Measuring the Service Delivery Quality
Mobily Telecom in the Western Region of Saudi Arabia as a Case Study

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Abstract— **The objective of this research was to measure the quality of service delivery of the telephone service in Mobily Telecom in the western region of Suadi Arabia so as to detect the gap type (positive or negative) and determine, if there, the match between customers' expectations and employees' perception. To do just this, SERVQUAL model was used. Concerning the sample of the study, Mobily Telecom in the western Region (Mecca and Jeddah) was selected. In detail, the sample of company officials was 164 employees and 221 customers (both current and potential). The research adopted the survey as a tool to collect data. As for results, the research has come out with tangible findings, including the following: there is a negative gap between customers' expectations and official's awareness in terms of the dimensions of service quality of service and there is a negative gap between customers' perception towards service quality elements and management's awareness to those elements.**

Keywords: Quality Service; customers; SERVQUAL Model

INTRODUCTION:

Due to the dynamic changes affecting all aspects of the organization's work, there is a need for new performance standards, depicting their competitive strategy, quality improvements, and speed of service delivery. (McNamara *et al*., 2003) Quality of service is considered of abstract concepts that are difficult to define precisely because of the specific characteristics of services as compared with the material goods. However, most of the studies dealing with service quality maintain that it is oriented towards customer's evaluation of the service and delivery. (Bolton, 2002)

The quality of service is one of the most discussed topics in the general administrative sciences in general and marketing services in particular. Although quality service is not much clear, but its significance for organizations and customers is clear. It must be noted that although there are several factors that affect the financial performance of the business organizations, service quality is regarded as the most important and influential factor on the financial performance of organizations in the long term (Zeithaml, 2000). Given that the organizations that provide higher levels of quality have the potential to achieve higher levels of marketing share (Rao, 1996).

Measuring the quality of service is vital and essential to the service organizations. In addition, it is urgent and necessary to measure the customer's perception towards quality before and after the establishment of procedures to improve the service quality provided to make sure that the targeted results were met. Then, any improvements to the service quality can be submitted if the service quality gets measured (Asubonteng , 1996).

It is worth mentioning that measuring the quality of service is still a new topic for controversy between different researchers on the one hand, and it is not used systematically in service organizations on the other. Parasurman, *et al.*, (1985) is considered the first serious attempt to measure the service quality. In such a study, the researchers designed a measure of the service quality, best known as the scale of perception / expectations or the gap measure, which was later known as SERQUAL. It determines the service quality by measuring the gap between the customers' perceptions and their awareness towards the actual level of the service delivered

These relations would be represented in the following equation:

Service quality gap (G) = Perception of the service – the expectations

$$(G = P - E)$$

This scale gained acceptance and support by some researchers, interested in the issue of measuring the quality. Conversely, a number of other researchers question this method. As a result, other researchers provided another measure of the service quality, SERVPERF which depends on measuring the service quality based on the trends of customers towards the actual performance of the service (Cronin & Taylor, 1992).

Although there were many standards for measuring the service quality, it is controversial to determine which of these standards is more suitable to measure the service quality. However, many researchers claim that SERVQUAL and SERPERF have to apply in order to deal with debate in between (Carman, 1990)

There was an agreement between the researchers of marketing thinking on the definition of the service as an activity or intangible performance of varying degrees, seeking to achieve the customers' satisfaction. All researchers claim that there are four main characteristics of the service quality:

1- Intangibility: the service is theoretical and intangible.
2- Heterogeneity: the service is non-standard, non-calibrated, and highly varying.
3- Inseparability: the service is typically produced and consumed at the same time, along with the customer's participation of the process.
4- Perishability: the service is impossible to be stored since it is produced and consumed at the same time.

As for the concept of quality, there is a difference in terms of researchers' views. It is somehow difficult to find out a rather simple definition, describing and defining it because of the multiple aspects of it. So, Philip & Hazlett (1997) stated that that the concept of quality is all in all vague.

In this study, the following elements will be tackled with:
   • The concept of service quality.
   • The models to measure the perceived quality of service (service quality dimensions).
   • Service Quality scales.
   • measuring the level of service quality in Mobily Telecom.

First: The concept of service quality:

The review of related literature indicates that the concept of service quality is much oriented towards the customers' expectations, and the comparison between what is desired by the customers in light of expectations and their perceptions towards the level of service quality, which reflects the availability of those expectations. So, it is a measure of the degree of matching the actual performance against the customers' expectations.

Berry *et.al*., (1988) indicate that service quality is a tool to meet the compliance and compatibility between the customers' determinants. Hence, it represents the customers' view not that of the management. In addition, Lewis and Booms (1993) claim that service quality is a measure of the extent to which the service level obtained by the customer and which match his/her expectations. Buzzell and Gal (1987) show that the service quality is what is considered as quality by the customer. The quality related to, for example, a service is what's perceived by the user of that service. Yet, many researchers, including Cronninon and Taylor (1990), state that quality is meant by the customers' evaluation to the extent of excellence of service performance completely or partially.

Accordingly, it is clear that there is still no agreed definition among researchers about the concept of service quality. Besides, most of the definitions are about the customers' expectations or the comparison between customers' expectations/ perception of service quality. The customer is the main element of quality in services.

Second: The models to measure the perceived quality of service (service quality dimensions).

Reymosa & Moores (1995) define quality dimensions as the criteria on which the clients depend to judge the service quality they receive. Moreover, many researchers agree on that service quality is a multi-dimensional concept. However, they are not agreed on defining such dimensions. Swan & Comb (1976) is considered the first one in the area of service quality. They found out that there are two fundamental dimensions of service quality. The first dimension is material or physical quality, which includes the physical aspects exposed to the client when receiving a service. The second dimension is the interactive quality, representing the performance of the processes while staff interaction with customers.

Lehtinen & Lehtinen (1982) added a third dimension to the service quality, which is the quality related to customers' mental or cognitive impression towards the organization. This dimension is relatively constant over time when it is compared with the other dimensions of quality which are regarded as situational ones, that is, there are perceived due to the situation in which they occur.

Gronroos (1984) classifies quality dimensions into three major groups. The first dimension is the professional quality, referring to the service provided to the client as a result of his dealings with the service and can objectively be measured by the client because he represents the technical solution to an existing problem. The second dimension is the functional quality, referring to the manner in which the final outcomes affecting customers' assessment towards the quality are obtained by the client. This functional dimension is related to the interaction between the buyer and seller; such an interaction is called meeting of service, which is defined as the direct interaction between workers of service operations and customers. The third dimension is that which is related to cognitive perception towards the organization. This cognitive perception reflects the customer's recognition towards the organization as a whole. This perception can be determined by clients' cognitive impression via the technical quality and functional quality.

Norman (1984) considers that the main determinant of service quality is the moment of interaction between the

service provider and the client. At this moment, the functional dimension of quality is determined, and all or most of the technical quality is transferred into the client.

Parasuraman, *et. al*., (1985) is much considered as one of the most important contributions on determining the dimensions of service quality. In this study, the researchers have found out that there are ten dimensions of service quality including:

1 - Access
2 - Effective communication with customers
3- The efficiency and capacity of service providers
4 - Taste and decency in dealing with customers
5 - Credibility
6 – Reliability
7 – The response speed to customer's demands
8 – Security
9 - Tangible things (incarnations)
10 - Understanding the client

In a subsequent study, Parasuraman, *et. al*., (1988) were able to incorporate such ten dimensions of service quality into only five dimensions, including:

1- Tangible aspects
2- Reliability: Berry *et al.*(1985) indicated that reliability is the most important dimension, whereas tangibility is the least important.
3- Responsiveness:
4- Assurance
5- Compassion or dedication to serve customers

It should be noted that the five dimensions above are the fundamental dimensions of telecommunications service quality delivered by Mobily, which will be used in this research. These dimensions are depicted in the above-mentioned five dimensions. These dimensions are defined as SERVQUAL scale in the literature of service marketing. All researchers agree on the generality of these dimensions and their wide-range applicability to multiple types of services.

Third: Service Quality scales:
Previous studies indicate that there are two main methods, used to measure the service quality: (SERVQUAL) and (SERVPERF).

•Gap Scale: (SERVQUAL):

This scale of service quality is considered the most common scale used to measure the perceived service quality. This scale is first put forward by Parasuraman, *et. al*., (1985). In this scale, the service quality can be measured by the gap between customer's expectations for the level of service and his/her perception of the performance level of the service provided. This measure includes the five dimensions of service quality, which are intangible aspects, reliability, responsiveness to customers, security, and compassion or dedication to serve customers. In addition, these determinants include other sub-dimensions to measure the performance of

quality and to measure customer's expectations. Then, a comparison is drawn between the expectations and performance. Any differences mean that we have either positive or negative gap in the service quality.

Parasuraman indicated that the main focus when measuring the service quality is the gap between customer's perception towards the level of actual service performance and his expectations towards the service quality. Yet, this gap depends on the nature of the gaps related to the service design, marketing and delivery. That is, in addition to the gap of perception/expectation of the customers, there are other four gaps as indicated by Parasuraman, *et. al*., (1985):

Gap (1): Resulting from the difference between customers' expectations for the level of service and management's perception towards customers' expectations, inability of management to determine the expected needs and desires of customers.

Gap (2): Resulting from the difference between the specifications of the service provided and management's perception towards customers' expectations. Given that even if the customers' expected needs and desires are known to the administration, they will not be transferred into certain specifications in the service provided, due to restrictions related to the organization resources or regulations.

Gap (3): Appearing when the specifications of the service provided do not match with the management's recognition. That can be accounted for by the low skills level of those who provide the service, which in turn is due to the weakness of these workers' ability and desire.

Gap (4): Resulting from the imbalance of the service organization credibility. The promises offered by the organization about the level of service through contacting the customer (personal sales and other promotional efforts) differ from the level of service provided and specifications.

In the SERVQUAL, Gap 5 represents perception/expectation of the customers to measure the service quality. Gaps 1 and 5 have researchers' attention to measure the service quality. Both are much applied on different baking services, air transport, education, fast food, health service, consultancy engineering, and dry cleaning, technical information provided to delegates of sales in advanced manufacturing technology, libraries and information centers (Idris, and Al-Mursi, 1993).

Some studies stated that (SERVQUAL) is a well-designed and a multi-dimensional tool with a high degree of reliability and validity and can be used to get better understanding about the customers' expectations and perceptions. It also can be employed to judge the level of the actual performance of service quality from the perspective of those customers (ibid).

Despite the fact that SERVQUAL has a wide world reputation, it was much criticized in terms of the complexity of calculations involved, the ambiguity of the expectations structure, weakness of its prediction, establishment on the model of satisfaction, not trends, and inability to explain the differences in the components of quality from one industry to another (Cronin & Taylor, 1992).

SERVPERF:

In light of the criticism directed at the first scale, Cronin & Taylor (1992) introduced the second scale to measure the quality of service, which is called the actual performance scale "SERVPERF". This scale rejects the idea of gap between perception/expectation of the customers. It considers the quality of service as a form of trends towards the actual performance of the service. This means that the service quality according to this scale equals performance.

SERVPERF is different from SERVQUAL, from its exponents' point of view, in that it is simple, easy to use, and more credible because it excludes IPOs between customer expectations and perception of the level of service. Yet, SERVPERF is also much criticized because of its limited value of the results obtained due to ignoring the expectations of customers and determination of the service gap service. In addition to this, some of the criticisms are directed towards methodology of measurement and statistical methods that can be used to verify its stability and credibility. However, there are some subsequent studies that confirm the stability and creditability of SERVPERF in the practical application (ibid; Idris (1996); Babakus & Boller (1992); Boulding, Staelin, & Zeithaml (1993); Mc Edris & Al-Ghais (1996); Alexander, Kaldenberg & Koeing(1994).

Fourth: measuring the level of service quality in Mobily Telecom:

The above-mentioned five dimensions used to measure the quality of telephone services make up the general framework in order to measure and identify the quality. So, we will focus on the quality of services. It is worth mentioning that there are five levels of quality of telephone services can be determined as follows: (Payne and Adrian (1996))

1. Expected quality
2. Perceived quality
3- Technical quality
4- Actual quality
5- Desired quality to customers:

Thus, measuring the quality of telephone services must be formed on the basis of setting up standards that are linked to the recognition's clients. That is because the concept of service quality is different from the concept of service in general as defined by standard specifications standard. In addition, there is discrepancy between perceived quality by customers and the standard quality (De Primis1997). Depending on the above concept, five dimensions can be determined to measure quality as follows (Ghobadian, et al., 1994):

- Tangibility
- Reliability
- Response
- Security
- Compassion

A Review of Related Literature

Wadi and Ashour (2005) indicate that there is a gap in all five dimensions of quality (tangibility, security, reliability, compassion, and response). Further, they claim that customer's expectations are higher than their perception in the provided banking services. They added that the best determinant of quality is security, whereas the worst determinant of quality is compassion. They study recommended the need to take customers' expectations and aspirations into account when providing services.

Abumuammr (2005) found out a difference in the relative importance of the dimensions of service quality. Reliability ranked first, followed by security, tangibility, response, and compassion, respectively. The study indicated that there is a statistically significant relationship between customer's satisfaction and the quality banking service provided. The study recommended the need to focus on increasing and enhancing the trust between the bank and its customers.

Sha'sha'a (2005) indicated that customers' assessment towards the quality of actual services is positive, but not up to their expectations. The results indicated that clients consider reliability when evaluating the quality of the services provided. Response came second, followed by trust, compassion, and tangibility, respectively.

Kim *et.al.,* (2005) aimed at testing both SERVQUAL & SERVPERF to determine their suitability to measure quality in the field of information systems (IS) and determine the ability of each scale to lay down customers' satisfaction. The results concluded that SERVPERF scale is better than SERVQUAL in terms of satisfaction prediction. In fact, there are other studies dealing with this prominent topic, including: Zhou (2004); Boshoffand Gray (2004); Imam (2003); Hallowell, *et. al.*(2002); Wikowski and Wolfinarger (2002); Jabnoun and Al-tamimi (2002); Al-Tai and Maala (2002); Abdul Mohsen (2002); Al-Mebeerik (2002); Al-Shammari (2001); Al-Mauoof (2001) and Caruana, *et. Al.,* (2000)

The study significance:

The significance of this research comes into floor due to the following factors:

1- The current study is considered as an extension of efforts to discuss the issues related to measuring the service quality. Thus, this study represents an addition to the scientific literature, because it aims at determining the ways by which it is possible to measure the quality of telephone service in Mobily Telecom in the western region by using SERVQUAL scale.

2- The intention of telecommunications companies in general and Mobily Telecom in the western region in particular to develop telephone service and to lay down way to measure them. That is because to achieve a competitive advantage in light of current developments in

global business environment. Thence, the officials are obliged in all sectors in general and the telecommunications sector in particular to possess the means and tools to measure the service quality. Thus, this research is an attempt to measure the service quality at Mobily in the Western Region.

3- The service quality provided to customers is a fundamental issue. This issue is regarded as one of the priorities of the business community in the current century. In addition, nowadays the consumer is aware of the services provided to him, who is also difficult to satisfy easily. The successful service organizations are aware of the need to render their services more distinguished. Thus, this study focuses on measuring the service quality in Mobily Telecom in the western region.

The research problem and questions:

Due to the findings of the pilot study, the research, adopting SERVQUAL, measures and assesses the quality of telephone service in Mobily Telecom in the western region. In reality, the main research questions are as follows:

1 - Is there a difference (gap) between customers' expectations for aspects of the quality of telephone service and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region? And how can they be measured?

2 - Is there a difference (gap) between customers' perception to the aspects of service quality of communication and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region? And how can they be measured?

3 - Is there a difference (gap) between customers' expectations for aspects of the quality of telephone service provided by Mobily Telecom in the western region and their perception of the actual level of service provided? And how can they be measured?

Research objectives:

This research aims at:

1 – Determining the extent of matching or gap type (positive - negative) between customers' expectations for aspects of the quality of telephone service and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region

2 – Identifying the gap type (positive - negative) or the extent of matching between customers' perception to the aspects of service quality of communication and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region

3 - Determining the extent of matching or gap type (positive - negative) between customers' expectations for aspects of the quality of telephone service provided by Mobily Telecom in the western region and their perception of the actual level of service provided.

Hypotheses:

In light of the research significance and problem n addition to achieving its objectives, the current study is based on following hypotheses:

First hypothesis: there is no a statistically significant difference between customers' expectations for aspects of the quality of telephone service and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region

Second hypothesis: there is no a statistically significant difference between customers' perception to the aspects of service quality of communication and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region

Third hypothesis: there is no statistically significant difference between customers' expectations for aspects of the quality of telephone service provided by Mobily Telecom in the western region and their perception of the actual level of service provided

Research Methodology:

In light of the review of related literature and research problem, objectives and hypothesis, the descriptive and analytical approach will be adopted so as to meet the objectives of the study

Data collection methods:

The Researcher depends on two types of data needed to achieve the objectives of the research, and they can be explained as follows:

A **- Secondary Data**

The researcher depends on different resources in obtaining secondary data, including: Arabic and foreign references, journals, periodicals, published research, unpublished research, statistics and published reports on the telecommunications sector, which are in touch with the subject of the study.

B - Preliminary data

The needed primary data are adopted to achieve the objectives of the research through the survey which is regarded as a tool research to measure the research variables. To do so, two surveys were built; the first is directed to the beneficiaries of the service (the customers) and the second directed to providers of telephone service offered by Mobily.

A five-point Likert Scale was used in order to change the descriptive concepts into quantitative values, suitable for statistical analysis as indicated below:

The descriptive answer	Distinguished	Good	Average	less than average	low
The potential weighting	5	4	3	2	1

Community and sample

This study was applied on Mobily Telecom in the western region and the cities of Mecca and Jeddah. This company has been chosen for many reasons including that Mobily has announced, after the pilgrimage season at the end of 2008, that it owns 52% of the total number of pilgrims who are about 2.5 million ones as well as for its marketing excellence. Table (1) indicates the number of customers during the pilgrimage season 2008 for each of the three companies.

Table (1):

Company	Itesalat	Mobily	Zain	Total
Pilgrims No. (millions)	0.45	1.30	0.75	2.50
Percentage%	18	52	30	100

Table (2) indicates telecommunications market in the Saudi Arabia from 2008 to 2009.

Table (2)

Company		Itesalat	Mobily	Zain	Total
Subscribers No. (millions)	**2008**	19	15	2	36
	2009	21	17	6	44
	Growth (%)	11	13	200	22
Percentage of the market	**2008**	53	42	6	100
	2009	48	39	14	100

This study focused on two types of community. The first is the views of service providers in Mobily Communications Company in the western region, whereas the second is the customer (current and prospective) in Mobily Telecom in the western region. Given the magnitude of these customers, the officials of Mobily Telecom in the western region, and time and cost constraints, it was decided to rely on the sampling method. So, two completely randomly-selected independent samples were selected, representing the both communities. The total sample size of customers was (221) (current and prospective). This number is the ratio of the number of individuals who meet the research characteristics; this ratio is 50%. The limits of error in the sample are 5% with confidence degree with 95%, on excluding the incorrect answers. The total sample size of employees' staff and administrators" was (164). This number is the ratio of the number of individuals who meet the research characteristics; this ratio is 50%. The limits of error in the sample are 5% with confidence degree with 95%. The subjects were randomly selected through the lists of employees' names available in the company, taking into account that the sample is stratified, representing all groups according to the number of individuals of each class (service providers and customer).

The sample size will be determined using the following equation (Khalifa, 2005):

$$P = \frac{N (T) 2 F \times (1 - F)}{\Delta 2 n + (T) 2 \times n (1 - F)}$$

Where:
P = sample size
N = size of the community
1 - F = 50%
Δ = allowable error rate in one direction = 5%
F = ratio of the subject number, having characteristics under study or estimated proportion from the prospective sample (50%).
T = number of standard grades when level of significance %5 =1. 96

Data analysis methods

The data were statistically analyzed, using SPSS/PC+. The following statistical methods were used to analyze the data:

1 - the correlation coefficient alpha in order to verify the degree of persistence in the measurement of perception / expectations SERVQUAL for the quality of educational services, which is characterized by its focus on testing the degree of internal consistency between the contents or scale items

2 - Test of Wilxcon to two identical measures in the case of one sample in order to test the third hypothesis.

3 – Man Witney Test for two independent samples to test the first and second hypotheses

4 - SERVQUAL: Split-Half was used to determine consistency coefficients and reliability of to the scale dimensions of telecommunications service quality offered by Mobily (tangibility, reliability, response, security, and compassion) in Mobily.

5- Cronback's Reliability Coefficient (Alpha) was used to check validity and reliability

6 - Descriptive Statistic Measures to describe categories of study, depending on the percentages and to order the variables of the study due to the relative significance, taking into account averages and standard deviations.
7 - Analysis of variance (ANOVA) to test the differences between the averages of opinions about variables.

8 - Chi - Square to investigate the moral differences due to the views of the study sample.

Data collection method and measurement

The primary data were collected, using the method of the survey. To do so, two surveys were built; the first is directed to the beneficiaries of the service (the customers either current or perspective). This survey includes two questions with 26 items. The first question represents customers' expectations (surveyed) to the aspects of the service quality, while the second question represents their perception towards the level of the actual performance of the service provided. The items of the first question reflect phrases the five key dimensions of service quality as defined by Parasuraman, *et. al)* in SERVQUAL scale, as amended in 1988. These dimensions are tangibility, reliability, response, security, and compassion.

As for the second survey, it is directed into the service providers in Mobily and included one question, having the same items of that which is related to customers' expectations (surveyed) to the aspects of the service quality. Likert scale was used to determine the service providers' perception,

Validity and reliability of SERVQUAL

Split-Half was used to determine consistency coefficients and reliability of to the scale dimensions of telecommunications service quality offered by Mobily (tangibility, reliability, response, security, and compassion) in Mobily. Table (3) indicates the results of the analysis of correlation coefficients, validity and reliability to the dimension of gap scale:

Table (3):

Service quality dimensions	Consistency	Validity
Tangibility	0.84	0.92
Reliability	0.83	0.91
Reponce	0.81	0.90
Security	0.75	0.86
Compassion	0.79	0.88

Cronbach Alpha Coefficient was 0,745 for the three variables. Also, consistency coefficients between the dimensions of service quality scale ranged from 0.79 to 0.84. The self validity coefficients honesty between dimensions of service quality scale ranged from 0.88 to 0.92. in reality, a;; of these coefficients are with high values, which means, in turn, the potential to rely considerably on this scale in obtaining the data with large reliability and stability. Table 4 indicates the correlation coefficients between the variables of the study.

Table (4)

Variables	Tangibility	Reliability	Response	Security	compassion
Tangibility	1	0925	0908	0906	0957
Reliability	0925	1	0894	0937	0869
Reponse	0908	0894	1	0930	0937
Security	0906	0937	0930	1	0937
Compassion	0957	0896	0956	0937	1

As shown in table 4, the value of correlation coefficients between all groups of main study is greater than (0, 5), which signals that there is a positive correlation between these major groups. In addition, it is evident that the largest correlation coefficient between two variables is the correlation coefficient between tangibility and compassion. The correlation coefficient of the first group is 0.975, of the second group is 0.711, and of the third group is 0.911. This percentage gets good because it is greater than 60%. The whole value of the correlation coefficient is 0.957.

Testing study hypotheses:

The First Hypothesis: there is no a statistically significant difference between customers' expectations for aspects of the quality of telephone service and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region

SERVQUAL was used to identify the gap between customers' expectations and service providers' perception for providing services to the expectations of customers of Mobily Telecom in the western region. Table (5) indicates measuring the gap between customers' expectations and service providers' perception for providing services to the expectations of customers of Mobily Telecom in the western region.

Table (5):

Dimensions and elements of scale	Average Customers' expectations	The service providers' perception	The gap For each variable	For each dimension
First: tangibility 1- Place suitability to deliver services.	4.61	3.51	1.1	0.204
2- Buildings and places layout	4.39	3.52	0.87	
3- The inner design of service delivery managements	4.41	3.62	0.79	
4- Use of recent equipment to deliver the service	1.19	3.62	2.43-	
5- The service employees' look	4.31	3.62	0.69	
Second: reliability 1- Accuracy of service delivery	1.36	3.66	2.3-	0.634-
2- Punctuality of service delivery	1.35	4.02	2.67-	
3- Employees availability when delivering the service	4.68	3.56	1.12	
4- Customers' problems solving	4.41	3.99	0.42	
5- Keeping the accurate files and records	4.47	4.21	0.26	
Third: the response 1- Speed in service delivery	4.45	3.47	0.98	0.424
2- Immediate reply for customers' inquiries	4.44	3.43	0.99	
3- The quick response of the customers' needs and desires	4.14	3.89	0.25	
4- Informing the customers with certain times of service delivery	3.21	3.07	0.14	
5- The permanent readiness to cooperate with customers	3.21	3.45	0.24-	
Fourth: security 1- The customer's feeling of security	3.83	3.74	0.09	0.608
2- The service employees' enough knowledge of service	4.03	3.41	0.62	
3- The service employees' tact and flexibility	4.58	3.54	1.04	
4- Confidentiality of customers' information	4.42	3.90	0.32	
5- The upper management's support to the service employees	4.65	3.68	0.97	
Fifth: compassion 1- Taking care of customers	4.01	3.89	0.12	0.002-
2- Understanding the customer's needs	4.41	3.58	0.83	
3- The customers are the attention orientation	4.01	4.32	0.31 -	
4- Understanding the customers' conditions.	4.17	3.33	0.84 -	
5- Honesty when dealing with customers	3.36	3.17	0.19	

Table 5 shows that:

1 - There is a negative gap between customers' expectations and service providers' perception for some of the service quality dimensions (tangibility, reliability, response, and compassion) in Mobily Telecom, as well as between some elements of each dimension of service quality in the company.

2 - The average of gap between customers' expectations and service providers' perception for some dimensions of tangibility to the telephone is (0.204), reliability (-0.634), response (0.424), security (.608) and compassion (-0.002). All of them are positive except reliability and compassion that are marked with a negative gap.

3 - The most areas of variation between customers' expectations and service providers' perception for providing services to the expectations of customers are depicted in some gaps, including that which is related to availability of sufficient staff to provide service (1.12), place suitability to provide service to customers (1.1), tact and flexibility in dealing with customers (1.04) and the immediate response to customer inquiries and complaints (0, 99).

4 - There is a negative gap in some components of the tangible aspects of telephone service, marked by the use of recent equipment to provide service (-2.43).

The researcher used chi-square 2 to measure the moral differences between customers' and service providers' expectations. Chi-square 2 calculated amounted to 386.24 with freedom degrees (144) at the significance level $\infty = 5\%$. Because the Ca 2 calculated is more than Ca 2 tabulated, this hypothesis is rejected, and the alternative one is accepted. The alternative one indicates that there is a statistically significant difference between customers' expectations for aspects of the quality of telephone service and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region. Due to the general results analysis between customers' expectations for aspects of the quality of telephone service and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region and to SERVQUAL, it is clear that there are some fundamental differences between customers' expectations and the providers' perception about the service quality dimensions (tangibility, reliability, response, security, and compassion).

Second hypothesis: there is no a statistically significant difference between customers' perception to the aspects of service quality of communication and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region

SERVQUAL was used to identify the gap between customers' and service providers' perception for providing services to the expectations of customers of Mobily Telecom in the western region. Table (6) indicates results of measuring the gap between customers' and service providers' perception towards the service quality level.

Dimensions and elements of scale	Average		The gap	
	Customers' expectations	The service providers' perception	For each variable	For each dimension
First: tangibility			0.88-	
6- Place suitability to deliver services.	2.71	3.59		
7- Buildings and places layout	2.20	3.04	0.84 -	0.306-
8- The inner design of service delivery managements	4.96	3.66	1.3	
9- Use of recent equipment to deliver the service	2.61	3.69	1.08-	
10- The service employees' look	3.74	3.60	0.14	
Second: reliability			2.64-	
6- Accuracy of service delivery	2.01	4.65		
7- Punctuality of service delivery	2.34	3.01	0.67-	0.006
8- Employees availability when delivering the service	2.64	1.56	1.08	
9- Customers' problems solving	3.91	3.26	0.65	
10- Keeping the accurate files and records	2.88	1.27	1.61	
Third: the response			0.06	
6- Speed in service delivery	2.47	2.41		
7- Immediate reply for customers' inquiries	2.73	1.98	0.75	0.106
8- The quick response of the customers' needs and desires	2.68	2.51	0.17	
9- Informing the customers with certain times of service	2.78	2.47	0.31	

delivery				
10- The permanent readiness to cooperate with customers	2.29	3.05	0.76-	
Fourth: security			1.03-	
6- The customer's feeling of security	2.68	3.71		
7- The service employees' enough knowledge of service	2.41	3.44	1.03-	
8- The service employees' tact and flexibility	2.47	3.51	1.04-	0.582
9- Confidentiality of customers' information	3.58	3.40	0.18	
10- The upper management's support to the service employees	3.61	3.60	0.01	
Fifth: compassion			1.18	
6- Taking care of customers	2.97	1.79		
7- Understanding the customer's needs	2.93	3.50	0.57-	
8- The customers are the attention orientation	1.18	2.30	1.12 -	
9- Understanding the customers' conditions.	2.29	3.37	1.08 -	0.274-
10- Honesty when dealing with customers	3.37	3.15	0.22	

Table 6 shows that:

1 - There is a negative gap between customers' perception and service providers' perception for some of the service quality dimensions (tangibility, reliability, response, and compassion) in Mobily Telecom, as well as between some elements of each dimension of service quality in the company, depicted in tangibility (-0.306) and compassion (0.274-)

2 - There is a negative gap between customers' perception towards the quality elements and the management's perception towards the dimension of the use of recent equipment to provide service (-1.08), Place suitability to deliver services. (-0.88) and Buildings and places layout (0.84-)

3- There are negative gaps in some components of reliability, marked by the Accuracy of service delivery (-2.64) and punctuality of service delivery (-0.67).

The researcher used chi-square 2 to measure the moral differences between customers' and service providers' perception. Chi-square 2 calculated amounted to 1614.711 with freedom degrees (720) at the significance level $\infty = 5\%$. Because the Ca 2 calculated is more than Ca 2 tabulated, this hypothesis is rejected, and the alternative one is accepted. The alternative one indicates that there is astatistically significant difference between customers' perception to the aspects of service quality of communication and the providers' perception to the customers' expectations in Mobily Telecom in the Western Region.

Third Hypothesis:

There is no statistically significant difference between customers' expectations for aspects of the quality of telephone service provided by Mobily Telecom in the western region and their perception of the actual level of service provided

SERVQUAL was used to identify the gap between customers' perception and expectations for aspects of the quality of telephone service provided by Mobily Telecom in the western region and their perception of the actual level of service provided. Table (7) indicates results of measuring the gap between customers' perception and expectations for aspects of the quality of telephone service provided by Mobily Telecom in the western region and their perception of the actual level of service provided.

Table 7:

Dimensions and elements of scale	Average		The gap	
	Customers' expectations	The service providers' perception	For each variable	For each dimension
First: tangibility			1.67-	
11-Place suitability to deliver services.	2.72	4.39		
12- Buildings and places layout	2.21	4.19	1.98-	
13-The inner design of service delivery managements	4.41	2.96	1.45	0.62-
14-Use of recent equipment to deliver the service	2.66	4.49	1.83-	
15-The service employees' look	3.94	3.01	1- 0.93	
Second: reliability			3.21-	
11- Accuracy of service delivery	1.17	4.38		
12- Punctuality of service delivery	2.38	4.34	1.96 -	
13- Employees availability when delivering the service	2.64	4.69	2.05-	1.842-
14- Customers' problems solving	2.01	4.48	2.47-	
15- Keeping the accurate files and records	2.88	2.40	0.48	
Third: the response			0.07-	
11- Speed in service delivery	2.42	2.49		
12- Immediate reply for customers' inquiries	2.12	1.94	0.18	
13- The quick response of the customers' needs and desires	2.86	3.17	0.31-	0.198
14- Informing the customers with certain times of service delivery	2.61	2.21	0.40	
15- The permanent readiness to cooperate with customers	2.24	1.29	0.95	
Fourth: security			0.59-	
11- The customer's feeling of security	2.61	3.20		
12- The service employees' enough knowledge of service	2.46	3.40	0.94-	
13- The service employees' tact and flexibility	2.49	2.57	0.08-	0.278-
14- Confidentiality of customers' information	3.59	3.41	0.18	
15- The upper management's support to the service employees	2.68	2.64	0.04	
Fifth: compassion			1.04-	
11- Taking care of customers	2.05	3.09		
12- Understanding the customer's needs	2.38	3.02	0.64-	
13- The customers are the attention orientation	2.69	3.35	0.66-	0.614-
14- Understanding the customers' conditions.	2.28	3.18	1.1 -	
15- Honesty when dealing with customers	2.34	1.97	0.37	

Table 7 shows that:

1- There is a negative gap between customers' perception and expectations towards some of the service quality dimensions (tangibility, reliability, response, security, and compassion) in Mobily Telecom, as well as between some elements of each dimension of service quality in the company. This result indicates that customers' expectations for service quality dimensions and elements excel what they really receive, which in turn means that service providers are not able to deliver services in a way that match with the customers' expectations. These gaps are depicted in tangibility (-0.62), reliability (-1.842), security (0.278-) and compassion (0.614-)

2-There is a negative gap in some components of tangibility, marked by the use of recent equipment to provide service (-1.98), Place suitability to deliver services. (-1.67) and Buildings and places layout (1.98-)

3-There are negative gaps in some components of reliability, marked by the Accuracy of service delivery (-3.21), punctuality of service delivery (-1.96), the care to solve customers' problems (2.47-) and Employees availability when delivering the service (2.05-)

The researcher used chi-square 2 to measure the moral differences between customers' perception and expectations. Chi-square 2 calculated amounted to 3456.362 with freedom degrees (1242) at the significance level $\infty = 5\%$.

Because the Ca 2 calculated is more than Ca 2 tabulated, this hypothesis is rejected, and the alternative one is accepted. The alternative one indicates that there is statistically significant difference between customers' expectations for aspects of the quality of telephone service provided by Mobily Telecom in the western region and their perception of the actual level of service provided. Due to SERVQUAL, it is clear that there are some fundamental differences between customers' expectations and perception about the service quality dimensions (tangibility, reliability, response, security, and compassion).

Moreover, the researcher used the Alcoxn test to measure moral differences between customers' expectations and points of view. Alcoxn (z) was (-13.422) significantly at the level of (000.). Accordingly, this means that there are statistically significant differences between customers' expectations and points of view towards the level of telephone service. It is worth noting that this result is the same gained by the other statistical methods used by the researcher.

Using analysis of variance (ANOVA) for the study variables to prove the first hypothesis, the researcher tested the moral differences between the views of the two study groups as shown in table (8).

Table (8) ANOVA results of the study variables

	Variable	Variation	M m	D H	Mmm	F calculated
1st group	Customers' current opinions	Between gropus	15007.55	36	416.87	230.949
		Remains	202.167	112	1.805	
		The whole	105209.72	148		
	Customers' prspoective opinions	Between gropus	116.285	36	3.230	92.36
		Remains	3.917	112	0.035	
		The whole	120.201	148		
2nd group	Customers' current opinions	Between gropus	82732.2	27	3064.15	102.606
		Remains	8122.79	272	29.863	
		The whole	90855	299		
	Service providers' opinions	Between gropus	19990	4	4997.49	54.113
		Remains	13298.79	144	92.353	
		The whole	33288.79	148		
3rd group	Customers' prspoective opinions	Between gropus	31606.73	46	687.103	1002.18
		Remains	173.45	253	0.686	
		The whole	31780.19	299		
	Service providers' opinions	Between gropus	32848.83	20	1642.44	477.83
		Remains	439.96	128	3.437	
		The whole	33288.79	148		

As shown in table 8:

1 - The results of analysis of variance emphasize statistically significant differences between the views of the current customer and those of prospective ones. F value calculated is 230.949 of the views of current customers, and of the views of prospective customers are 92.368. Because F value calculated is more than F value tabulated, this hypothesis is rejected, and the alternative one is accepted, which indicates that there are statistically significant differences between the views of the current customer and those of prospective ones; the same results are proved by the researcher when validating the first hypothesis of this study.

2 - The results of analysis of variance emphasize statistically significant differences between the views of the current customer and service providers' points of view. F value calculated is 45,113 and 102.606, which is more than that of tabulated at the significance level 5% and with freedom degrees 272, 27. Because F value calculated is more than F value tabulated, this hypothesis is rejected, and the alternative one is accepted, which indicates that there are statistically significant differences between the views of the current customer and service providers' points of view; the same results are proved by the researcher when validating the second hypothesis of this study

3 - The results of analysis of variance emphasize statistically significant differences between the views of the perspective customer and service providers' points of view. F value calculated is 1002.183, which is more than that of tabulated at the significance level 5% and with freedom degrees 253.46. Because F value calculated is

more than F value tabulated, this hypothesis is rejected, and the alternative one is accepted, which indicates that there are statistically significant differences between the views of the prospective customer and service providers' points of view; the same results are proved by the researcher when validating the third hypothesis of this study

On using the analysis Kruskal Wallis to measure moral difference between customers' expectations and service providers' perception, Ca 2 calculated was 691.953 of the views of current customers. By drawing a comparison between this and Ca 2 expected when degrees freedom are 3 with moral significance level $\infty = 5\%$, we find that Ca 2 calculated is more than the tabular. This means that the null hypothesis is rejected, and the alternative one is accepted. The alternative states that there is a difference between customer s' expectations and service providers' perception towards the level of service quality in Mobily Telecom; the same result is obtained when test of Mann-Whitney is above used. The differences between averages of customers' expectations and service providers' perception towards the level of services provided in Mobily Telecom confirm these findings. These differences result in negative gaps between customers' expectations and service providers' perception. Due to averages indicating the negative gap, obtained by storing the data, Table 9 indicates the order of these variables that affect this negative gap between customers' perception and expectation due to the relative importance of affecting the negative gap.

Table 9: the order of these variables that affect this negative gap between customers' perception and expectation due to the relative importance of affecting the negative gap

Variable	Gap	Order
Service accuracy	-3.21	1
Problem solving	-2.47	2
The employees' availability	-2.05	3
Service delivery punctuality	1.96	4
Considering customers' conditions	-1.1	5
Taking care of employees	-1.04	6

The Results:

The present study aimed at measuring the service quality provided in Mobily Telecom through the use of scale "SERVQUAL" in order to identify the gap - if any - between customer's expectations and the service providers' perception towards these expectations. Also, it identifies the gap between the specification of the service which is actually provided and the service providers' perception towards these expectations. In addition, it lays down the gap between

perception and expectations of customers. These results can be summarized as follows:

1 – There is a negative gap between customers' expectations and service providers' perception for some of the service quality dimensions (tangibility, reliability, response, and compassion) in Mobily Telecom, as well as between some elements of each dimension of service quality in the company.
2 - There is a negative gap in some components of the tangible aspects of telephone service, marked by the use of recent equipment to provide service.

3 - There are negative gaps in some components of reliability, marked by the Accuracy of service delivery and punctuality of service delivery

4 - There are negative gaps in some components of response, marked by the permanent readiness to cooperate with customers.

5 - There are negative gaps in some components of compassion, marked by consideration of customers' conditions and indicating the customer that he is the attention of the company.

6 – There is a negative between the customers' perception towards the dimension of the use of recent equipment to provide service, Place suitability to deliver services and Buildings and places layout.

Recommendations:
The main recommendations can be summarized as follows:

1 – The officials of Mobily Telecom have to pay attention to identify the customer's perception and expectations, as well as to recognize existing customer's expectations towards the service offered by Mobily Telecom.

2 – Making a match between customers' and service providers' perception through improving dimensions of service quality in Mobily Telecom

3 - The need to design and implement a series of training programs, aiming at improving service quality in Mobily Telecom, by directing a dozens of specialized studies towards the development of customers' confidence sense

4 - Drawing the attention of those who provide service in Mobily to focus on some of the most important aspects of choosing the service employees who deal directly with customers. They must be characterized by cooperation and empathy with clients

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