this regard, all the research variables passed the reliability test, and the minimum value of the alpha here is at 0.769. The results have shown that the services provided by the different telecommunication industry the level of customer satisfaction had the highest coefficient (0.880) while the quality of service had the lowest coefficient (0.769).

## 4.5    Multiple Linear Regression Analysis

According to Churchill and Brown (2004), the main objective of applying the multiple regression analysis is to identify the relationship among the several independent variables and single dependent variables. The multiple regressions is also one form of bivariate regression that employs more than a single independent construct that is used in the equation.

The formula for multiple regressions was calculated by as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \ldots\ldots b$$

This study has conducted a multiple regression analysis to indentify the percentages of the independent and dependent constructs. The adjusted R Square will be tested as the result of the CS, the price was provided by PS, the quality of mobile services was provided by QS, the brand image was provided by CI, here PS, QS and BI towards the CS. If the percentage is high in terms of the relationship between the independent variable toward the dependent variable, this will ensure the intensive connection among the PS, QS, and BI towards the SQ.

**Table 4.8: Model Summary**

| Model Summary | | | | | |
|---|---|---|---|---|---|
| Model | R | R Sque | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .580[a] | .337 | .323 | .50279 | 1.835 |
| a. Predictors: (Constant), BI, SQ, PS | | | | | |
| b. Dependent Variable: CS | | | | | |

Table 4.08 has shown that the R Square is at 0.337 for the regression of customer satisfaction of 0.580. This means that 33.70% of the variation of customer satisfaction can be explained by the four independent variables which are the price provided by the telecom, quality of their services, and brand image. The others at 66.30% remain unexplained.

**Table 4.9 ANOVA test**

| ANOVA[b] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 18.735 | 3 | 6.245 | 24.703 | .000[a] |
| | Residual | 36.908 | 146 | .253 | | |
| | Total | 55.643 | 149 | | | |
| a. Predictors: (Constant), CI, SQ, PS | | | | | | |
| b. Dependent Variable: CS | | | | | | |

**Table 4.10 Coefficients**

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.095 | .333 | | 3.288 | .001 |
| | PS | .338 | .080 | .340 | 4.212 | .000 |
| | SQ | .058 | .073 | .062 | .797 | .427 |
| | BI | .325 | .083 | .302 | 3.917 | .000 |
| a. Dependent Variable: CS | | | | | | |

Here,

CS = Customer Satisfaction

PS = Price

SQ = Quality of Service

BI = Brand Image

This research has developed three main hypothesis, they are as follows:

**Hypothesis 1**

$H_0$:    There is no significance positive relationship of price and customer satisfaction

$H_A$:    There is significance positive relationship of price and customer satisfaction.

Reject $H_0$ if $p<0.05$ Based on Table 4.12, there is a

significant value of PS at 0.000, which is below the p-value of 0.05. This can be concluded that there is a positive relationship between the tangible features and customer satisfaction, so it rejects **H₀**.

## Hypothesis 2

**H₀:**    There is no significance positive relationship of brand image and customer satisfaction

**Hₐ:**    There is significance positive relationship of brand image and customer satisfaction.

Reject **H₀** if p<0.05

Based on Table 4.12, there is a significant value of PS at 0.000, which is below the p-value of 0.05. This can be concluded that there is a positive relationship between the tangible features and customer satisfaction, so it rejects **H₀**.

## Hypothesis 3

**H₀:**    There is no significance positive relationship of quality of service and customer satisfaction

**Hₐ:**    There is significance positive relationship of quality of service and customer satisfaction.

Reject **Hₐ** if p<0.05

Based on Table 4.12, there is a significant value of PS at 0.427, which is above the p-value of 0.05. This can be concluded there is a positive relationship between the tangible features and customer satisfaction, so it rejects **Hₐ**

### 4.5.1.    The Matrix Scatter

Figure 4.11, which is the Matrix Scatter Graphs for CS & PS, CS & SQ and CS & CI
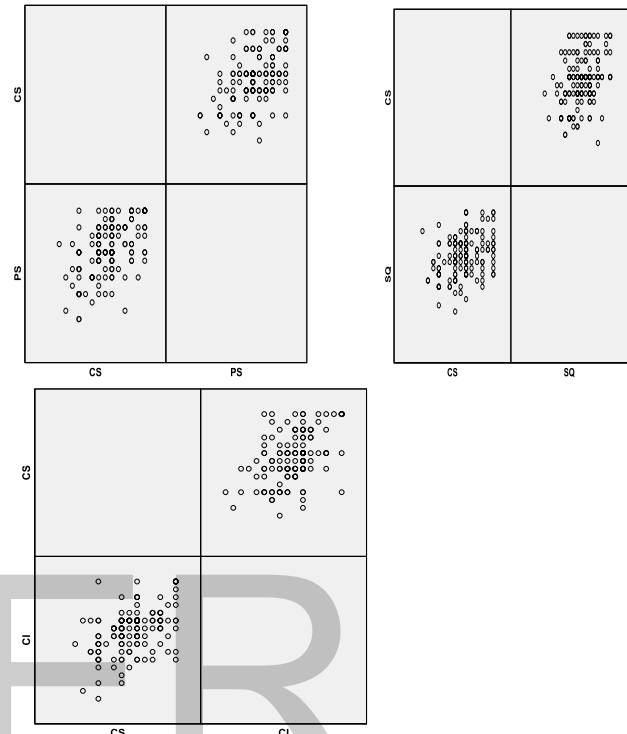


### 4.5.2.    The Correlation Analysis

This study conducted a correlation analysis to identify the nature of relationships among the variables and for hypothesis testing (Zikmund, 2003). The main objective of using the correlation analysis is to identify the results are supporting tested hypothesis or not. In this study, the Bivarate Pearson Correlation is used to identify the nature of relationship among the dependent and independent constructs. The range of correlation results exists from -1 to +1 (Hair et al. 2010). This study has tested the correlation among the variables namely the CS, provided by the PS, SQ, and CI towards the CS. The correlation analysis measures the positive or negative relationships among the studied

variables.

## Table 4.12 Pearson Correlations

| Correlations | | | | |
|---|---|---|---|---|
| | **CS** | **PS** | **SQ** | **BI** |
| **CS** | 1 | | | |
| **PS** | .504** | 1 | | |
| **SQ** | .337** | .471** | 1 | |
| **BI** | .477** | .445** | .379** | 1 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | |

Based on Table 4.12, it has showed that the correlation matrix for the four examined construct which was the price (PS), quality of service (SQ), brand image (BI), and customer satisfaction (CS). According to the Table 4.9, all the constructs did not exceed the value of 0.75. The Table shows that all the variables are unique and have a positive correlation among the variables. In addition to that, the table also shows that there is no negative sign.

### 4.6. Summary of Hypothesis Test

| No. | Hypothe-sis | Description | Accept-ed/ Rejected |
|---|---|---|---|
| 1 | H1 | **H$_A$:** There is significance positive relationship of price and customer satisfaction | Accepted |
| 2 | H2 | **H$_A$:** There is significance positive relationship of brand image and customer satisfaction. | Accepted |
| 3 | H3 | **H$_A$:** There is significance positive relationship of quality of service and customer satisfaction. | Rejected |

### 4.7. Conclusion on Data Analysis

The chapter has discussed the interpretation of the data analysis results and tested the research hypothesis. It also described the methods that were used for data analysis and the justifications of the technique used in this study. The next chapter is going to present more details on the hypothesis testing results.

## CONCLUSION

The following chapter discuss the findings that have derived in chapter four. Mostly the focuses on descriptive analysis findings, results of hypotheses testing, provide justification for hypotheses results. Finally, this chapter will propose further research suggestions followed by the limitation of the current study.

### 5.1. Summary of the Study

From the respondents' descriptive study, the personal details were classified as gender, age, race, marital status, working status, income and education level. The majority of the respondents were female which constituted a 51.3% of the sample size, the age category was between 20-29 years old which constituted a 58% of the respondents and most of them were Malay and married which constituted 86% and 48.9% respectively of the responde nts. In this study, most of the respondents had completed their high school degree or associate degrees and this constituted a 52% of the respondents. Most of the respondents were using the Celcom mobile services and this constituted a 38.7%

of the respondents.

The research instruments were tested through the reliability test. The total number of items were 20 of 4 variables were tested with the Cronbach's alpha for reliability tests. The 4 variables were the CS's highest coefficient (0.880), followed by PS (0.820), BI (0.847) and SQ (0.769). All the alpha values of the reliability tests were above 0.6 which is acceptable.

The Pearson Correlation was used to identify the nature of the relationship among the dependent and independent constructs. The range of the correlation results exists from -1 to +1 and all the variable are with a negative sign and the level of significance at p value is <0.05. The maximum correlation value is PS with r=0.504, followed by SQ with r=0.337, and BI with r=0.477. Meanwhile, the lowest correlation is the brand image with r=0.337 and all the correlation were significant at 0.01 levels. From the analysis, the R2 regression of customer satisfaction is at 0.337. The regression coefficient for PS is at 0.214, SQ is at 0.064, and BI is at 0.061.

## H1: There is significance positive relationship of price and customer satisfaction.

From this study, the researchers have found out that price is significant to CS. This can be supported by Varki and Colgate (2001), Iyer and Evanschitzky (2006), Diller (2000), Matzler and Pramhas (2004), Matzler et al., (2006), who mentioned that the price of services plays an important role for customer satisfaction. The study has confirmed that PS has a significant relation with CS. The study further confirms that customers can be attained through price consciousness and special offer prices (Grewal, et al., 1998). However, a service provider e.g. a telecommunication company can focus more on the price, thus enhancing the level of customer satisfaction. Thus, this hypothesis confirms that there is a positive link that exists between the prices that is offered by telecommunication companies are major issues for customer satisfaction.

## H2: There is significance positive relationship of brand image and customer satisfaction.

Based on the findings of this study, is states that a brand image is significant to CS. This can be supported by Gioia et al., (2000), Anderson et al., (1994), Smith and Taylor (2004), Liu (2008). This study has been able to identify the positive relationship between brand image and customer satisfaction. Kandampully (2007) proclaimed that a brand image influences both client faithfulness and their level of fulfilment. According to Anderson et al. (1994), a good brand image can enhance the level of customer satisfaction which is also a reason for better customer satisfaction. This means that a customer is more aware about the name of the services they receive from the service provider. The brand image put a positive scenario in the mind of the customer. They feel that with good brand image product or service is more superior.

### H3: There is significance positive relationship of quality of service and customer satisfaction

From the study, the researchers have found out that the quality of services is not significant to CS. Usually the customers of telecommunication industries are concerned about the call rates rather than the services that is provided. Customers think that the services that is provided by the company is optimum. In this case, they focus mostly on the lowest call rate and other outgoing call facilities. To understand the level of service quality a customer needs, to the direct interaction with sales representative in receiving a particular service, while in the telecommunication sector it not possible for this industry. From the above discussion it can be easily assessed as to why, in the telecommunication sector, service quality does not have a positive relationship with customer satisfaction.

### 5.2. Benefits of the Business

There are several reasons for conducting this research, the main objectives is to identify the potential benefits for this business. This study indentifies a number of implications for further business development in the telecommunication industry. The total findings of this research show some vital indicators for business implications that can develop a telecommunication company's performance and its services processes. It has been assumed that after the implementation of all these steps it is able to enhance the business performance of that particular industries.

Firstly, as price is one of the vital elements that en-hances customer satisfaction, telecommunication companies should develop a pricing technique for the call rate, SMS charges and other internet fees. The telecommunication company can adopt a precise method for pricing their services. Besides, the telecommunication company can maintain a good competitive price in order to attain and retain customers over a long period. A telecommunication company should focus on their call rates and charges that can keep up their competitive advantage. In the price competitive company should follow rules for catching the customer among the other rivalry. But, it has become a great problem for the service provider to retain their customers over a long period. Somehow other competitive companies are also offering a good price in order to attain the customers in this market. For this reason, companies should take the necessary steps to manage their price at a good level.

Secondly, the brand image, which is also an important factor in order to attract the customers in this competitive market. Companies should take the necessary steps to conduct a number of campaigns to expand the value of their brand image into the market. They should follow and understand what others are doing. With this they are than able to manage their brand image.

Finally, company should also identify the needs of the customer, as to which types of services they really require. They should conduct massive market surveys in order to identify the particular needs and wants of the customers in this industry.

## 5.3.    Recommendations for Future Research

This study has the capacity to add value in any further research that is done for improving the same or different industries. The good sample size with proper justification can help new research's to formulate greater findings for potential researchers which might have a better contribution towards marketing literature. However, time is one of the most vital factors for any effective research, further study should thus be conduct with the longitude of time to collect proper data with a well and modified questionnaire.

The time frame of conducting a survey should be extended in order for the researchers to get sufficient time to distribute and collect from the large number of respondents. For the current study, the researchers have only distributed the questionnaire to Kuala Lumpur and Selangor, this might not represent the whole population. Thus, to obtain a larger sample size, the researchers can distribute it to all the states within Malaysia.

To keep away from the inclination of this study, a multi-dialect poll is prescribed; it ought to give english, malay, chinese, and tamil variants of survey questionnaire. By embeddings multiple dialects into the poll, it can help build the level of comprehension for the respondents who are not able to understand the full english form of the survey. Also, the respondents can pick their favoured dialect when reply; accordingly they would be than ready to comprehend the exploration questions which prompt the precision of the result.

## 5.4.    Conclusion

In conclusion, there are administrative ramifications that have assisted the telecommunication industry in order to enhance their services and change to in order to boost its execution of marketing. Also, this investigation has incorporated a few confinements that have been confronted by the scholars. On the other hand, these confinements have been bolstered by suggestions to upgrade the overall telecommunication business in the future.

In this research, the author found some covered and imperative components that affected the market price, brand image and the quality of services of the consumer's satisfaction in the telecommunication industries within Malaysia. Thus, this investigation assisted the telecommunication industry to stay informed regarding the three imperative variables and consistently screen their consumer satisfaction thus guaranteeing the greatest fulfilment among the clients.

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