

Customer Satisfaction Factors towards Mobile Network Services

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Izyan Munyanti¹, Maslin Masrom^{1,*}

¹ Razak Faculty of Technology and Informatics, Universiti Teknologi Malaysia, 54100 Kuala Lumpur, Malaysia

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ABSTRACT

The Malaysian mobile telecommunication services market has experienced a tremendous growth over the last few years. Competition among existing players has also intensified as companies are increasingly focusing on retaining existing and new customers. This study investigated factors that could become the customer satisfaction index in determining the customer needs and expectation towards mobile network service operators or providers in Malaysia. Service quality, billing and price, network connectivity, customer services and delighting promotion are the major dimensions or factors of customer satisfaction. A structured questionnaire was utilized to collect the data from 163 customers by simple random sampling technique. The statistical analyses were made in giving an idea to the mobile service providers to focus on maintaining and enhancing the services in customer satisfaction, repurchase intention and recommendation of services to others. Thus, the finding of this study could help the telecommunication companies in improving the quality of their services for better and greater customer satisfaction in developing new strategies and as a bench-marking to them.

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1. Introduction

Telecommunication is a communication over a distance by cable, telephone, telegraph or broadcasting and others, but traditionally it refers to telephone services. Telecommunication also can be known as a transmission of information. This is due to a switch system and line which interconnecting to each other in order to provide communication between multiple parties. Nowadays, the growth of the telecommunication service industries is worldwide. All countries in the world aware of the importance of the telecommunication services for their people, where the telecommunication advances are concur with the growth of communication technology and mobile devices. The users can stay connected on a global scale without traveling and can collaborate with anyone around the world by just having good telecommunication services. Telekom Malaysia is the first telecommunication company in Malaysia that has provided land lines and mobile services.

* Corresponding author.

E-mail address: maslin.kl@utm.my (Maslin Masrom)

Currently, there are many companies provide telecom services in Malaysia, and the main providers among others are Maxis, Celcom, Digi and U Mobile companies.

Currently, telecommunication especially mobile devices are entangling to part of everyone life. Besides, mobile phones are playing a major role in communicating with others from one place to another place. As we know mobile phone not only for making call, but it also being used in communicating in others way such as through messaging via text and multimedia and also connect to the internet. Therefore the demand for the mobile services has continues to grow strongly. Gyasi Nimako *et al.*, [1] stated that an organization are being more customer-centric and more interested not just acquiring new customer, but more important retaining the existing customer towards their services. This problem is due to costs involve in attracting new customer is higher than retaining existing customer. According to them it is more profitable retaining the old customer which more like to repurchase or reuse the company's product or services and most likely recommend them to others.

Telecommunication is important to each of everyone in this world in order to communicate with each other or as a requirement in doing some work related. Although it was important in daily life the usage of this technology somehow might make the user dissatisfied with the service provided due some circumstances. It happened all over the world due to the services that might not satisfied the customers need which will tend to switch problem among the customer to find the best telecommunication services for them. There also other issues that make most of the customer not happy with the service provided. In Malaysia, the Communications and Multimedia Consumer Forum of Malaysia (CFM) recorded an increase in the number of telecommunications consumers' complaints received for 2015 [2]. Among the top five consumer complaints categories received by CFM in 2015 include: poor service, billing and charging, poor coverage, short message service (SMS) and no coverage. Poor service represented 42% of the total complaints received in 2015 whereas a total of 29% are related to billing and charging issues.

Several services such as international roaming, mobile money, internet facilities and teleconferencing facilities giving customers a range of choices from only just making and receive call when the innovation of mobile communication services being held [3]. The goals of most of the companies are to maintain their existing customers and retain new customers without losing any of them. This issue is due to many complaints and issues that have been raised due to services that provided by the providers company although there are many promotion schemes have been advertised to attract customers to switch to a new service providers as long as the criteria met their expectations. The growth in data is also being driven by increasing in smartphone and tablet penetration make the better mobile network, and an increase choice of internet content and applications is the one of the area why fixed line infrastructure is less use by customers.

The significant relationship between expectation and the perceived value are the important factor for customer satisfaction. There is no discrimination of gender, income, education and age for the mobile to be used by everyone. The most important is to meet the customer satisfaction by improving quality of service, network coverage, mobile internet, and customer service and promotion scheme [4]. When each company starts to attract their customer to switch to their promotion plan it became a big issue for them in facing the switching telecom network. This is also due to all the companies extremely advertised the way for the customer switching the services from one to another [5]. Hence, it is important to investigate factors that could become the customer satisfaction index of the telecommunication industry in Malaysia.

1.1 Customer Satisfaction

According to Hanif *et al.*, [6] customer satisfaction is how customer in telecommunication industries with higher satisfaction tends to use those services continuously and having a positive impact on the customer retention [7] and also most likely to recommend the service provider to others, improving bottom line for the company [8]. Customer satisfaction actually is something that difficult to be measured and only can be known after the product or services being use by the customer due to it was a personal feeling of either pleasure or disappointment resulting. In the marketing activities outcome, repeating visit to stores, repeat product purchases and word-of-mouth promotion to friends and relative are the point of higher customer satisfaction and vice versa to the low customer satisfaction [9].

1.2 Quality of Services

Service quality can be defined as rationale of differences between competence and expectation regarding a service being received and the perception of the services [9,10]. It also can be defined as the extent to which a service that meets customers' needs and expectation. According to Sabir *et al.*, [11] most of the researcher found out that when greater the companies give services as per customer requirement or need, the greater will be the level of satisfaction and vice versa. According to Ojo [12] a company which can deliver the high-quality service had a better chance of recruiting new customer and customers who are willing to return and retain the existing customer. High quality also can lure customers away from other service competitor whose the service quality is poorer.

Therefore, service quality is one of the major factors in measuring customer satisfaction and a critical factor for the companies' profitability and market success [13]. In telecommunication industries, service quality is the main factor in companies' success because it was the key factor for the customer satisfaction especially the main drivers of perceived service quality is the network connection quality and the customer service. Consequently, when customers perceive high service quality, they will have an increased satisfaction.

1.3 Network Connectivity

Process of connecting was described in various part of a network to one another. In this study network connectivity quality is about the quality of mobile network in the area, and connectivity especially the numbers of error during downloading and uploading activity. Network quality also refers to the quality of network or the quality and strength of the network signal [14]. According to Ojo [12] company that can deliver high quality service has a better chance of recruiting customer who are willing to return and pass the firm performance especially on their network quality which involve in call quality, coverage and network.

1.4 Billing and Price

Price is an amount of money being charged for a product or a service, or a sum of value that customers exchange for the benefits of having or using the product or services [14]. In telecommunication industry especially involving the mobile service operator or provider, the price is not limited to the price of a SIM card, but also cover the recharge voucher, the services and also price of phones [16]. It is not only for buying prices, but it includes the costs of maintaining the relationship with the service provider [17]. Reasonable prices, a variety of price scheme, affordable call rate and

the degree of freedom to choose are the instrument that highly affects the purchasing behaviour of the customer [18]. Price tariff also plays a vital role in the telecommunication market, especially for the mobile service providers. It also affects the customer who will compare the price between the providers first before they choose which provider they want to subscribe. Therefore the level of pricing structure has big influence on satisfaction of customer was much less significant for heavy user and make users loyal.

1.5 Customer Service

Customer service often is seen as an activity, performance measurement and a philosophy and ability to provide a service or product in the way that it has been promised, and in the way, how they want to be treated. According to Kim *et al.*, [7], the customer service or care is about customer support systems, complaint processing, speed of complaint processing, ease of reporting complaint and friendliness when reporting complaint. In order to improve customer services, the telecom service providers for social as well as for economic reason are the focal point of it and should be available to the customer on reasonable terms [6].

1.6 Delighting Promotion

Delighting promotion or delighting customer is a conceptualized as an emotional response which results from surprising and positive levels of performance. The power of customer delight is such as a simple gesture can have far more impact than you imagine due it leads to increased lifetime value, loyalty and customer evangelization. Delight is one of the pinnacles of satisfaction. According to Sundhar [19], customer satisfaction is meet the customer expectations, but delighting customer is involved surpassing it and taking the entire experience to an emotional plane. It can be said that delighting customer will attract the customer to become loyal to the business that they attached, and increase the value of lifetime.

Most of the mobile network operator or provider in Malaysia will give promotion or bonus to their customers in delighting them. The promotion usually not last long. It was due to festive season or it being given to the customers which are loyal to the company. It also can be known as delighting promotion because when the company delighting the customer they will share their experiences through different channels such as social media and as word of mouth. Throughout this approach it will indirectly branding the companies and give big positive impact due to customers' satisfaction. In this context, it is critical to gauge factors influencing customer satisfaction with the mobile data services delivery. Therefore, the main objective of this study is to investigate factors that might influence customer satisfaction with the services that being provided by telecommunication providers in Malaysia.

2. Methodology

This research used quantitative approach, and in this regard an experimental research based on survey method is applied. The population encompassed customers from the popular mobile network operator in Malaysia. The simple random sampling technique was employed whereby random samples around Universiti Teknologi Malaysia Kuala Lumpur were being selected. All information have been collected using the structured survey questionnaire from 163 respondents.

The survey questionnaire for this study is divided into three parts where part one contains the demographic factor with 5 questions, part two is about the mobile network operator/provider

information which have 8 questions, and the last part includes study variables with total of 29 questions with seven-point Likert scale where '1 = Highly dissatisfied, 2 = Dissatisfied, 3 = Somewhat dissatisfied, 4 = Neither dissatisfied, 5 = Somewhat satisfied, 6 = Satisfied, 7 = Highly satisfied.' The statistical package IBM SPSS version 23 is used for data analysis.

3. Results

This section presents the results obtained through the statistical analyses including descriptive analysis and correlation analysis.

3.1 Respondents' Characteristics

The survey was conducted via online survey to the postgraduate students and several number of random Facebook users. The total subjects was 163 which divided into 66 males and 97 female respondents. Between the range of age there is 114 (69.9%) is around 28 to 37 years old, 23 (14.1%) under 18 to 27, 21 (12.9%) 38 to 47 group and five (3.1%) under the 48 to 57 group of age. As shown in Table 1, respondent's education was 82 (50.9%) with degree, 61 (37.9%) master's degree, 13 (8.1%) diploma's holder and five (3.1%) is SPM holders.

Regarding the mobile network operator or providers (MNO) most of respondents were CELCOM users with 69 (42.3%), followed by Digi users with 34 (20.9%), Maxis users with 31 (19.0%), U Mobile users with 17 (10.4%), Webe (new provider by Telekom Malaysia) users with 9 (5.5%), and 3 respondents (1.8%) used others MNO.

3.2 Descriptive Analysis

Descriptive analysis presents the findings of minimum, maximum, mean and standard deviation of the independent and dependent variables. Table 2 shows the mean of each factor among the 163 respondents.

The mean value for the quality of services (QoS) was 32.8344. It reveals that total of the seven questions or items that being analysed under QoS was moderate as the minimum value was 7.00 which shows that minimum value is 1.00 for each item and the maximum value is 49.00. The network connectivity (NC) also was moderate as the minimum value was 6.00 and the maximum value was 42.00 with mean value was 28.6258. Next, billing and charges (BC) with the value of mean was 26.6564, minimum and maximum 6.00 and 42.00. The same minimum and maximum value for the customer services (CS) which are 6.00 and 42.00 with mean 28.5337. Meanwhile delighting promotion (DP) mean is 18.2945 with minimum value is 4.00 and maximum value is 28.00. Further, the standard deviation value indicates the derivation of the mean value. The results for the standard deviation for all the factor show that most of the value are fall around the mean value with the value are from 6.20 to 10.76.

3.3 Reliability Analysis

The research instrument (i.e. questionnaire) of this study is adopted from the previous studies that have been found to be reliable and valid. In order to ensure that this instrument is also reliable and valid especially for different culture as Malaysia is the current research setting, the reliability test that assesses the dimensionality of the measurement scale was conducted accordingly. Based on

[20], item with minimum score of Cronbach's alpha 0.70 is an acceptable level for reliability measure. Table 3 shows slightly different Cronbach's alpha for the five constructs or factors of the study.

Table 1
Respondents' Characteristics (N=163)

Characteristics	Gender		Total	
	Male	Female		
Age	Below than 18 years	-	-	-
	18 to 27 years	7 (10.6%)	16 (16.5%)	23 (14.1%)
	28 to 37 years	44 (66.7%)	70 (72.2%)	114 (69.9%)
	38 to 47 years	12 (18.2%)	9 (9.3%)	21 (12.9%)
	48 to 57 years	3 (4.5%)	2 (2.1%)	5 (3.1%)
	58 years and above	4.5%	2.1%	3.1%
Education	Primary	-	-	-
	Secondary	3 (4.5%)	2 (2.1%)	5 (3.1%)
	Diploma	6 (9.1%)	7 (7.2%)	13 (8.0%)
	Degree	32 (48.5%)	52 (53.6%)	84 (51.5%)
	Master	25 (37.9%)	36 (37.1%)	61 (37.4%)
Income	No Regular Income	5 (7.6%)	17 (17.5%)	22 (13.5%)
	Less than RM 1000	-	-	-
	RM 1001 - RM 3000	18 (27.3%)	22 (22.7%)	40 (24.5%)
	RM 3001 - RM 5000	17 (25.8%)	39 (40.2%)	56 (34.4%)
Occupation	More than RM 5000	26 (39.4%)	19 (19.6%)	45 (27.6%)
	Student	6 (9.1%)	16 (16.5%)	22 (13.5%)
	Self-employed	8 (12.1%)	7 (7.2%)	15 (9.2%)
	Government Worker	12 (18.2%)	22 (22.7%)	34 (20.9%)
	Private Sector	37 (56.1%)	43 (44.3%)	80 (49.1%)
	Businessman/women	1 (1.5%)	5 (5.2%)	6 (3.7%)
Type of Service	Others	2 (3.0%)	4 (4.1%)	6 (3.7%)
	Post-paid	52 (78.8%)	69 (71.1%)	121 (74.2%)
Type of Connection	Pre-paid	14 (21.2%)	28 (28.9%)	42 (25.8%)
	Fixed line broadband	4 (6.1%)	7 (7.2%)	11 (6.75%)
	Mobile broadband (portable for devices)	2 (3.0%)	5 (5.2%)	7 (4.3%)
	Mobile data broadband (smartphones)	60 (90.9%)	85 (87.6%)	145 (89.0%)
Type of Mobile Network Operator (MNO)	Maxis	17 (25.8%)	14 (14.4%)	31 (19.0%)
	Celcom	24 (36.4%)	45 (46.4%)	69 (42.3%)
	Digi	14 (21.2%)	20 (20.6%)	34 (20.9%)
	U Mobile	6 (9.1%)	11 (11.3%)	17 (10.4%)
	Webe (TM)	4 (6.1%)	5 (5.2%)	9 (5.5%)
	Others	1 (1.5%)	2 (2.1%)	3 (1.8%)
Total	66 (100.0%)	97 (100.0%)	163 (100.0%)	

Table 2
Descriptive Statistics

Factors	N	Minimum	Maximum	Mean	Std. Deviation
Customer Satisfaction – DV	163	1.00	3.00	1.6503	.86448
Quality of services (QoS) – IV	163	7.00	49.00	32.8344	10.75557
Network connectivity (NC) – IV	163	6.00	42.00	28.6258	9.60972
Billing and price (BP) - IV	163	6.00	42.00	26.6564	10.12294
Customer services (CS) - IV	163	6.00	42.00	28.5337	8.95619
Promotion and delighting customer (PD) - IV	163	4.00	28.00	18.2945	6.20129

Notes: DV - Dependent variable; IV – Independent variable

Table 3
Reliability statistics for the constructs of the study

Constructs/Variables	Cronbach's Alpha (α)	Number of items
Quality of services (QoS)	.972	7
Network connectivity (NC)	.980	6
Billing and price (BP)	.985	6
Customer services (CS)	.982	6
Delighting promotion (DP)	.965	4

The Cronbach's alpha value for billing and price (.985) followed by customer services (.982), network connectivity (.980) and quality of services (.972). The lowest Cronbach's alpha value among five factors is delighting promotion with value of .965. Overall, all items in each factor in the research instrument have a good reliability.

3.4 Correlation Analysis

The correlation analysis is an analysis for examining the strength especially relationships between two variables, and it is continuous. If the correlation is having high value, it shows that the variables having a strong relationship with each other. The results shown in Table 4 indicate that there is a positive correlation between the variables of the study.

The correlation between quality of services (QoS) and network quality (NQ) indicates that there was a significant correlation between the two variables with coefficient correlation $r = .859$ at $p < 0.01$ level. In addition there was a significant correlation between quality of services (QoS) and billing and price (BP), $r = .766$ at $p < 0.01$ level. The results also show that between quality of services (QoS) and customer service (CS) has a significant correlation, $r = .795$ with $p < 0.01$ level. There is significant correlation also between delighting promotion (DP) with quality of services (QoS) with $r = .801$ at $p < 0.01$ level. Furthermore, the significant correlation continue with positive relation when the significant value between network quality (NQ) with billing and price (BP) has positive correlation, $r = .720$ at $p < 0.01$ level. Next, between network quality (NQ) with customer service (CS) also has positive significant correlation with value of $r = .774$ at $p < 0.01$ level, and correlation between delighting promotion (DP) and network quality (NQ) with value of significant correlation $r = .697$ at

$p < 0.01$ level. In addition, billing and price (BP) also has positive relationship with customer service (CS) since the significant correlation value was $r = .718$ at $p < 0.01$ level. The delighting promotion (DP) then also has correlation with billing and price (BP) with significant value of $r = .829$ at $p < 0.01$ level. The coefficient correlation $r = .797$ at $p < 0.01$ level indicates that there was a significant correlation between customer service (CS) and delighting promotion (DP).

Table 4
 Correlation among the variables

		QoS	NC	BP	CS	DP
QoS	Pearson Correlation	1				
NC	Pearson Correlation	.859**	1			
BP	Pearson Correlation	.766**	.720**	1		
CS	Pearson Correlation	.795**	.774**	.718**	1	
DP	Pearson Correlation	.801**	.697**	.829**	.797**	1

** . Correlation is significant at the 0.01 level (2-tailed)

Figure 1 below shows the tabulation data for each factor, and the customer satisfaction level revealed quality of services (QoS) is the main factor in determining the satisfaction of the customer. It followed by customer services (CS), and network connectivity (NC). It showed that the delighting promotion is not really important to the customer satisfaction.

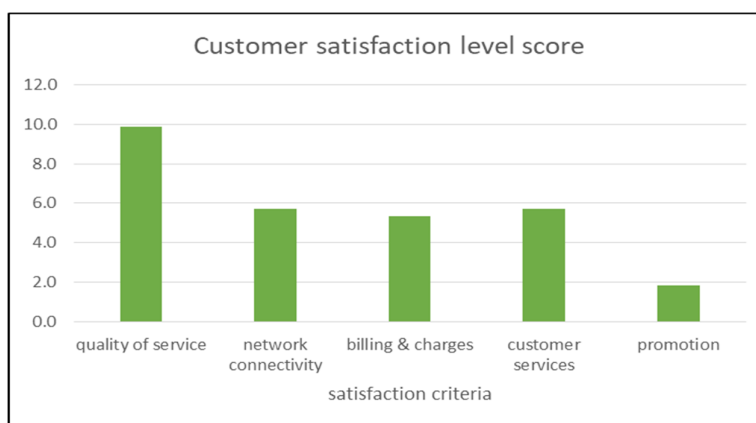


Fig.1. Customer satisfaction level

The objective of this study to investigate factors that might influence customer satisfaction with the services that being provided by telecommunication providers in Malaysia. Descriptive analysis results shed some light on the positive trend of factors selected for the study. The result highlighted the satisfaction of mobile subscribers with their respective networks. They expressed their high level of satisfaction with their current mobile network operators or providers on account of good quality of services. Furthermore they also claimed that the network connectivity also get their intention in determine their satisfaction rather than promotion that given by their providers.

The correlation analysis results indicated factors that could influence the customer satisfaction most is the quality of services (QoS) followed by the customer services (CS) and the network connectivity (NC). The delighting promotion (PD) is also give impact although the value are not higher as others factors. All the factor that being analysed give significant positive impact on the customer satisfaction since they can create sense of belonging, emotional binding, and brand loyalty among customers [6]. This study has taken into account the dimensions that would be accounted as customer satisfaction index which are quality of services (QoS), network connectivity (NC), customer services (CS), billing and price (BP), and also delighting promotion (DP).

4. Conclusions

As competition is increasing among the companies especially in the mobile market, the market has become more extremely competitive and the service providers which moving aggressively in attracting customer via offering attractive promotion and services. Therefore, the service providers should take the necessary action for them to know the effect that will make customers more satisfied in choosing their services and also retain the existing customers and attract new customers into their company. The findings in this study are very informative for mobile network operators which indicates that quality of services, customer services, billing and price and network connectivity have high impact on customer satisfaction. Therefore the companies should look back their services whether are compatible or not with the price, the quality and also the attitude of the staff that handling their customers. In motivating the customer of mobile telecommunication, the mobile network operators or providers should continuously satisfy its customers by improving all the factor that being analysed in this study especially the quality of services in ensuring the customer intention to buy their product is achieved.

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