

**SERVICE QUALITY AND CUSTOMER SATISFACTION OF
MOBILE PHONE PROVIDER AMONG POSTGRADUATE STUDENTS
OF UNIVERSITI UTARA MALAYSIA**

A thesis submitted to the Faculty of Management
In partial fulfillment of the requirements for the degree
Master of Science (Management)
Universiti Utara Malaysia

By

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I declare that all the work described in this dissertation was undertaken by myself (unless otherwise acknowledged in the text) and that none of the work has been previously submitted for any academic degree. All sources of quoted information have been acknowledged through references.

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ABSTRACT

This study was to find out whether there is a relationship between customer satisfaction and service quality. This study examined the relationship between customer satisfaction and service quality (reliability, tangibles, responsiveness, assurance and empathy) on mobile phone provider (Digi, Maxis And Celcom) in Universiti Utara Malaysia, Sintok, Kedah, Malaysia.

This study is designed to provide the benefit for marketing practitioners, especially for GSM provider in UUM areas. For marketing practitioners, the aim is to offer a holistic and in-depth overview of how customer forms, experience and exploit their satisfaction towards services that offered by the mobile phone provider.

Keywords: Service Quality, Customer Satisfaction, Mobile Phone Provider

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Achieving customer satisfaction is the primary goal for most service firms today (Jones and Sasser, 1995). Customer satisfaction is an important theoretical as well as practical issue for most marketers and consumer researchers (Dabholkar et al, 1996; Fournier and Mick, 1999; Meuter et al, 2000). Considerable research has focused on service quality dimensions as the primary determinants of customer satisfaction (Parasuraman et al., 1988; Brown et al., 1993; Zeithaml et al., 1996).

Telecommunication industry is one of the many service in the industrial field, characterized by high customer contact with individually customized service solutions, where customer satisfaction has been an increasing focus of research. GSM service provider has are pursuing this strategy, in part, because of the difficulty in differentiating based on the service offering. Typically, customers perceive very little difference in the services offered by retail provide and any new offering is quickly matched by competitors (Coskun and Frohlich, 1992; Devlin *et al.*, 1995). Levesque and McDougall (1996) point out that customer satisfaction and retention are critical for retail. They investigate the major determinants of customer satisfaction (service quality, service features, customer complaint handling and situational factors), and future intentions in the retail sector.

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