

Analyzing Service Quality in Mobile Telecom Sector of Pakistan using SERVQUAL Model

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Abstract— Service quality is a dependent factor that can impact the loyalty of mobile network company's customers. There are different dimensions of service quality as imposed by SERVQUAL model. This model suggests that every network company should enhance their service quality if they want to retain their customer's loyalty for a longer period. A sample of 500+ users of Ufone mobile network company have been taken through online questionnaire survey and the purpose is to analyze the response of people regarding different service quality dimensions and their impact on customer's satisfaction. Regression and correlation analysis has been done along with ANOVA test to confirm the validity of hypothesis created in this research.

Main facts figured out thorough this research are that customer satisfaction is dependent upon some specific factors that are considered as the indicators of service quality. Some of these are reliability, empathy, network quality. The aim of this research is to acknowledge Ufone network about the quality measures they can implement to achieve higher satisfaction from their customers.

Keywords— SERVQUAL model, service quality, customer satisfaction, Ufone, Pakistan, Mobile, Telecom, Reliability, Empathy, Network Quality.

I. INTRODUCTION

Pakistan telecom sector has thrived quickly in past recent years and has made enormous contributions to the economy. The speed of development of Pakistan's media broadcast segment has been amazingly quick and fast in contributing to bringing in 3G, 4G, LTE, broadband services to the nation. Furthermore, it has added \$ 4.42 billion to National exchequer from July 2014 to June 2017 [1] Pakistan Telecommunication Authority (PTA) factual report published in July 2018 indicated that, the number of 3G/4G endorsers in the nation has reached up to fifty-seven million while number of cell phone clients till July 2018 has been reached to 151 million. [2] Therefore, more profits can be generated only in case when the gratification of

clients' need is kept the priority. There is a continuous increase in different packages of calls, messages, and internet by the telecom service providers, to generate more sales and profits for their firms and organizations. The quality of your services and goods plays the most pivotal role in customer satisfaction and for this reason it is considered as most important factor by the service providers. Customer satisfaction and service quality and the relationship between the two have been seen to be focus of the researchers in the last couple of years. For the mobile telecom sector research work of [3] and (Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015) are recently concluded. There are a lot of theories in this regard but the most accepted one is SERVQUAL model, which is of primarily important with reference to the analysis and improvement in the standard for provided services. SERVQUAL model is considered as a great deal related to administration area particularly in case of businesses.

A. Statement of Problem

In rapidly evolving mobile telecom industry of Pakistan, one of major problem for operators is to define and measure the determinants of service quality (Reliability, Empathy, Network Quality etc.) and its relationship with customer care to maximize profits is customer's satisfaction and care. Following are research objectives for the current research study:

- To find the association of quality-of-service dimension 'Reliability' to 'Customer Satisfaction' for the users of Mobile Telecom Operator 'Ufone' in Pakistan.
- To find the relationship of 'Empathy/ responsiveness' in service quality and the 'Client Satisfaction' for the users of Mobile Telecom Operator in Pakistan. [4]
- To find the relationship of 'Network Quality' the dimension of service quality, with Customer Satisfaction' for the users of Mobile Telecom Operator 'Ufone' in Pakistan.

The basic objective of this research is to check the credibility of the hypothesis formulated for this study.

Hypothesis 1:

The reliability of service quality and customer gratification in the context of telecom sector of Pakistan specifically at Ufone is positively correlated.

Hypothesis 2:

The service quality subscale named Empathy or responsiveness of Telecom sector operators specifically “Ufone” have a great impact on the satisfaction and loyalty level of client which is positively correlated. If user’s complaints and queries are promptly responded from their network, users always feel satisfied and connected to their selected network.

Hypothesis 3:

The Network Quality dimension is directly related to service quality and customer satisfaction. Network quality dimensions can be measured through analyzing the loyalty level of users. A satisfied user is always loyal to his network company.

B. Research Questions

- How the qualities of services effect the customer satisfaction?
- How is customer satisfaction and service quality ‘reliability’ dimension in Pakistan telecom industry specifically “Ufone” are related to each other?
- How is customer satisfaction effected by the ‘empathy’ subscale of service quality?

C. Research Significance

The current study aims to contribute to the quality model in a way to construct and keep up upper hands in the telecom advertisement, contribute more on projects and approaches that can increase the quality of services and leading to improvement in consumer care and higher revenue generation. [5] This research has highlighted all the possible reasons that enforce a network user to stay of leave his chosen network and to detect the factors impact customer’s satisfaction. Also, identify the key service dimensions affecting the satisfaction level.

II. LITERATURE REVIEW

A. Background of the study

Various research has been led to investigate the connection between quality of services and consumer care. To keep up significant levels of consumer care, it is obligatory for the association to provide updated services as indicated by the client’s requirements and needs. Likewise, it has been discovered that the expenses to pull in new clients and keep the present clients, there should be a proper channel and mechanism for feedback, positive and negative, with the goal that the proposals can be actualized upon.

B. Customer Satisfaction

The organization’s success is primarily dependent on customer satisfaction and is directly associated with customer demands and needs. Satisfaction refers to the passionate

condition that happens from an intrapersonal evaluation of the client’s discernment with any help occurrence. Besides, the consumer care is defended as the individual’s feeling of satisfaction or frustration because of correlation of his experience desire. [6] Gratification of services and quality of services is in turn divided into two concepts. 1) Transaction specific satisfaction and 2) Cumulative satisfaction. At present, this marvel has moved from value-based advertising to relationship showcasing which implies that all promoting measures are currently pointing towards making, creating, and holding fast to fruitful social trades with the clients. [7] Quality is additionally founded on inborn desire standard of an individual and can be considered as self- motivated construct; increasingly more client discernments acquire changes it.

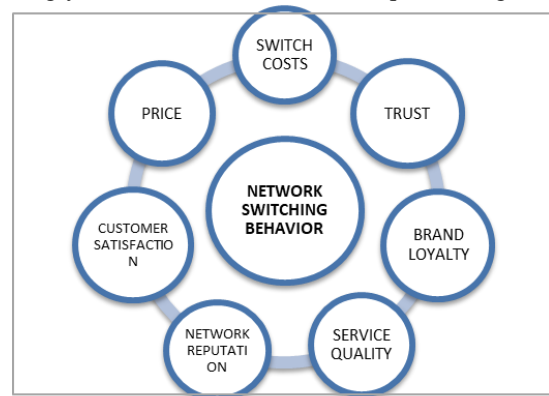


Figure 1. Network Switching Behavior among Mobile Network Users

C. Service Quality Standards

The quality of service has been clearly conceptualized and explained by various researchers. For example, in operational administration, quality is been clarified as far as unwavering quality and wellness while quality of services is estimated regarding item characteristics as far as financial aspects. [8]

The service quality assessment and analysis can be an exceptionally troublesome exercise. In contrast to item, service depends on various impalpable or subjective particulars. [9] Analysts and supervisors flourish with learning insights concerning parts of quality in their associations for customer satisfaction reasoning, expanded gainfulness, and increased revenue generation and so on.

To assess the quality of services, numerous theoretical conceptualizations have been grown, for example, the apparent quality theory, the Kano model, RATER, SERVPERF, the GAP model, SERPVAL and the most notable one, SERVQUAL. [10] SERVQUAL gave five terms that determines the quality of the services:

1. Reliability
2. Assurance
3. Tangibles
4. Empathy or Responsiveness

D. SERVQUAL Instrument

Within an organization, each service has its own characteristics and distinct nature, and all the services cannot

be measured under same standard. But SERVQUAL model has been considered as one of the most reliable and accurate standards for measuring the service quality level of different departments in any organization. [11] Although there are lot of researchers who never appreciate application of this model for service quality justification but still this model has been proved to be authentic to great extent. Researchers have worked a lot on this standard measuring model and has improved its reliability aspects to greater extent. [12].

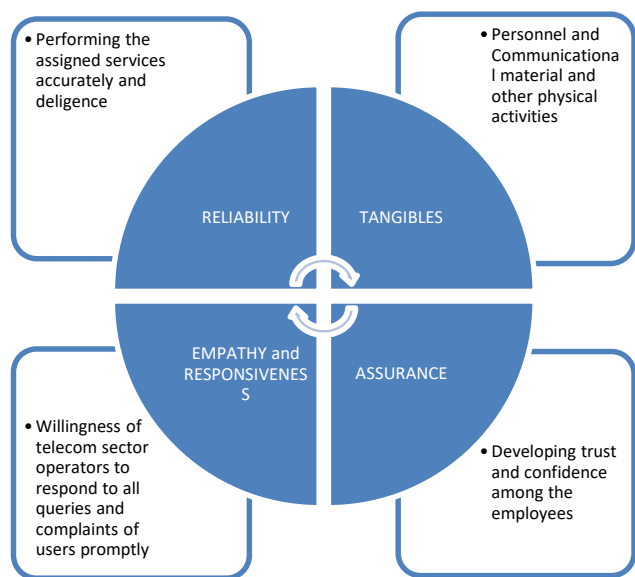


Figure 2. Dimensions of Service Quality

Khan, M. A. (2015)

Telecommunication industry has taken much help from the SERVQUAL model in order to establish the standards of quality of its various departments. SERVQUAL model has been originated from the disconfirmation model that was formulated by Oliver (1980), according to this model, there are three basic kind of disconfirmations as mentioned below.

- 1- Positive disconfirmation
- 2- Negative disconfirmation
- 3- Zero disconfirmation

Above mentioned levels of disconfirmation as the name shows revolves around cases when the perceptions made by the customers are far greater than their expectations which identifies positive disconfirmation. [13] On the other hand, when perceptions are crossed by the expectations, the customer experiences a decline in their satisfaction and last but not the least when perceptions and expectations are in accordance with each other, we say that there is zero disconfirmation among the customers.

This model can help in understanding increase or decrease in the perception or expectations of customers regarding the services provided by the respective company. [14] Globally, the quality of services provided by the mobile networks presents a variety of indicators that can measure service quality. Some of these quality indicators under are.

- Network Accessibility
- Ease of access to customer support service
- Reliability
- Retain ability of customers with the network

According to another school of thought the indicators for service quality also include clarity of information for the users like they must be very clear about the roaming charges they have to pay for the network usage. [15, chap 2] It also claimed that pricing and quality of he services are two distinct variables that affect the satisfaction of customers immensely and these are the dimensions that if are not fulfilled according to the expectations motivate the customer to switch to other networks.

III. METHODOLOGY

This research has been based upon analyzing the quality standards and their connection with customer’s satisfaction in context to Pak Telecom sector specifically “Ufone”. This is a quantitative study which is supported by qualitative research as well. Primary data of this research have been collected by conducting an online questionnaire survey where random mobile network users are asked closed end questions about their experience regarding different dimensions of service quality as mentioned by SERVQUAL model. [4, chap 2]. Google forms were distributed among approximately 500+ network users from Pakistan. Time taken to collect the responses was one month and the analysis of data collected was done through SPSS software tool. Different tests like regression and correlation analysis were calculated from the responses collected and Anova and demographic tests were conducted in order to interpret the actual response and stance of mobile network users.

A. Theoretical Framework

The following figure has depicted the theoretical framework of this research study which shows that customer’s satisfaction can be attained only through high standard service quality and this benchmark quality can be availed if the above-mentioned factors can be successfully.

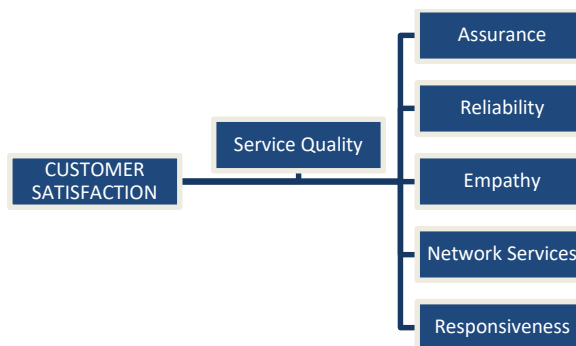


Figure 3. Theoretical Framework Garima (2014)

- Reliability
- Reliability entails that service quality should be of higher standard. [15] A customer considers a networking company services reliable only if after connecting and discussing their

issues with the management, the services provided should be the same liked the user have perceived them. If they services provided are accurate as expected by the customer and are provided timely, only than the customer gets higher level of satisfaction.

- Empathy or Responsiveness

Empathy refers to responsiveness which means giving more honor and gratitude for adapting the particular network to the users. Empathy requires a prompt response from the telecom company operators and their understanding behavior where the customer support service can show respect to the users and should have an ability to understand the exact concerns of their worthy customers.

- Network Services

Clear signals are the basic requirement of a diligent network for the mobile companies what the customers demand is clear and easily accessible network signals. Some of the mobile networking companies in Pakistan have a bad reputation because of unavailability of their network signals and unclear and distorted connections. [16].

Hypothesis of this research are made according to the above-mentioned theoretical framework and the purpose of conducting this research is to check the validity of the focused hypothesis.

B. Design of the study

The current research design is intended to be descriptive research so that it can explain characteristics of phenomenon or population being studied. [17] Therefore, the descriptive research cannot be employed as the causal connection where one variable might affect another variable. This research study employs research design, which is descriptive in nature, to collect or assemble the quantitative data from research participants. This research is a combination of qualitative and quantitative both as the data collected from the participant of research acted as a quantitative data where participants are asked closed end questions regarding their perception and expectations about service quality standards of their chosen mobile network. [18]

Each question has been asked in context to some variable that are directly or indirectly connected to client's satisfaction and service quality standards of network companies.

C. Participants and population of the study

The current research populace are the users of Ufone network from all over the country including Federal Capital, Punjab, Sindh, Baluchistan, Khyber Pakhtunkhwa, and Azad Jammu Kashmir (the provinces of Pakistan).

In the quantitative research method, the size of the sample is to draw conclusions regarding population with the provided confidence and trust level. [19]. In this current study, the sample consisted of 500+ users have been selected using Solvin's formula from the users of mobile network in university, workplace, and acquaintances fro all over the country. [20]

D. Sampling Procedure

Simple random sampling has been considered in the study, which is the group of people in which each of every single individual has the same opportunity to be the participants for the research. The simple random sample is meant to be unbiased for the group representation. [21] Every single member of the population has been given an equal chance to get chosen in the research study.

E. Questionnaire

The questionnaire in this research study has been designed to increase the speed of data collection, enhance higher levels of objectivity, and might have low or no cost requirements as compared to many alternative methods of the primary data collection. The respondents for this current research study have been offered multiple questions with Likert scaling, as they must select from. Moreover, Questions have been made keeping in view the SERVQUAL Model and participants will be asked to choose only one of given options.

- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

F. Data Collection Methodology

Data have been collected from different respondents of the google survey questionnaires. The participant of the research has been selected randomly among different age groups, financial background, and gender. More emphasize has been given to collect response of the target customers who are currently using any telecom network. Participants were forwarded google forms that contain questionnaires that was made in compliance with the variables of research suggested initially. [22] The collected data have been used to conduct the validity tests that include regression and correlation tests along with Anova test for the response collected. Moreover, basic analysis of customer's demographics and social status was also conducted.

G. Data analysis

The core concern of this research study is to collect relevant data and analyze the impact of different dimensions of service quality of telecom sector on customer's satisfaction. To further explore the exact service quality dimensions, SERVQUAL Model has been utilized. SPSS software tool has been used to generate the results of collected responses from the survey conducted by using regression, correlation and Anova tests etc.

IV. FINDINGS AND RESULTS

This section covers the demographic variables, descriptive statistics, multi-collinearity, and reliability statistics. Further analysis includes the multiple regression and interpretation of results to fulfill the aims and objectives of the study.

A. Descriptive and Demographics Statistics of the Sample

Most of the sample of this study was the people who use mobiles ranging from 18 – 44 ages. It means that the respondents were primarily, the mature users and those who know and were also concerned about the service quality that is given by the cellular mobile service.

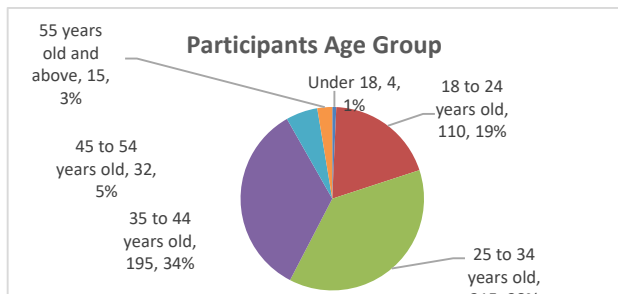


Figure 4. Age of Respondents

The cultural inclination of Pakistan is the major reason of this distribution for the services.

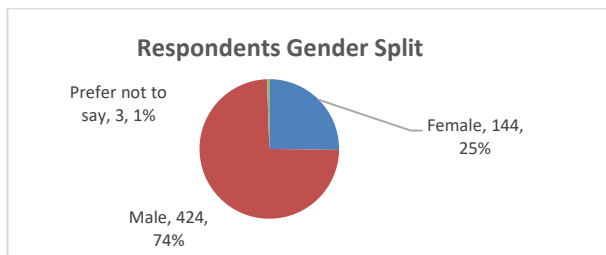


Figure 5. Demographics of Respondents

Another important demographic variable to be schooling and occupational experience level of the participants of the study, extracted through the data.

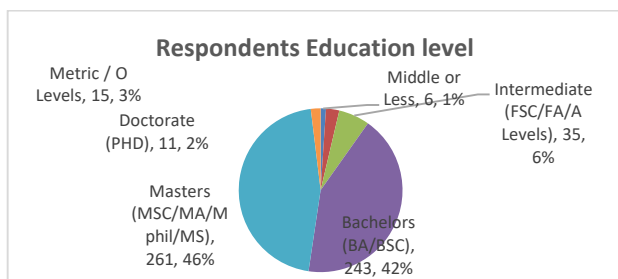


Figure 6. Education level of Participants

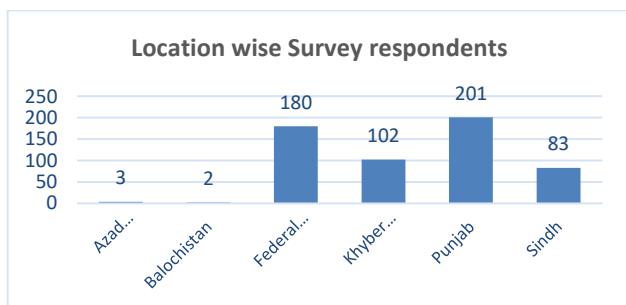


Figure 7. Location Wise Respondents

Survey results shows that 75% users are using pre-paid services while 25% are using post- paid services. This relates to the usage preposition of the telecom sector users.

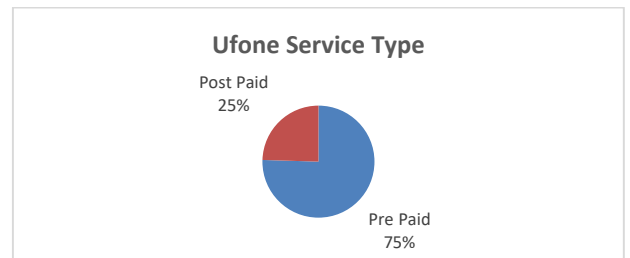


Figure 8. Percentage of Two types of Service Users

B. Descriptive Analysis of Variables

A homogeneous trend is reflected by the mean values. The average scales ranges from 3.5 to 3.8, while the standard deviation for empathy is more than team reliability, network quality and customer satisfaction which have lower deviance from standard answers.

TABLE 1. DESCRIPTIVE ANALYSIS OF VARIABLES

Variable	N	Mean	Std. Dev
Rel	571	3.72	0.80
Emp	571	3.81	0.93
NQ	571	3.67	0.89
CS	571	3.58	0.87

C. Frequency Analysis through Service Reliability

Service reliability is the first and foremost variable of this research which is independent in nature. The Cronbach Alpha displayed by the output value, alludes to the degree of unwavering quality among the assorted factors and their inside consistency. In following given Table SPSS results are represents hypothesis and reliabilities. The Cronbach Alpha value is 0.93, as represented by SPSS analysis collective all variables, which refers to the reliability and consistency of the data.

Furthermore, independent variables reliabilities were found individually through software SPSS and 0.7 thresholds was the minimum value. Thus, the high reliability of the data is indicated by this. The alpha value of 0.8 suggests the fact that the sample we considered was an intact group similar response set probability.

TABLE 2. FREQUENCY ANALYSIS OF VARIABLES

		N	%
Cases	Valid	571	100.0
	Excluded	0	.0
	Total	571	100.0

TABLE 3. RELIABILITY ANALYSIS OF VARIABLES

Variable	Cronbach's Alpha
Overall	.930

Rel	0.898
Emp	0.828
NQ	0.905

D. Multi-Collinearity Test

A test of multi-collinearity models investigates the existence of relationship between the variables that are independent in nature.

The VIF test reflects the divergence in terms of inconsistency of each variable with each other. The Tolerance value and VIF value are reciprocal for demonstration principles. Normally, VIF esteem must be under 5 though Tolerance test must be under 0.2 to consider that Multi-collinearity doesn't exists.

TABLE 4. COLLINEARITY ANALYSIS OF VARIABLES

Variable	Rel	Emp	NQ	CS
Reliability	1	.782**	.786**	.818**
Empathy	.782**	1	.723**	.708**
Network Quality	.786**	.723**	1	.827**
Customer Satisfaction	.818**	.708**	.827**	1

TABLE 5. CORRELATION ANALYSIS OF VARIABLES

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	Rel	.818	.410	.221	.286	3.495
	Emp	.708	.057	.028	.358	2.796
	NQ	.827	.493	.278	.352	2.837

E. Correlation Analysis

The data are further analyzed by using correlation analysis between all variables i.e., Reliability, Empathy, Network Quality and Customer Satisfaction. The test results are depicted below:

- As indicated by the results, that Reliability factor of the quality of services is correlated positively to Client Satisfaction. Furthermore, the value suggests that reliability of telecom services can affect the customer's satisfaction as per the survey respondents' perception. It is therefore our first hypothesis is accepted.
- From the results, it can be concluded that Empathy relates positively to Customer Satisfaction. Though it has a weaker relationship than Reliability dimension of service quality. Nevertheless, our second hypothesis is also accepted.
- The results show that Network Quality related to Customer Gratification, positively and significantly. It affects the gratification of the client's needs and expectation with

greater force, as per the perception of the respondents. Moreover, our third hypothesis is also acknowledged.

F. Regression Model Reliability Analysis

The regression analysis delivers the magnitude of effect which each of the independent variable may have on Project Success. Dependability scores are accounted for underneath.

TABLE 6. REGRESSION MODEL RELIABILITY ANALYSIS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871	.758	.757	.42757

Effectiveness of a model suitability is showed by R Square value which is called regression coefficient which ranges between 0 and 1. The resulted value of 0.758 shows that the model easily elucidates more than 70% deviation in dependent variable because of the independent variable.

TABLE 7. ANOVA ANALYSIS OF VARIABLES

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	325.535	3	108.512	593.562	.000 ^b
	Residual	103.656	567	.183		
	Total	429.190	570			

- a. Dependent Variable: CS
- b. Predictors: (Constant), NQ, Emp, Rel

The ANOVA test shows the F value which was seen to be significant and positive. The value of variable F, and research can be concluded as valid and significant as the high F-value displays a case where the changeability of group means is large relative to the within group variability. Moreover, the data represent the distribution to be normal that refers to the p-p plot chart and histogram figure. The normal distribution is represented by bell curve in histogram plot.

G. Regression Analysis

The suitability of results shown of regression model reliability statistics, we have moved towards the implementation of regression analysis using SPSS. Multiple regressions evaluated through SPSS software are mentioned in the table below:

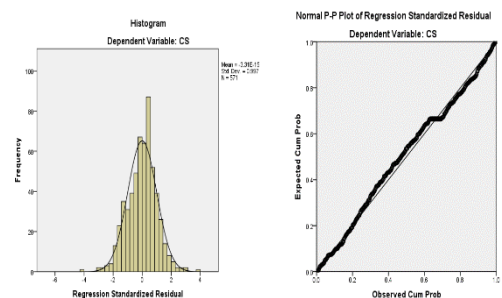


Figure 9. Histogram and P-P plot

TABLE 8. REGRESSION ANALYSIS OF VARIABLES

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.089	.087		1.029	.304
	Rel	.448	.042	.413	10.705	.000
	Emp	.043	.032	.047	1.352	.177
	NQ	.455	.034	.469	13.484	.000

The regression equation is as follows

$$CS = \alpha + \beta_1 Rel + \beta_2 Emp + \beta_3 NQ + .087 \quad (1)$$

Whereas Rel is Service Reliability, Emp is Empathy, NQ is Network Quality and CS is Customer Satisfaction.

The final shape of regression equation after inserting its values from the above-mentioned tables, is mentioned below.

$$SCSS = 0.089 + 0.448 Rel + 0.043 + 0.455 NQ + 0.087 \quad (2)$$

The positive coefficients on unwavering quality, compassion, and system nature of Service Quality show that with expanded level dependability, sympathy and system quality may likewise build Customer Satisfaction.

In any case, the impact of Network Quality is most elevated and generally noteworthy. Difference in beta coefficients involves that weightage of every single autonomous variable can be unique. Connection examination additionally inferred that every one of the three free factors have huge connection to Customer Satisfaction. The outcomes are for the most part in understanding and congruity regarding the previous examinations in comparable zones. At the end of the day, administration quality measurements' unwavering quality, sympathy, are the drivers of customer satisfaction.

V. DISCUSSIONS OF FINDINGS

A. Benchmark to Comparison

Although there is numerous research that have been conducted till now to measure some specific factors related to customer retention and satisfaction level in the telecommunication industry but the major purpose of conducting this research was to investigate that impact of service quality dimensions as explained by the SERVQUAL model. Idea about this research was though taken from some relevant studies conducted in past and the major difference between this research and previous studies is that here major focus is on customers of Pak telecom sector.

As for reference and get some secondary data, research paper written by Mohammad Arslan for Bahria University Islamabad was consulted. The topic of this research is effect of service quality dimensions on customer satisfaction which was conducted in context to Pakistan telecommunication sector. The major difference between our research and the above mentioned one is that the researcher has covered only two dimensions of service quality as the centre of focus. Whole study revolves around reliability and responsiveness dimension whereas our research has covered five dimensions of service

quality as mentioned by SERVQUAL Model. Moreover, this research is specifically focused on Ufone while the reference research was based on all four mobile companies of Pakistan's mobile telecom market.

Another research study that helped us in exploring new facts about customer's satisfaction was done by Moeed Ahmad Sandhu in 2013 for Bahauddin Zakariya University, Pakistan. Though this research also revolves around the dimensions of service quality and their connection with customer satisfaction, but the major drawback of this research is that the researcher has formulated eight different hypotheses to be checked through this research. Now with a limited duration of time and length of this research, it was almost impossible to check the validity of each hypothesis accurately. This is the point where our research differs from that one also as our research study revolves around only three major dimensions of service quality and the specified time was appropriate to discover the hidden realities about these three factors.

This research shows significant relation between the dimensions of service quality and customer satisfaction as described by SERVQUAL model and has proved its own significance from the previous research done in the niche. It has also been concluded that this research will give a guideline for the Ufone company owners that what dimensions of service quality can help them in raising their raising their number of loyal customers and how they can meet up to the expectations and perceptions of their customers through improved quality standards.

Final discussions on the results of this research study will be interpreted in context with the hypothesis mentioned above. All the tests conducted against the responses collected divert the attention of particular network users and the Ufone Company itself towards few important facts. Reliability is the most important factor that is directly related to the customer's satisfaction level. Questionnaire survey has unveiled that Ufone network should have to focus more on the additional services packages they provide to their worthy customers.

Hypothesis 1:

"The reliability of quality of service and customer gratification in the context of telecom sector of Pakistan especially at Ufone is positively correlated."

Analysis of the responses collected through questionnaire survey depicted that call packages in addition to affordable internet minutes are more preferred by the customers as compared to any other offer of their network. The ease of connecting across the globe through different internet communication platforms like WhatsApp, skype, messenger, IMO, Gmail, zoom etc. are the most appreciated ways of connecting with people living faraway and for this purpose customers expect a consumer-friendly internet package offered by the mobile network company. No one can challenge that interrelation of customer gratification and both dimensions of service quality. So, our first hypothesis has been proved.

Hypothesis 2:

The service quality subscale named Empathy or Responsiveness and satisfaction of client is positively correlated.

Responsiveness variable was tested individually to get an idea that how much individual attention has been demanded by the users. Results of the research survey shows that majority of the respondents replied in favour of responsiveness as the most important criteria to attain customer's satisfaction. According to the overall results submitted, it was obvious that every customer demands individual attention. They expect that their network company will listen to their issues carefully and none of their concerns will be ignored by the company.

This response opens a room for thought for the Ufone and has given them clear direction that they have to train its personnel to be empathetic, quick and facilitator for its customers.

Our research survey results shows that both of our initial hypothesis was approved as valid because research results have concluded that reliability of services and empathy of network company relates directly to service quality and ultimately to the customer's satisfaction level.

Hypothesis 3:

The Network Quality dimension is positively related with service quality and customer satisfaction.

Further results of our result shows that third hypothesis was also valid to a larger extent because besides responsiveness and reliability of services, there is another important thing which is called network quality, if any network exhibits poor network quality with weak signals and zero accessibility to signals at distant and remote areas, then that kind of network never succeeds in achieving loyalty of their customers. Clear and transparent signals, strong connectivity, and availability of network at remote areas add more to the satisfaction level of customers.

This dimension of service quality is the biggest factor that tends to make a customer switch to another network in case of poor network quality. Ease of connectivity to any other network and presence of strong signals are an integral constituents of customer satisfaction. These results show that our third hypothesis has also been checked authentic and valid.

B. Conclusion, Limitation and Implications for Further Research

This research study has been done to create a strong linkage between the dimensions of service quality with customer satisfaction of Ufone. The service quality dimensions were taken keeping under consideration the SERVQUAL model of service quality. Initially, all details about different networks in Pakistan have been mentioned along with their market share in country. Later, SERVQUAL model was discussed, and the purpose was to analyse the impact of reliability, responsiveness, and network quality upon the customer satisfaction level.

One of the limitations of this research is that the focus was just on the three indicators of service quality rather than all five. Though price fairness factor was covered but was not touched in depth and it has been suggested that future researchers

should discover the impact of price fairness on customer satisfaction independently. As Pakistan is an underdeveloped country with low economy, monetary factor is always given importance in every field of life and so should be done for examining as well.

It will also be recommended that future research should also conduct face to face interview surveys from the research participants because lot of minor and major details get hidden while filling a closed ended questionnaire survey. A comparison of the quality parameters with other service providers would also be helpful to benchmark and enhance Customer satisfaction for mobile users. It is suggested to evaluate and compare feedback of urban and rural users which would help to understand various factors affecting customer satisfaction for the mobile users. Customer satisfaction is such a huge topic that it requires to explore the stance of target customers in detail about the service quality they expect and what they perceive from their network companies.

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