

**FACTORS AFFECTING CUSTOMER SATISFACTION OF MOBILE SERVICES IN
YEMEN**

BY

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UNIVERSITI UTARA MALAYSIA

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YEMEN**

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in Fulfillment of the Requirement for
the Degree of Master Science (Management)
Universiti Utara Malaysia**

By

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ABSTRACT

The aim of this study is to find out the customer's satisfaction with Yemeni Mobile service providers. This study examined the relationship between perceived quality, perceived value, customer expectation, and corporate image with customer satisfaction. The result of this study is based on data gathered online from 118 academic staff in public universities in Yemen. The study found that the relationship between perceived value, perceived quality and corporate image have a significant positive influence on customer satisfaction, whereas customer expectation is positively related to customer satisfaction but not statistically significance within the selected 5% confidence level.

ABSTRAK

Matlamat kajian ini adalah untuk mengetahui kepuasan pengguna terhadap pengendali perkhidmatan telefon bimbit di Yaman. Kajian ini mengkaji hubungan antara tanggapan kualiti, tanggapan nilai, jangkaan pelanggan dan imej korporat dengan kepuasan pelanggan. Kajian ini mendapati tanggapan kualiti, dan korporat imej mempunyai hubungan positif dan signifikan ke atas kepuasan pelanggan.

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CHAPTER ONE

BACKGROUND OF STUDY

1.1 Introduction

In a very limited period, mobile telecommunications have become an increasingly needed service with a very high penetration rate in most countries. With the extensive mobile telecommunications usage, the mobile services market is now recognized as the most competitive part of the telecommunications sector. The emergence of a competitive markets has led to lower prices, which has also resulted in the widespread use, greater variety and quality of mobile services.

Mobile telecommunications technologies have developed over successive generations. The first generation (1G) appeared in the 1950's. The second generation (2G) or GSM technology was used extensively, but was challenged globally by the next (third) generation (3G) technologies. This sequence of generations is characterized by increasing capacity and richer content of the message. Further penetration of 3G depends on the integration of telecommunications and multimedia services, which turned out to be more complicated than most experts predicted (Dunnewijk & Hultén, 2006). Since 1990, the telecommunications sector has become dynamic and vital to the economic development of industrialized nations. This is a result of the tremendous technical progress, as well as the emergence of many network operators and the ensuing intense competition. These factors, in turn, are the result of the abolition of monopoly rights, which were enjoyed mainly by workers in the states of public telecommunications networks. At the beginning of 2004, there

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