

ABSTRACT

The main aim of this study is to identify the impact of service quality on customer satisfaction of mobile telecommunication networks in Amara district, Sri Lanka. The main problem of this study was whether customers are satisfied with service quality of mobile communication service providers.

The study was basically a survey that used quantitative approach. A structured questionnaire was developed, pre-tested and personally administered to the target population of individual mobile subscribers. Two hundred (200) respondents were sampled from the target population of nearly five hundred thousand using convenience sampling technique. All two hundred questionnaires were collected and analyzed; questionnaire constituting 100% response rate was got for analysis. The findings indicate that irrespective of mobile telecom networks in Ampara District, customer satisfaction is above average; neither equal to nor better than desire and expectation of the customers. The findings also indicate that "Image and Technical quality" is the most important dimension, while functional and economy value found to be insignificant. Moreover, the study found that Desire and Expectation Disconfirmations collectively and individually explain overall customer satisfaction significantly in Ampara District. Customers' switching intention is different among the networks.

Generally the study implies that the Telecommunication Regulatory Commission of Sri Lanka and Ministry of Telecommunication and Digital infrastructure should take workable measures to propel Mobile Telecommunication Networks in Ampara District to improve upon their service quality in specific areas.

Key words: Customer Satisfaction, Technical Quality, Functional Quality, Image Quality, Economy Value