

**AN EMPIRICAL STUDY ON THE FACTORS
INFLUENCING CUSTOMER SATISFACTION AMONG
MOBILE PHONE USERS AT THE UNIVERSITY OF
BENGHAZI IN LIBYA**

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**MASTER OF SCIENCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA**

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**A project paper submitted to the Othman Yeop Abdullah Graduate School of
Business Universiti Utara Malaysia in fulfillment of the requirement for the degree
of Master of Science Management**

2013

DECLARATION

I hereby declare that this thesis is my original work except for quotations and citations which have been duly acknowledged and that it has not been previously or concurrently submitted for any other degree at University Utara Malaysia.

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ABSTRACT

The company needs an achievement for business continuously in order to sure the satisfaction of customer every day. This is targeting refer to the group whether individual or organizations. The purpose of this study is to understand the effect between customer relationship management (CRM) information systems, service quality, reliability and tangibles on customer satisfaction in the Libyan mobile telecommunication services and also this sector is highly competitive. In addition, the purpose of this research is to gain the knowledge customer relationship management information systems. This is an empirical study using mainly primary data collected through a well-structured questionnaire. This study carried out by covering 132 of customers who using a mobile phone. The results indicate that all of the four hypotheses tested are supported. There is a positive impact and significant relationship between the customer satisfaction and customer relationship management (CRM) information systems, service quality, reliability and tangibles. In conclusion, the present study has its own limitation since this research is only conducted in master program students at Benghazi University in Libya. Therefore the finding of the study is unable to be generalizing for the whole population of hand phone users in Libya as the sample size is considered small.

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LIST OF ABBREVIATIONS

CRM: Customer Relationship Management

SR: Service Quality

R: Reliability

T: Tangibles

CS: Customer Satisfaction

IT: Information Technology

CHAPTER ONE

INTRODUCTION

1.0 Introduction.

Telecommunication is an important economic sector in world economy. It also has a growing impact on our lives as individuals, on businesses in terms of efficiency and customer service and on every country's competitiveness as a profitable economy. Telecommunications Industry is one of the most important services in the industrial field, characterized by high customer contact with individually customized service solutions, where customer satisfaction has been an increasing focus of researched arousal (Oliver, 2007). GSM service provider is pursuing this strategy, in part, because of the difficulty in differentiating based on the service offering. Typically, customers perceive very little difference in the services offered by retail provider and any new offering is quickly matched by competitors (Coskun, 1992). Point out that customer satisfaction and retention are critical for retailing. He investigate the main determinants of customer satisfaction (quality of service, features, customer service, handling complaints and situational factors), and future intentions, in the retail sector (Oliver, 1999).

The contents of
the thesis is for
internal user
only

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