

عنوان مقاله:

Factors Affecting the Service Quality and Customer Satisfaction in Telecom Industry of Pakistan

محل انتشار:

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خلاصه مقاله:

The current study focuses on the service quality factors which influence customer satisfaction in telecom industry of Pakistan. Customer satisfaction can be built up when brand satisfies the requirements and cravings of clients. Therefore, we took five service quality dimensions (empathy, reliability, assurance, responsiveness & tangibility) as predicting variables towards criterion variable customer satisfaction. This research was carried out on customers of telecom sector. An aggregate of 320 questionnaires were distributed among the customers of telecom industry of Pakistan through electronic forms as well as simple forms out of which 255 forms were returned i.e. response rate was 79.7%. The outcomes of statistical tests demonstrate that three out of five predictor variables i.e. assurance, responsiveness and reliability have positive impact on customer satisfaction while empathy and tangibility have no significant influence on customer satisfaction. Research limitations and future plans also discussed in this research.

کلمات کلیدی:

Service quality, Empathy, Customer satisfaction, Telecom Sector of Pakistan

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