

**DETERMINANTS OF CUSTOMER LOYALTY  
TOWARDS PREPAID MOBILE CELLULAR SERVICES  
IN MALAYSIA**

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MOBILE CELLULAR SERVICES IN MALAYSIA**

**By**

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## **ABSTRACT**

This research focuses on the determinant factors of customer loyalty of the prepaid segment in the telecommunication industry. Customer is important in the telecommunication industry especially in the prepaid segment where there is no contractual relationship between customer and service provider. This study examines the relationships between customer satisfaction, service quality, perceived value and trust with customer loyalty. This research also examines the role of customer satisfaction as a mediator factor and switching cost as a moderator factor towards customer loyalty. The consideration of putting both mediator and moderator factors in this research allows a more precise descriptions on the relationship between all the variables mentioned and the outcome of the research. Hypothesized relationships are tested using survey responses from a sample of 398 respondents. The study sample was the students studying in Malaysian Universities. Results revealed a positive relationship between customer support service, service reliability, emotional value and trust with customer loyalty. Apart from that, customer satisfaction mediates the relationship between various determinant factors and customer loyalty. Switching cost does not moderate the relationship between customer satisfaction and customer loyalty. The results reported in this research are useful to both industry and academics in Malaysia, by providing relevant empirical data about customer loyalty in the telecommunication Industry. Results are compared with earlier findings and implications for future research are discussed. The results should be able to recommend the strategy in customer loyalty especially in the prepaid mobile services. This study could also be of interest to other on-line services firm, which shares the same characteristics with mobile phone service providers.

**Keywords:** Customer loyalty, Customer satisfaction, Switching cost, Telecommunication.

## ABSTRAK

Kajian ini memfokus kepada faktor penentu kesetiaan pelanggan segmen prabayar di dalam industri telekomunikasi. Pelanggan adalah penting didalam industri telekomunikasi terutamanya didalam segmen prabayar dimana tiada hubungan kontrak antara pelanggan dan penyedia perkhidmatan. Kajian ini mengkaji perhubungan diantara kepuasan pelanggan, kualiti perkhidmatan, tanggapan nilai dan kepercayaan dengan kesetiaan pelanggan. Kajian ini juga mengkaji peranan kepuasan pelanggan sebagai faktor perantara dan kos perubahan sebagai faktor penyederhana terhadap kesetiaan pelanggan. Kewujudan faktor perantara dan penyederhana didalam kajian ini membolehkan penerangan yang lebih terperinci berkaitan dengan faktor faktor yang disebut serta keputusan hasil daripada kajian yang dilakukan. Perhubungan yang dihipotesiskan diuji menggunakan maklumbalas kaji selidik daripada 398 responden. Kajian ini menggunakan pelajar Universiti di Malaysia sebagai responden. Analisis mendapati bahawa terdapat hubungan yang positif diantara perkhidmatan sokongan pelanggan, kebolehpercayaan perkhidmatan, nilai emosi dan kepercayaan dengan kesetiaan pelanggan. Selain daripada itu, kepuasan pelanggan menjadi perantara hubungan diantara pelbagai faktor penentu dengan kesetiaan pelanggan. Kos peralihan tidak menyederhanakan hubungan di antara kepuasan pelanggan dan kesetiaan pelanggan. Hasil kajian yang dibentangkan adalah berguna untuk kegunaan industri serta akademik dengan penyediaan data yang praktikal berkenaan dengan kesetiaan pelanggan didalam industri telekomunikasi. Hasil kajian dibandingkan dengan kajian lepas dan implikasi untuk kajian akan datang dibincangkan. Hasil kajian seharusnya dapat membantu mengenal pasti strategi kesetiaan pelanggan terutamanya didalam segmen prabayar di Malaysia. Hasil kajian juga boleh dimanafaat oleh pengusaha lain yang mempunyai persamaan ciri-ciri dengan industri telekomunikasi.

**Kata kunci:** Kesetiaan pelanggan, Kepuasan pelanggan, Kos peralihan, Telekomunikasi.

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## TABLE OF CONTENTS

page

PERMISSION TO USE .....	i
ABSTRACT.....	ii
ABSTRAK .....	iii
ACKNOWLEDGEMENTS .....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES .....	x
LIST OF FIGURE.....	xii
LIST OF APPENDICES .....	xiii
LIST OF ABBREVIATIONS.....	xiv
CHAPTER ONE .....	1
1.1 Introduction.....	1
1.2 Background of Study .....	1
1.3 Problem Statement .....	7
1.4 Research Question.....	13
1.5 Research Objectives .....	14
1.6 Scope of Research .....	14
1.7 Significance of Research.....	15
1.7.1 Theoretical Contributions .....	15
1.7.2 Practical Contributions.....	18
1.8 Definition of Terms.....	21
1.9 Organisation of the Dissertation .....	22
CHAPTER TWO .....	23
2.1 Introduction.....	23

2.2	Customer Loyalty.....	23
2.3	Factors Affecting Customer Loyalty.....	27
2.4	Service Quality.....	43
2.5	Perceived Value .....	46
2.6	Trust .....	47
2.7	Customer Satisfaction .....	49
2.8	Satisfaction as Mediating Variable .....	54
2.9	Switching Cost as Moderating Variable .....	57
2.10	Theoretical Framework .....	59
2.11	Underpinning Theory .....	60
2.12	Research Hypotheses .....	63
2.12.1	Service Quality and Customer Loyalty.....	63
2.12.2	Perceived Value and Customer Loyalty.....	65
2.12.3	Trust and Customer Loyalty .....	67
2.12.4	Customer Satisfaction and Customer Loyalty .....	68
2.12.5	Customer Satisfaction as a Mediating Variable to Customer Loyalty..... .....	69
2.12.6	Switching Cost as a Moderator in Customer Satisfaction and Customer Loyalty Relationship .....	72
2.13	Summary .....	74
CHAPTER THREE .....		75
3.1	Introduction.....	75
3.2	Research Design.....	75
3.3	Operationalisation of Variables .....	76
3.3.1	Customer Loyalty.....	76
3.3.2	Customer Satisfaction .....	77



3.3.3	Service Quality.....	77
3.3.4	Perceived Value .....	78
3.3.5	Trust .....	78
3.3.6	Switching Cost .....	79
3.4	Measurement .....	81
3.4.1	Customer Loyalty Measure .....	81
3.4.2	Service Quality Measure .....	82
3.4.3	Customer Satisfaction Measure .....	84
3.4.4	Perceived Value Measure.....	85
3.4.5	Customer Trust Measures .....	86
3.4.6	Switching Cost Measure .....	87
3.5	Study Population and Sample .....	89
3.5.1	Population .....	89
3.5.2	Sample.....	91
3.5.3	Sample Size.....	93
3.6	Sampling Method and Data Collection Procedures .....	93
3.7	Pilot Study.....	101
3.8	Data Analysis .....	102
3.8.1	Factor and Reliability Analyses .....	103
3.8.2	Descriptive Analysis .....	106
3.8.3	Test of Differences .....	106
3.8.4	Correlation Analysis .....	107
3.8.5	Multiple Regressions.....	107
3.8.6	Multicollinearity Diagnostics.....	108
3.8.7	Mediating Analysis .....	109

3.8.8	Moderating Analysis .....	110
3.9	Summary .....	111
CHAPTER FOUR.....		112
4.1	Introduction.....	112
4.2	Overview of Data Collected.....	112
4.2.1	Response Rate .....	112
4.2.2	Test of Non-Response Bias.....	112
4.3	Profile of the Respondents .....	114
4.4	Goodness of Measures .....	117
4.4.1	Factor Analysis .....	117
4.4.2	Customer Satisfaction .....	117
4.4.3	Switching Cost .....	119
4.4.4	Customer Loyalty.....	121
4.4.5	Customer Loyalty Determinants .....	123
4.5	Reliability Test.....	132
4.6	Descriptive Analyses.....	132
4.7	Correlation Analysis .....	134
4.8	Relationship between the Various Determinants and Customer Loyalty.....	136
4.9	Satisfaction as Mediating Variable .....	139
4.10	Switching Cost as Moderating Variable .....	147
4.11	Summary of Findings.....	150
CHAPTER FIVE .....		152
5.1	Introduction.....	152
5.2	Recapitulation of the Study Findings.....	152

5.3	Discussions.....	155
5.3.1	Level of Customer Loyalty in the Malaysian Mobile Phone Service Industry.....	155
5.3.2	The Effects of Loyalty Determinants on Customer Loyalty.....	157
5.3.3	Mediating Effect of Customer Satisfaction.....	162
5.3.4	Moderating Effect of Switching Cost .....	164
5.4	Contributions of the Research.....	165
5.4.1	Theoretical Contributions .....	165
5.4.2	Methodological Contributions .....	167
5.4.3	Managerial Implications .....	168
5.5	Limitations and Future Research Directions.....	172
5.6	Conclusion .....	175
	APPENDIX A: QUESTIONNAIRE TO STUDENTS.....	196
	APPENDIX B: PILOT TEST OUTPUT .....	205
	APPENDIX C: PROFILE OF THE RESPONDENTS.....	218
	APPENDIX D: DESCRIPTIVE ANALYSIS .....	223
	APPENDIX E: FACTOR ANALYSIS.....	226
	APPENDIX F: CORRELATION ANALYSIS .....	266
	APPENDIX G: PARTIAL REGRESSION PLOT .....	270
	APPENDIX H: SCATTER PLOT .....	274
	APPENDIX I: NORMAL PROBABILITY PLOT.....	276
	APPENDIX J: MULTIPLE REGRESSIONS .....	280
	APPENDIX K: MEDIATING ANALYSIS .....	286
	APPENDIX L: MODERATING ANALYSIS .....	307

## LIST OF TABLES

Table 1. 1	Malaysian Telecommunication Market Statistics (2000-2009).....	2
Table 1. 2	Consumer Satisfaction Index (CSI) For Cellular Phones From Year 2004 - 2007 .....	11
Table 2. 1	Measurements Of Customer Loyalty .....	27
Table 2. 2	Summary Of Previous Research On Customer Loyalty In Various Service Industries .....	32
Table 2. 3	Summary Of Previous Research In Telecommunication Industry On Customer Loyalty .....	39
Table 2. 4	Hypotheses To Be Tested .....	74
Table 3. 1	Summaries Of Variables, Dimensions And Total Number Of Items .....	80
Table 3. 2	Items For Customer Loyalty Measure .....	82
Table 3. 3	Items for Service Quality Measure .....	83
Table 3. 4	Items for Customer satisfaction .....	85
Table 3. 5	Perceived Value Measure Items.....	86
Table 3. 6	Customer Trust Measure Items .....	87
Table 3. 7	Switching Cost Measure Items .....	88
Table 3. 8	Growth of Prepaid Market Segment .....	90
Table 3. 9	List of Faculties Selected for Sampling in Respective Universities .....	95
Table 3. 10	Estimation of Stratified Samples from Universities Student Population in Klang Valley .....	99
Table 4. 1	Results Of Chi-square Test For Early And Late Response.....	113
Table 4. 2	Profile Of The Respondents (N=398).....	115

Table 4. 3	Factor And Reliability Analysis On Customer Satisfaction .....	118
Table 4. 4	Factor And Reliability Analysis On Switching Cost .....	120
Table 4. 5	Factor And Reliability Analysis On Customer Loyalty .....	122
Table 4. 6	Factor Loadings For Customer Loyalty Determinants .....	125
Table 4. 7	Comparing Original Dimensions To Final Dimensions After Factor Analysis .....	129
Table 4. 8	Comparing Original Hypotheses To Revised Hypotheses After Factor Analysis .....	130
Table 4. 9	Reliability Coefficients For The Variables In The Study .....	132
Table 4. 10	Descriptive Statistics.....	134
Table 4. 11	Results Of Correlation Analysis .....	135
Table 4. 12	Summary Of Multiple Regression Analysis For Factors Influencing Customer Loyalty (N=398) .....	139
Table 4. 13	Variables In Simple Mediation Model: Hypothesis 4a.....	141
Table 4. 14	Variables In Simple Mediation Model: Hypothesis 4b.....	142
Table 4. 15	Variables In Simple Mediation Model: Hypothesis 4c.....	144
Table 4. 16	Variables In Simple Mediation Model: Hypothesis 4d.....	145
Table 4. 17	Simple Mediation Model: Hypothesis 4e .....	147
Table 4. 18	Moderation Analysis: Hypothesis 5.....	149
Table 4. 19	Summary of Findings.....	151

## LIST OF FIGURE

Figure 2. 1	Theoretical Framework.....	60
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## LIST OF APPENDICES

Appendix A: Questionnaire to the Students.....	197
Appendix B: Pilot Test Output.....	206
Appendix C: Profile of the Respondents.....	219
Appendix D: Descriptive Analysis .....	224
Appendix E: Factor Analysis .....	227
Appendix F: Correlation Analysis .....	267
Appendix G: Partial Regression Plot .....	271
Appendix H: Scatter Plot .....	275
Appendix I: Normal Probability Plot .....	277
Appendix J: Multiple Regressions .....	281
Appendix K: Mediating Analysis .....	287
Appendix L: Moderating Analysis.....	308

## LIST OF ABBREVIATIONS

3G	3rd Generation Mobile Telcommunication Service
APAC	Asia Pacific
CB	Confidence Benefits
CSI	Customer Satisfaction Index
e.g.	Example
eCRM	Electronic Customer Releationship Management
GPRS	General Packet Radio Service
KMO	Kaiser Meyer Olkin Malaysian Communications and Multimedia Commission
MCMC	
MMS	Multimedia Messaging Service
MNP	Mobile Number Portability
MSA	Measure of Sampe Adequacy
SB	Social Benefits
SMS	Short Messaging System
SPSS	Statistical Package for Social Science
SQ	Service Quality
STB	Special Treatment Benefits
Telco	Telecommunication Company
TRA	Theory of Reasoned Action
US	United States of America
VIF	Variance Inflation Factors
WAP	Wireless Application Protocol



# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Introduction**

This chapter provides an overview of the study background, problem statement, objectives of the study, research questions and definition of terms used in this study. These are followed with discussion on the contribution of this study. Finally, this chapter ends with a discussion on the organisation of remaining chapters.

### **1.2 Background of Study**

Mobile phone services is one of the promising and high growth areas in telecommunication industry, with more than 1.7 billion global subscribers and about 80 percent of the world's population are covered by mobile networks (Price Water House Coopers, 2006). Mobile phone services are becoming so popular primarily because of mobility, safety, price and privacy (DeBaillon & Rockwell, 2005).

Mobile phone services in Malaysia have seen a tremendous growth in the number of subscribers since year 2000. At the end of 2009, Malaysia has 30.379 million subscribers in total, or a 106.2 percent penetration rate according to the statistics on "Cellular Phone Subscribers" by the Malaysian Communications and Multimedia Commission (MCMC). Table 1.1 shows Malaysia Cellular Phone Subscribers Statistics (2000-2009).

The contents of  
the thesis is for  
internal user  
only

loyal to the provider even if switching cost is high. Their action on whether to behave loyally is not moderated by the level of the switching cost.

The research findings reported have been discussed at length in the context of the study's objectives and prior literatures. Implications of individual outcome as well as general implication of the study were deliberated to illustrate their significance from the academic and researcher's perspectives. The model can be used as an explanatory model for customer loyalty in another industry, and. In summary, the current study provides beneficial implications for both academic research and practitioners based on an insightful review of the existing work on customer loyalty.

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