Impact of Service Quality on Customer Satisfaction among Nepalese Cellular Mobile Service Providers

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Abstract

The objective of this study was to find out how satisfied customers are with Nepal Telecom and Ncell's mobile phone services. Both the analytical and the descriptive research designs were used in this study. All users of Nepal Telecom and Ncell mobile telephone services make up the study's population and 400 mobile telephone services user was considered as a sample of the study. In this study, correlation analysis was used to find the relationship between service quality factors and customer satisfaction and linear regression analysis was used to evaluate multiple independent variables that affect the dependent variables. The findings of this study depict that moderately positive correlation between tangibles, assurance, reliability, responsiveness, empathy, convenience, complaint handling, network quality, and customer satisfaction with mobile service providers. Similarly, the correlation is significant for tangibles, assurance, reliability, responsiveness, empathy, convenience, complaint handling, and network quality with customer satisfaction. This study also shows there was an insignificant impact of tangibles, reliability, responsiveness, convenience, complaint handling, and network quality of service quality on consumer satisfaction but an insignificant impact of assurance and empathy of service quality on consumer satisfaction among Nepalese cellular mobile service providers.

Keywords: SERVQUAL model, convenience, complaint handling, network quality, customer satisfaction, mobile service providers

Introduction

Background of the Study

In many nations, including Nepal, the cellular mobile service sector is significant and expanding quickly. Customer service quality has become a key factor in determining customer satisfaction and loyalty as service provider competition increases. The level to which a service meets customer expectations is referred to as service quality. It includes a range of features like reliability, responsiveness, empathy, and tangibles. Customer satisfaction, on the other

hand, refers to the assessment of a service in terms of the customer's expectations (Dahleez, 2015). Customer satisfaction is a crucial indicator of service quality because it has an immediate bearing on repeat business, customer loyalty, and positive word-of-mouth recommendations (Paraskevas, 2013).

Several studies have examined the connection between service quality and customer satisfaction in the Nepalese cellular mobile service industry context. For instance, Shrestha and Gautam (2015) discovered that among Nepalese mobile service providers, customer satisfaction was significantly influenced by service quality. Similar findings were made by Dahal (2018), who discovered that among Nepalese mobile service providers, customer satisfaction was positively impacted by the reliability, responsiveness, and empathy dimensions of service quality. These results indicate that in the Nepalese cellular mobile service sector, service quality is a significant factor in determining customer satisfaction.

In the context of the Nepalese cellular mobile service industry, the subject of the impact of service quality on customer satisfaction is significant and well-researched. Customer loyalty and repeat business are directly impacted by the quality of the services provided, which is a key factor in determining customer satisfaction. The results of earlier studies point to the need for Nepalese cellular mobile service providers to concentrate on raising the quality of their offerings to boost client satisfaction and loyalty.

Statement of the Problem

It is difficult to conclude how much quality service Nepal Telecom and Ncell provide. Until now, this has been a source of concern and consternation. This research aims to learn the truth about these questions and problems. To address the key issues, the current study attempts to answer the following questions:

- Is there any relationship between Tangibility, Reliability, Responsiveness, Assurance, Empathy, Convenience, complaint handling, and Network Quality with Customer Satisfaction with Cellular Mobile Providers in Nepal?

- How do the following factors affect customers' satisfaction with Nepal's cellular mobile providers: tangibility, reliability, responsiveness, assurance, empathy, convenience, complaint handling, and network quality?

Objectives of the Study

The overall goal of this research is to assess Nepal Telecom and Ncell customers' expectations and areas of satisfaction. The following are the research's specific objectives:

- To examine the relationship between Tangibility, Reliability, Responsiveness, Assurance, Empathy, Convenience, Complaint handling, and Network Quality with Customer Satisfaction of Cellular Mobile Providers in Nepal.

- • To evaluate the effect of Tangibility, Reliability, Responsiveness, Assurance, Empathy, Convenience, complaint handling, and Network Quality on Customer Satisfaction with Cellular Mobile Providers in Nepal.

Hypothesis

H_1: There is a significant relationship and impact of Tangibility on Customer Satisfaction with Mobile Service Providers.

H_2: There is a significant relationship and impact of Assurance on Customer satisfaction with the mobile service provider

H_3: There is a significant relationship and impact Reliability on Customer satisfaction with Mobile Service Providers.

H_4: There is a significant relationship and impact of Responsiveness on Customer Satisfaction with Mobile Service Providers.

H_5: There is a significant relationship and impact of Empathy on Customer Satisfaction with Mobile Service Providers.

H_6: There is a significant relationship and impact of Convenience on Customer Satisfaction with Mobile Service Providers

H_7: There is a significant relationship and impact of Complaint Handling on Customer Satisfaction with Mobile Service Providers.

H_8: There is a significant relationship and impact of Network Quality on Customer Satisfaction with Mobile Service Providers.

Limitations

Research is a full-fledged and extensive investigation study for problem resolution. It necessitates a substantial amount of time, money, and accurate information. As a result, these factors are assumed to be the study's limitations. Although Nepal Telecom and Ncell customers are spread throughout the country, customer opinions, market responses, and customer profiles are only collected/created in the Kathmandu Valley. Despite the presence of other mobile service providers, this study is limited to users of Nepal Telecom and Ncell mobile telephone services. Because this study uses primary data, the limitations of secondary data may apply.

Rationale of the Study

Customer satisfaction is a key success factor in the cellular mobile service sector, and service quality is a major factor in determining this satisfaction. For businesses operating in this sector to improve performance and keep a competitive edge, they must comprehend the relationship and impact of service quality on customer satisfaction. The number of service providers has significantly increased in Nepal as the market for cellular mobile services has expanded quickly in recent years. As a result of the aggressive competition among service

providers, they must concentrate on providing their clients with high-quality services. Understanding how service quality affects customer satisfaction allows service providers to pinpoint areas for development and put improvement plans into action. The research's findings can also add to the body of knowledge on customer satisfaction and service quality. It can offer useful insights into the unique needs and preferences of Nepalese customers, which can assist businesses operating in this sector in better understanding and satisfying their customers' expectations.

Literature Review

The SERVQUAL model was first announced in 1985 and is now one of the most widely used tools for measuring service quality. This model measures the difference between what customers expect and what they receive. This model is made up of five service quality dimensions, which are as follows:

Customer Satisfaction

Customer satisfaction varies depending on the individual and the product. However, if the product has met the needs of the customer, it is said to be customer satisfaction. If it falls short of the minimum standard, it will result in dissatisfaction (Zaibaf et al., 2013). Customer satisfaction refers to the overall feeling that a customer has about a product or service after purchasing it. As a result, customer satisfaction is a type of customer attitude. Expectancy disconfirmation, as well as other processes such as equity, attribution, performance evaluation, and affect the formation, can all lead to feelings of customer satisfaction, (Gonzalez et al., 2007).

Tangibility

Tangibility includes the outside of physical facilities, equipment, written sign and signal, and peoples. It is about the physical evidence of the service. Specifically, the concept explores the location of the customer care service branches, the appearance of employees, information on recharge cards, and transparency on billing methods. Tangibility refers to the physical features of a product or service that make it touchable or tangible. This can include things like the weight, texture, and appearance of a product, as well as its packaging and branding. Tangibility is an important aspect of marketing as it can influence consumer perceptions and purchasing decisions (Kotler & Keller, 2016).

Reliability

How service promises are delivered as part of reliability. The service dimension of reliability evaluates the service's reliability of performance and reliability. Zeithaml et al. (2006) concluded that reliability is "the ability to perform the promised service dependably and accurately" or "delivering on its promises". A test that consistently measures the same construct or trait, for example, is considered reliable, whereas one that produces inconsistent results is

not. In the meta-analysis, reliability is regarded as critical because it aids in the correction of errors and bias in research findings (Schmidt & Hunter, 1992).

Responsiveness

In the current fast-paced business environment, responsiveness has become even more important as customers are more likely to switch to competitors if they feel that their needs are not being met by the company, which they are currently doing business with. (Kotler & Keller, 2016). A responsive company is always looking for ways to improve its service and meet the needs of its customers, and will quickly adjust its strategies and tactics as needed.

Assurance

It is a psychological state of mind that is based on a combination of factors, including the reputation of the company, the quality of the product or service, the responsiveness of customer service, and the overall experience of the customer. Assurance is an important aspect of service quality, as it can influence customer loyalty and repeat business (Arokiasamy & Huam, 2014). For example, a customer who has a high level of assurance in a hotel will likely be more likely to return to that hotel in the future than a customer who has a low level of assurance.

Empathy

Because each customer is unique, empathy includes providing individual attention and caring for the customer by providing customized services. Empathy entails the firm's personnel caring for and provided that personalized attention to customers (Zeithaml et al., 2006). In this regard, the customer impressions distinct and special. To develop empathy, firm personnel should learn the names of their customers, their preferences and needs, and take steps to satisfy them.

Convenience

Convenience is a crucial aspect of consumer behavior as it can greatly influence purchasing decisions. Consumers are increasingly valuing convenience and are willing to pay a premium for products and services that are easily accessible and convenient to obtain (Ismail & Yunan, 2016). This trend is particularly evident in the rise of online shopping and home delivery services. Convenience refers to the ease and accessibility of obtaining a product or service, it is an important aspect of consumer behavior as it greatly influences purchasing decisions and consumers are increasingly valuing convenience.

Complaint Handling

For the government, complaints are an important form of feedback since they leave a paper trail and can flag problems with the delivery of services quickly. When complaints are addressed correctly, they give public entities the chance to enhance their reputation and level of

customer service. We are aware that there must frequently be a trade-off between acting proportionately within the constraints of available resources and responding to concerns in a timely manner. On the other side, prompt and effective complaint handling can save the public body time and money by preventing an unduly escalated complaint. Complaints can be utilized to lower the amount of complaints in the future. Kotler and Keller (2016) researched that complaints can be an opportunity for companies to improve their products or services and to strengthen their relationship with customers. Therefore, it is important for companies to have well-trained and equipped employees to handle complaints in a timely, efficient, and satisfactory manner.

Network Quality

Network quality is a multidimensional concept that includes various aspects such as availability, reliability, capacity, throughput, and delay (Hu et al., 2019). High network quality is associated with low error rates, fast data transfer, and low delay. On the other hand, low network quality is associated with high error rates, slow data transfer, and high delay. Network quality is affected by many factors such as network architecture, network management, and end-user devices and applications. Network quality is the level of performance and reliability of a communication network, it is a multi-dimensional concept that includes various aspects such as availability, reliability, capacity, throughput, and delay, it is important for telecommunication and information technology as it affects the user experience and satisfaction with a network service (Hu et al., 2019).

Rai (2021) investigated the factors influencing customers' smartphone purchase intentions in Nepal. The primary goal of this research paper was to identify the factors influencing smartphone purchase intent in the Nepalese market. The study determined how brand personality, attribute factors, and price factors influenced smartphone purchase intention. The paper emphasized how customer preference functions in smartphone selection and which factor plays a larger role in smartphone purchase intention. Primary data and a 7-point Likert scale survey questionnaire were used in this research paper. The primary data was collected from 294 smartphone users in the Kathmandu Valley using a structured survey questionnaire and a convenient sampling technique. Using the SPSS AMOS 24, descriptive statistics, correlation analysis, and structural equation modeling (SEM) were used to analyze the primary data. To determine the impact on purchase intention, brand personality, attribute factor, and product price was used as independent variables. According to the results of the regression path analysis, brand personality has no significant effect on purchase intention when purchasing a smartphone. It was also discovered that the product attributes and price of a smartphone have a significant influence on customer purchase intention in Nepal.

Dahal (2019) investigated the factors that influence customer satisfaction: a case study of Nepal telecom's GSM network. The study sought to comprehend and analyze the drivers of customer

satisfaction in Nepal Telecom's global mobile network system. It was used in conjunction with a descriptive research design and a structured questionnaire survey instrument. The population of this study included all Nepal Telecom GSM customers, and the sample included 562 customers chosen using judgmental sampling techniques. The collected data were analyzed using a statistical package for social sciences and software for analyzing moment structures. As antecedents of customer satisfaction, seven constructs with six moderator variables were investigated. The study's findings would provide useful guidelines for the Nepalese GSM industry in appreciating key drivers of customer satisfaction.

Adebiyi (2016) investigated and used descriptive statistics, correlation, and regression analysis to assess customer preference and satisfaction in Nigeria's mobile telecommunications industry. Primary data were gathered from 200 mobile network customers who were enrolled in higher institutions of learning in Osun state using a set of well-structured questionnaires. The results showed that the majority of respondents are impacted by the service quality, promotional activities, price/billing, customer care service, and satisfaction of the various mobile service providers. The results of the regression analysis showed that customers' preferences for and continuing use of telecom service providers are influenced by telecommunication services' effects on customer satisfaction. The service attributes' coefficient value had a favorable impact on customer satisfaction. Customers are more satisfied since the correlation coefficient values of the service quality, customer care service, promotions, and price/billing were found to be favorably associated to subscribers' purchasing decisions. It comes to the conclusion that GSM service providers should enhance their offerings and set competitive prices in order to draw in new clients and keep hold of their current clientele in order to increase their market share.

Rana et al. (2016) analyzed the effect of customer retention methods for Nepalese GSM mobile service providers. The mobile sector in Nepal has expanded significantly as additional mobile network providers have entered the market, intensifying the already intense competition among them. It is consequently becoming impossible for businesses to avoid concentrating on customer retention rather than just on regular market expansion. In this regard, a study carried out using a sample of 192 network users as respondents within a survey-based research design framework, with the primary goal of identifying and assessing the impact of customer retention strategies implemented by GSM Cellular Network companies, primarily Ncell and Nepal Telecom in the Pokhara area, revealed some significant findings. Five of the six customer retention strategies—service quality, customer care services, price, loyalty enhancement programs, and communications—showed a correlation with the type of network customers use, with the exception of other service facilities. Customers in Pokhara weren't thinking much about switching to other networks. The effectiveness of Internet marketing has outpaced that of

other mediums. Service excellence and loyalty-enhancement initiatives were rated as the top customer retention methods by users of both networks.

Materials and Methods

A descriptive and causal-comparative research design has been used to analyze the level of customer satisfaction with Nepal Telecom and Ncell's mobile phone service users. The population of the study is comprised of more than 40 million people who used Nepal Telecom and Ncell mobile telephone services. To achieve the research's objectives and goals, a sample of 400 mobile phone users has been chosen. The received responses in the Google forms were then exported to Excelsheet and SPSS Version 26, where the necessary data coding and interpretation were performed. The relationship and impact of the independent variables (Tangibles, Assurance, Reliability, Responsiveness, Empathy, Convenience, complaint handling, and Network Quality) on the dependent variables was investigated by using Pearson correlation and linear regression analysis (Customer satisfaction of mobile service providers). Multiple linear regression analysis is used to predict the impact of service quality independent variables.

Results and Discussion

The study of the relationship between customer satisfaction and service quality in Nepalese telecommunications. Another section of the analysis uses regression analysis to assess the impact of service quality on customer satisfaction in Nepalese telecommunications, with independent variables (Tangibles, Assurance, Reliability, Responsiveness, Empathy, Convenience, complaint handling, and Network Quality) and the dependent variables were investigated using linear regression analysis (Customer satisfaction of mobile service provider).

Table 1

Correlation Matrix

	CS	TA	AS	RE	RES	EM	CO	CH	NQ
CS	1								
TA	.785**	1							
AS	.698**	.772**	1						
RE	.764**	.797**	.771**	1					
RES	.746**	.776**	.778**	.733**	1				
EM	.684**	.727**	.725**	.694**	.778**	1			
CH	.738**	.737**	.736**	.722**	.829**	.765**	1		
CO	.503**	.477**	.428**	.419**	.465**	.522**	.455**	1	
NQ	.816**	.733**	.633**	.700**	.656**	.673**	.493**	.665**	1

**. Correlation is significant at the 0.01 level (2-tailed), N= 400

The Pearson Correlation Coefficient between Tangibles, Assurance, Reliability, Responsiveness, Empathy, Convenience, complaint handling, and Network Quality and Customer Satisfaction of mobile service providers is r = 0.785, 0.698, 0.764, 0.746, 0.684, 0.738, 0.503 and 0.816 indicating that the two variables are positively correlated, according to the correlation analysis results shown in table 1. Furthermore, this value indicates that moderately positive correlation between tangibles, assurance, reliability, responsiveness, empathy, convenience, complaint handling, network quality, and customer satisfaction with mobile service providers. The correlation is significant for tangibles, assurance, reliability, responsiveness, empathy, convenience, complaint handling, and network quality at the 1% level of significance.

Table 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. error in the estimate
1	.883[a]	.780	.776	.225

Note: Predictors: (Constant), Tangibles, Assurance, Reliability, Responsiveness, Empathy, Convenience, Complaint handling, Network Quality.

The model summary shows the R-square value is 0.780, which means that 78.0 percent of the variation in mobile service provider customer satisfaction is explained by the Tangibles, Assurance, Reliability, Responsiveness, Empathy, Convenience, complaint handling, and Network Quality. However, the remaining 22.0 percent (100% - 78.0%) remains unexplained in this study.

Table 3

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	70.287	8	8.786	173.721	.000[b]
	Residual	19.775	391	.051		
	Total	90.062	399			

Note: a. Dependent Variable: Customer satisfaction of mobile service provider

b. Predictors: (Constant), Tangibles, Assurance, Reliability, Responsiveness, Empathy, Convenience, Complaint handling, Network Quality

In table 3, the F value is 173.721 and the p-value is.000, indicating that independent variables influence customer satisfaction with mobile service providers. According to ANOVA, the p-value is 0.000, the model accurately predicts the relationship between the dependent and independent variables. As a result, the independent variables (tangibles, assurance, reliability,

responsiveness, empathy, convenience, complaint handling, and network quality) are significant in explaining the variation in mobile service provider customer satisfaction.

Table 4

Regression Analysis

Model	Unstandardized Coefficients		t	P-value
	B	Std. Error		
(Constant)	-.022	.134	-.168	.867
Tangibles	.182	.054	3.353	.001
Assurance	-.003	.050	-.063	.949
Reliability	.188	.049	3.807	.000
Responsiveness	.153	.052	2.953	.003
Empathy	-.071	.040	-1.776	.077
Convenience	.060	.028	2.180	.030
Complaint Handling	.125	.047	2.680	.008
Network Quality	.369	.034	10.976	.000

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Note: Dependent Variable: Customer satisfaction of mobile service provider.

The model is constructed by using eight dimensions of service quality as independent variables and customer satisfaction as the dependent variable. The regression equation for customer satisfaction of mobile service providers can be written as follows based on the coefficients results are as follows:

$CS = -0.022 + \beta_1 0.182 - \beta_2 0.003 + \beta_3 0.188 + \beta_4 0.153 - \beta_5 0.071 + \beta_6 0.125 + \beta_7 0.06$
$+ \beta_8 0.369 + e_i$

The regression coefficient of Tangibles, Assurance, Reliability, Responsiveness, Empathy, Convenience, complaint handling, and Network Quality are 0.182, - 0.003, 0.188, 0.153, -0.071, 0.125, 0.06, and 0.369 respectively.

Table 4 also displays the beta for all of the attributes or independent variables studied to determine their impact on service quality. It demonstrates that tangibles, reliability, responsiveness, convenience, complaint handling, and network quality of service quality have a beta of 0.182, 0.188, 0.153, 0.125, 0.06, and 0.369 respectively. Furthermore, the beta coefficient implies that a 1-unit change in mobile service provider customer satisfaction leads to 0.182, 0.188, 0.153, 0.125, 0.06, and 0.369-unit positive changes in tangibles, reliability, responsiveness, convenience, complaint handling, and network quality of service quality factor respectively while other factors remain unchanged. On the other hand, assurance and empathy have a beta of -0.003 and -0.071. This beta coefficient implies that a 1-unit change in mobile

service provider customer satisfaction leads to a negative 0.003 and 0.071-unit change in assurance and empathy respectively.

This study shows that there is a significant impact of tangibles, reliability, responsiveness, convenience, complaint handling, and network quality of service quality on consumer satisfaction among Nepalese cellular mobile service providers. But, there is an insignificant impact of assurance and empathy of service quality on consumer satisfaction among Nepalese cellular mobile service providers.

This study shows that tangibles, dependability, responsiveness, convenience, complaint handling, and network quality significantly affect customer satisfaction is consistent with earlier research studies like Rai (2021), Dahal (2018), and Adebiyi (2016), which emphasized the significance of these service quality dimensions in determining customer satisfaction in the cellular mobile service industry. For instance, Adebiyi (2016) concentrated on the impact of dependability, responsiveness, and tangibles in boosting consumer satisfaction, whereas Rana (2016) emphasized the value of convenience and network quality in determining consumer satisfaction. For instance, the research by Rai (2021) found that empathy significantly impacted consumer satisfaction in the setting of the Indian cellular mobile service business.

Conclusion

This study's primary goal is to evaluate the effects of service quality factors on customer satisfaction levels with Nepal Telecom and Ncell. The study's research design has been applied to both analytical and descriptive research designs. The findings of this study show the influence of various service quality factors on customer satisfaction among Nepalese cellular mobile service providers. The research reveals that while assurance and empathy have a negative effect on customer satisfaction, tangibles, dependability, responsiveness, convenience, complaint handling, and network quality have a positive effect. These findings offer insightful information to businesses engaged in the Nepalese cellular mobile service sector. Organizations can pinpoint areas for improvement and put strategies into place to improve their performance and provide their customers with high-quality services by understanding the effects of various service quality factors on customer satisfaction. In conclusion, this study emphasizes how crucial it is to take into account a variety of service quality factors when figuring out customer satisfaction in the Nepalese cellular mobile service industry. It offers a helpful framework for businesses to evaluate their performance and spot areas for development.

Implications

The implications of the study discussed are significant for the cellular mobile service industry in Nepal. The findings suggest that service providers should focus their efforts on improving these factors, as they are the primary drivers of customer satisfaction in the industry. By investing in improving the quality of their services in these areas, service providers can

increase customer satisfaction, which can result in increased customer loyalty and business growth.

However, the study also found that assurance and empathy have an insignificant impact on customer satisfaction in the Nepalese cellular mobile service industry. This suggests that service providers may not need to focus their efforts on these aspects of service quality. Instead, they can concentrate their resources on areas that have a more significant impact on customer satisfaction. At last, the results of the study have significant implications for service providers in the Nepalese cellular mobile service industry. By understanding the factors that drive customer satisfaction, service providers can improve their performance and increase customer satisfaction, which can lead to increased customer loyalty and business growth.

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