

**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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**Dissertation Submitted to the
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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, kebolehppercayaan 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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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
MCMC	Malaysian Communications and Multimedia Commission
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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