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PROJECT RESEARCH TOPIC

*An evaluation of customer satisfaction towards service quality in the mobile service provider industry: a case study of Net*One.*

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ABSTRACT

using the Servqual model approach, Net*One should perceptions versus customer expectations. This can be

Quality of service delivered is critical towards customer satisfaction and the company's competitive advantage particularly in an industry such as the Telecommunication. This research sought to find if customers are satisfied with the service quality at Net*One. This was at the backdrop of the high turnover of Net*One subscribers moving to competitors leaving Net*One having the least subscribers moving over to competitors.

The research aimed at investigating:

- ❖ if customers are satisfied with the service quality they are receiving from Net*One.
- ❖ whether there is any relationship between the quality of service deliverance and customer satisfaction.
- ❖ customers' expectation and perception towards quality of service being delivered in five dimension: tangibility, reliability, responsiveness, assurance and empathy.
- ❖ discrepancy gap between customer expectation and perception towards service quality offered.

A qualitative research approach was used to understand the essence of service quality. The empirical data was gathered through in-depth interviews with Management and the issuing of questionnaires to customers. Data presentation and analysis was done in accordance with the research questions.

The major findings of the study is that 43% of customers are not at all satisfied with Net*One, 44% are partially satisfied and only 13% are fully satisfied with service quality. There is also low service awareness rate for all the value added services that are offered by Net*One. The research also showed that there is a gap between what customers expect and their perceptions. However the research showed that despite this low satisfaction and low service awareness, majority of customers said they do not want to switch to other service providers as they believe Net*One has got the potential to improve its service quality.

Ultimately the study has shown that there is a positive relationship between quality of service delivered and customer satisfaction. This has shown service quality to be a prerequisite of customer satisfaction.

The researcher recommends that, by using the Servqual model approach, Net*One should close the gap between Management perceptions versus customer expectations. This can be done by carrying on research on what customers want and implement the findings. Net*One should also effectively communicate with customers about value added services, this can be done through massive advertisements on radio and in Newspapers.