

**STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION ON
THE MOBILE PHONE PROVIDER: A CASE OF POSTGRADUATE
STUDENTS IN AL-FATEH UNIVERSITY OF LIBYA**

A thesis submitted to the fulfillment of the requirements for the degree of

Master of Science (Management)

College of Business

Universiti Utara Malaysia

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ABSTRACT

This study was to find out whether there is a relationship between service quality and customer satisfaction. This study examined the relationship between service quality dimensions (reliability, tangibles, responsiveness, assurance and empathy) and customer satisfaction among mobile phone customers of two mobile phone service providers- the Al Mader and Libyana at the Alfateh University in Libya.

This study is designed to provide the benefit for marketing practitioners. It is hoped that the study 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.

There are five dimensions service quality which are: reliability, tangibles, responsiveness, assurance and empathy. A total of 205 postgraduate students participated in the study. Data were collected using questionnaire. The questionnaire consisted of 23 items measuring service quality and 8 items on customer satisfaction. On the whole, the results of the study suggest that there exist a significant relationship between the five dimensions of service quality and customer satisfaction.

ACKNOWLEDGEMENT

In the Name of Allah, the Most Gracious and the Most Merciful

Above others, my praise to Allah S. W. T. whose blessing and guidance have helped me to get through the entire project. Peace be upon our Prophet Mohammed S. A. W, who has given light to mankind.

My highest and most sincere appreciation goes to my beloved parents, wife, and my children my brother and my sister who have always encouraged and guided me to be independent, never try to limit my aspirations.

I would like to express my great appreciation to my supervisor Dr. Abdul Manef Ben Bohari for his understanding, attention, kindness and encouragement. His supervision, ideas, guidance, critics and examination of the thesis have been an enormous help. Words alone cannot express my greatest appreciation and gratitude to him. May Allah reward him abundantly!

I would like to express my high appreciation to my all lecturers of College of Business, especially, lecturers of the Division of Management. Thanks again to my friends Jalal Hanaysha, Ramzi, Mohanad, Mohammed, Sari, Faraj and to everyone provided me with support whom I have probably forgotten to mention here.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Telecommunications Industry is one of the most important services in the industrial field, characterized by high customer associations with customized service solutions individually. Global System for Mobile Communications (GSM) service provider may follow this strategy, in part because of the difficulty in distinguishing it on the basis of service delivery. Usually, customers distinguish very small difference in the services provided by the retail provision and by which is matched speedily with any new offer by competitors (Coskun and Frohlich, 1992; Devlin et al, 1995). Levesque and McDougall (1996) pointed out that customer satisfaction and retention are critical for retailers.

In addition, satisfaction in the mobile phone context focuses on the achievement of customer's requirements (needs and wants). It means assessment of the mobile connections of a signal, and contents that give a level of comfort and is related to attainment of that requirement, including the accomplishment of needs and wants below expectation or exceeds their expectation. Satisfaction is defined as a post-consumption evaluation containing both cognitive and affective elements, distinguishing for example between "satisfaction as contentment", "satisfaction as pleasure", "and satisfaction as relief" on the basis of the level of reinforcement

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