

**AN EXAMINATION OF THE RELATIONSHIP BETWEEN
SERVICE QUALITY AND CUSTOMER SATISFACTION
ON MOBILE BROADBAND PROVIDER: THE CASE
OF ZANTEL, ZANZIBAR.**

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OF ZANTEL, ZANZIBAR.**

By

Amne Rashid Khamis

**A Proposal Submitted in Partial/Fulfillment of the Requirements for Award of
Master of Business Administration (MBA) of Mzumbe University**

2013

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled: **An examination of the relationship between service quality and customer satisfaction on Mobile Broadband Provider. The case of ZANTEL, Zanzibar**, in partial fulfilment of the requirements for award of the degree in Master of Business Administration (MBA - C-M)

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LIST OF ABBRIVIATION

ASP	-	Access Service Provider
CDMA	-	Code Division Multiple Access
ETISALAT	-	Emirates Telecommunications Corporation
GPRS	-	General Packet Radio Services
GSM	-	Global System for Mobile
ISP	-	Internet Service Providers
MBU	-	Mobile Broadband Users
SERVPERF	-	Service Performance
SERVQUAL	-	Service Quality
SPSS	-	Statistical Package for Social Sciences
ZANTEL	-	Zanzibar Telecommunication Limited
3G	-	3 rd Generation Network
PC	-	Personal Computer
USB	-	Universal Serial Bus.
Mbps	-	Mega Bites Per Second
Kbps	-	Kilo Bites Per Second
TTCL	-	Tanzania Telecommunications Company Ltd

ABSTRACT

It is certain that customers are important stakeholders in profit making organizations and their satisfaction is always a priority and concern to management. Service quality has been a topic of great interest to both researchers and organizations. Nowadays, service organizations, including mobile telecommunication companies, are obliged to provide more services in addition to their offers. Basically, the quality of service has become an important aspect of customer satisfaction; many researches prove that service quality is highly related to customer satisfaction. However, what has not been well known is relationship between customer satisfaction and service quality dimensions for internet service provider?

Objective: The main objective of this study is to examine the relationship between service quality and customer satisfaction in mobile broadband providers with respect to the service quality dimensions.

Methodology: Given the nature of this study survey method used to collect data. The population in this study was 326 individual customers who own Mobile Broadband from ZANTEL and 14 corporate customers. The researcher uses a convenience sampling technique to collect quantitative data from participant, ZANTEL Broadband users, to get their view on their satisfaction levels and meaning of service quality as per SERVQUAL model, from the population 50 individual customers were given questionnaire and 6 corporate customers were interviewed. A Social Package for social Science (SPSS) was used to analyse data and simple and multiple regression was used to test the hypotheses.

Findings: The study was conducted to examine the relationship between service quality and customer satisfaction on mobile broadband users of ZANTEL Zanzibar. The finding of the study indicates that ZANTEL broadband customers were satisfied by all five service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) and it is indicated that responsiveness is the most important factor to have a positive and significant effect on customer satisfaction.

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CHAPTER ONE

INTRODUCTION

1.1. An Overview

This chapter presents the historical background of the Zanzibar Telecommunication Limited (ZANTEL), historical background of the research, statement of the problem, employed definitions, research objectives (general and specific objectives), research questions, scope of the study, significant of the study , limitation of the study and structure of the thesis.

1.2. Historical Background of the Zanzibar Telecommunication (ZANTEL)

Zanzibar Telecommunications Company (ZANTEL) is the oldest and largest telecommunications company in Tanzania. ZANTEL, a Etisalat group of company was established in1999 as Zanzibar Telecom Ltd. Etisalat has been the telecommunications service provider in the United Arab Emirates since 1976 and has footprints in 18 countries traversing the Middle East, Asia and Africa. In its many years of operations, it has built up state-of-the-art telecom infrastructure and taken a leadership position of innovation, and quality service delivery among regional and international operators. ZANTEL is the only Integrated Telecom service provider in Tanzania offering International Gateway services, Fixed, Mobile and data services through its GSM, GPRS, CDMA, 3G networks (www.zantel.co.tz). ZANTEL is a joint venture of three shareholders as shown in the table 1.1:

Table1.1: Shareholders of Zanzibar Telecommunication Company

S/n	Shareholders	Percentage
1	Emirates Telecommunications Corporation	65%
2	Government of Zanzibar	18%
3	Meeco International of Tanzania	17%

Source: www.zantel.co.tz

ZANTEL currently serves a growing subscriber base of over 2 million subscribers and consistently demonstrates its core values of affordable, consistent and seamless services and is known as the Best & Fastest Wireless Internet Service provider in Tanzania. ZANTEL is also committed to take its place among leading corporate citizens in Tanzania by making wide-impact and sustainable social investments.

ZANTEL has its own international gateway and was the first to reduce rates by 60%; it was the first to introduce per second billing in Tanzania. ZANTEL was the first to introduce wireless internet in Tanzania. It offers Internet and High Speed Data Network in Dar es Salaam and Zanzibar enabling customers to browse the Internet and access business applications such as Internet based e-mail accounts. ZANTEL has recorded tremendous growth upon introduction of its services in the Tanzania Mainland. In the context of internet services, ZANTEL has two types of customers. First, ZANTEL serves as an access service provider (ASP) to corporate customers such as Melia Zanzibar, Gold Zanzibar, the Residence and People Bank of Zanzibar (PBZ). Secondly, the company serves as internet service provider (ISP) to individual customers through modern and mobile phones. In providing affordable and quality internet services, ZANTEL has passed through different technological transformation, from GSM in 1999 to 3G in 2012 as shown in the table 1.2:

Table 1.2: Transformation of technology in ZANTEL

Description	1999	2005	2007	2012
Technology transformation	GSM (Global System for Mobile)	GPRS (General Packet Radio Services)	CDMA (Code Division Multiple Access)	3G (3 rd Generation Network)
Service offered	Limited internet service through handset	Internet services (without graphic) through hand set	Internet with graphic through handset and modern	High speed internet with graphic through smart phone and 3G modern

Sources: Mr.Moh'd Baucha, Person. communications

Mission

To provide the connections which will enable Tanzanian Communities to communicate effectively and affordably and thereby empower and enrich the stakeholders whom we serve

Vision

To be the customer champion for all Tanzanians, providing them superior customer experience based on innovative and affordable telecom services.

Core Beliefs

As a company ZANTEL and its employees commit to provide affordability, accessibility and the availability of telecommunication services to the Tanzanian, and the East and Central Africa Region market. We are a home grown Tanzanian company, who wants to change the lives of all our customers. (www.zantel.co.tz)

1.3. Background of the Research

The history of broadband technology actually started in the 1960's, where technology institutions used what was then considered high-speed Internet; 50 kbps network lines. It wasn't until 1980's that such institutions acquired the high-speed Internet access we're accustomed to today.

Despite increasing availability of this high-speed Internet technology, considerable expense as well as government's restrictions on commercial Internet access stalled growth of broadband technology. Though, in the late 1980's many private businesses were allowed to take over the Internet using primarily dial-up access, broadband technology was still expensive and not widely available to small businesses or most private citizens. Mobile broadband is the marketing term for wireless Internet access delivered through mobile phone towers to computers, mobile phones, and other digital devices using portable modems. The modem may be built into laptop computers, tablets, mobile phones, and other devices, added to some devices using PC cards, USB modems, and USB sticks or dongles, or separate wireless modems can be used.

Internet access is usually sold by Internet Service Providers (ISPs) that use many different technologies offering a wide range of data rates to the end user. The Fixed broadband Internet subscribers in Tanzania was last reported at 3150 in 2010, according to a World Bank report published in 2012. Fixed broadband Internet subscribers are the number of broadband subscribers with a digital subscriber line, cable modem, or other high-speed technology. Internet service providers (ISPs) are of paramount importance to both developed and emerging economies.

In Tanzania, ISPs are projected to contribute greatly to the national goal of graduating from least developing country. With stiff competition between providers of mobile broadband, customer satisfaction is a necessary for survival in the market. At the same time, Tanzanian is becoming equipped with necessary knowledge about quality service delivery.

Many ISPs in Tanzania offer various products and service in the market. Consequently, they have to compete with each other to ensure optimal customer satisfaction in terms of products and services. Quality is generally regarded as being a key factor in the creation of worth and in influencing customer satisfaction (Festus and Maxwell 2006). Hence, the ISPs in Tanzania have to be strategically positioned to provide quality service to satisfy customers.

To provide improved quality services, ISPs need to investigate degree of customers' sensitivity and expectations toward service quality. Armed with such information, they are then able to strategically focus service quality objectives and procedures to fit the Tanzanian market. Strictly speaking, with the development of mobile technologies, the use of mobile internet service has spread rapidly. The purpose of this dissertation is to examine how the dimensions of service quality relate to customer satisfaction, taking the case of wireless mobile broadband users (MBUs) Tanzania, Zanzibar; in other words, a study is designed to examine the impact of service quality as an independent variable on dependent variable i.e customer satisfaction. Specially this dissertation studied wireless mobile internet service from the customers' perspective and will be limited to one ISPs: ZANTEL.

1.4. Statement of the Problem

Service quality today has become not only rhetoric of every business enterprise, but also occupies eminent position of every discourse. No business organization can survive without meeting the needs of its customers (Festus and Maxwell 2006). Service quality helps in cementing the relationship between customers and organization and it is a two-way flow of value (Astrid 2007). This means that customer derives really value from the relationship which translates into value for the organization in the form of enhanced profitability and sustainability over a long period of time.

A number of empirical studies have been conducted on the subject of the service quality and customer satisfaction (Festus and Maxwell 2006). However most of the studies were conducted in developed countries such as United Kingdom, the United States and Japan. This means that there is dearth of relevant literature on developing countries, including Zanzibar which has to be covered by research. In addition despite the existence of these studies, very little attention has been given to the communication industry. This means that the impact of service quality on customer satisfaction in the area of wireless mobile internet service (a sub sector of communication industry) has not received adequate research attention in Zanzibar.

It is well noted that the growth of wireless mobile broadband has the potential to drive the significant new growth in Internet applications, services, and equipment markets. It is likely to represent as important a change for the Internet as the transition from the dial-up to broadband, fundamentally changing the landscape for broadband Internet access by adding the mobility that is needed to enable truly ubiquitous and pervasive always on internet services. While mobile Internet availability and usage are growing quickly, there is a major gap in the relevant literature on Zanzibar, which has to be covered by research. This research fills this gap by studying the situation of the wireless mobile broadband in Zanzibar and providing more empirical evidence on the effects of service quality on customer satisfaction.

1.5 Research Objectives

1.5.1. General Objective

This research focused on the examination of the relationship between service quality and customer satisfaction in telecommunication industry, taking the case of wireless mobile broadband customers/users.

1.5.2 Specific Objectives

- (i) To determine the relationship between tangibility dimension of service quality and Mobile Broadband customer satisfaction.
- (ii) To determine the relationship between reliability dimension of service quality and Mobile Broadband customer satisfaction.
- (iii) To determine the relationship between responsiveness dimension of service quality and Mobile Broadband customer satisfaction.
- (iv) To determine the relationship between assurance dimension of service quality and Mobile Broadband customer satisfaction.
- (v) To determine the relationship between empathy dimension of service quality and Mobile Broadband customer satisfaction.

1.6. Significance of the study

This dissertation is immensely significant in different ways, to business/ marketing practitioners, stakeholders, policy makers, and other researchers.

To business/marketing practitioners, especially for wireless mobile broadband providers in Zanzibar. For marketing specialists this research target to offer a holistic and in depth overview of how customer forms, experience and exploit their satisfaction towards services that offered by the wireless mobile broadband providers. By studying the customer in a different background, this study can provide market a better understanding of what customer needs and want to make them satisfy on service offering in broadband providers, also to develop the comprehensive marketing strategy.

To policy makers like government agencies such as ministry of communications, the finding of this dissertation will provide reliable guide and valuable insight to monitoring the impact of the operation of mobile broadband providers. It will be a yardstick for measuring partly their respective policy goals and objectives.

To stakeholders like investors, shareholders, employees, pressure groups, customer associations etc., this study provide vital information that allow them to come up with useful to the improvement on service delivery of their relevant Mobile Broadband Providers in Zanzibar.

In other hand the study provides a base for other researchers wishing to conduct the research on telecommunication industry especially on Broadband services

1.7. Scope of the study

This study is limited to respondents (both individual and organizations) in Zanzibar who are using wireless mobile broadband service from ZANTEL.

1.8. Limitations of the Study

There are number of limitations which affect this study, but the most possible one are lack of financial and time resources. Another limitation is willing of respondents to give correct information- most of data for this study rely on questionnaire and sometimes the respondents not be willing to give exact answer for some questions.

1.9. Structure of the Dissertation

Chapter one presented the introduction, the next chapter present existing literature and theoretical frame work on the relationship between service quality and customer satisfaction. The chapter that follows; chapter three provides the methodology of the research where the research design and research methods explained. Then the empirical findings and analysis in chapter 4; chapter five presents the summary of findings, conclusion, recommendation and area of other research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents employed definition, the theoretical literature reviews, empirical study, and conceptual framework, research model and hypothesis.

2.2. Employed Definitions

Broadband

Means the information transmission scheme capable of sending or receiving a large volume of data packets originating from or destined for different customers over a single medium at a high speed, achieving an upstream or downstream data flow of at least 2Mbps to provide services to such customers simultaneously irrespective of the distance covered and the geographical boundary; (the electronic and postal communications (quality of service) regulations, 2011)

Services quality

Service quality is the gap between customer's expectations of the services and their perceptions of actual delivery by the organization (Lewis and Booms 1983).

Customer satisfaction

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Farris, Paul W. et al. (2010)

Services

According to Parasuraman, Services is an activity or series of activities of more or less intangible nature that normally, but necessarily, take place in interactions between the

customer and the services employee and /or physical resources or goods and /or systems of the service provider which are provided as solutions to customer problems.

Customer

Parasuraman and Grewal (2000) define customer as an individual or business entity that buys the product, meaning that they acquire it and pay for it. This implies that a customer is a person, company, or other entity, which buys goods and services, produced by another person, company, or other entity.

Tangibles

Are the physical evidence of the service, for instance, the appearance of the physical facilities, tools and equipment used to provide the service; the appearance of personnel and communication materials and the presence of other customers in the service facility. (wikipedia.org)

Reliability

Is the ability to perform the promised service in a dependable and accurate manner. The service is performed correctly on the first occasion, the accounting is correct, records are up to date and schedules are kept. (wikipedia.org)

Responsiveness

Is to the readiness and willingness of employees to help customers in providing prompt timely services, for example, mailing a transaction slip immediately or setting up appointments quickly. (wikipedia.org)

Assurance

Assurance is defined as the perceived competency and courtesy and frontline personnel which results in customer confidence and trusts (Reichheld 1996).

Empathy

Zeithaml (1990) define empathy as ability to understand another person's circumstances, point of view, thoughts, and feelings.

2.3. Theoretical Part

Service quality and customer satisfaction are the two core concepts that are at the roots of the marketing theory and practice (Bitner and Hubert 1994). In today's world of intense competition, the sustainable competitive advantage relies on delivering high quality services that will in turn result in satisfied customers (Festus and Maxwell 2006). The importance of service quality and customer satisfaction is further manifested by the plenty of empirical and theoretical studies on the topic that have emanated over the past few years. As a matter of fact, there is no doubt concerning the importance of service quality and customer satisfaction as the ultimate goals of service providers as shown in subsequent sections (Bitner and Hubert 1994).

2.3.1. Customer satisfaction

Since the early 1960's Researchers have studied customer satisfaction. For instance, Sprowls and Asimow (1962) in their research found that customer satisfaction resulted in repeat purchase. Cardozo's (1965) pointed that customer satisfaction for a product is highly influenced by the degree of effort to obtain the product and the customer expectation about that product. In fact, a number of studies have identified the antecedents and construct measurement of customer satisfaction including Churchill and Surprenant (1982) who define customer satisfaction as "disconfirmation paradigm" which is result of confirmation/disconfirmation of expectation that compare a product's performance with their expectation and desire. Boulding et al. (1993) agree that customer satisfaction as transaction specific. However, Anderson, Fornell, and Lehmann, (1994) conceptualize customer satisfaction as cumulative consumption experience. (Oliva1992) state that the transaction specific conceptualization views

customer satisfaction as an evaluative judgments following a specific buying process. However, for cumulative customer satisfaction, the emphasis is more on the total evaluation based on total consumption over time (Bitner and Hubert 1994).

Satisfaction has been often used as an important variable of future customer purchases (Bitner and Hubert 1994; Newman and Werbel, 1973; Kasper, 1988). (Zeithaml *et al*, 1996), suggested that Satisfied customers have a higher likelihood of repeating purchases in time of recommending that others try the source of satisfaction (Reynolds & Arnold, 2000; Reynolds & Beatty, 1999), and of becoming less receptive to the competitor's offerings (Fitzell, 1998). Customer satisfaction is considered a prerequisite for customer retention and loyalty. It is believed that customer satisfaction and return on investment, etc. (Reichheld, 1966; Hackl & Weatlund, 2000).

A high level of customer satisfaction is one of the most powerful indicators for the future of an organisation. In his study, Reichheld & Sasser (1990) confirm that satisfied customers are always loyal customers and could ensure a lasting cash-flow for the business in the future. According to them, an increase in the customer loyalty rate by 5 percent can increase the profit of a business by 100 percent because (satisfied customers purchase the products of a company more often and in greater quantities. It is obvious that satisfied customers are furthermore less price-sensitive and more inclined to spend more on tried and tested products. On the other hand stable business relations have another advantage. Thus, the positive quality image reduces the costs of attracting new customers, and the high level of customer loyalty lowers transaction costs for existing customers, (Reichheld & Sasser, 1990).

Gilchrist and Stringer (1992) suggested that attending to customer satisfaction is one of the best marketing strategies of service. However, they also noted that recognizing the importance of customer satisfaction is often overlooked by service delivery organizations. According to marketing theorists, satisfaction is central to long term success of professional service delivery systems (Crane, 1993). Reichheld & Sasser

(1990) asserted that customer satisfaction involves an equitable exchange process between the seller and consumer with both parties perceiving that they have received something of value.

2.3.1.1. Dimension of customer satisfaction

Researches in service industry, including Pizam et al (1999), argue that management of expectations is improved best when customer satisfaction dimensions are defined in terms of individual organizational factors. Although the SERVQUAL expectations/perceptions measurement model provides dimension statements designed to be appropriate across a broad spectrum of services, Parasuraman et al (1988) suggest that the framework can be adapted to fit the specific needs of particular business organizations. Cronin and Taylor (1992) conclude that the dimensions of service quality may be different in different industries and that the SERVQUAL (and their own SERVPERF model) scale items, therefore, may not be appropriate for all industries. Anderson and Fornell (1994) go further by pointing out that there is, in fact a need to assess and measure expectations for service quality based upon the specific product and service factors offered by a service provider.

Cronin and Taylor (1992) state that service quality may be antecedent of customer satisfaction. They further argue that customer satisfaction variables impact purchase intentions to a greater extent than service quality. Using communication company as a case study, Bolton and Drew (1991) explored the behavioural implications of customer satisfaction on attitudes which precede purchase; the findings imply some support for the impact of customer satisfaction and service quality levels on customer retention, market share and profitability.

Building loyalty with key customers has become a main marketing objective shared by key stakeholders in all industries catering to business customers (Bansai & Gupta 2001).

The rational for building a loyal customer base are focus on key customer, generate high level of customer satisfaction with every interaction, anticipate customer needs and respond to them before the competition does, build close ties with customers and create a value perception.

There is an increasing recognition that the ultimate objective of customer satisfaction measurement should be customer loyalty. Thus high customer satisfaction will result in increased loyalty for the firm and from competition (Fornell1992) .Anton (1996) support this view by saying that satisfaction is positively associated with repurchase intentions, likelihood of recommending a product or service, loyalty and profitability. On the other hand , Sivadas & Baker-Prewitt (2000) argued that “customer satisfaction influences the likelihood of recommending a departmental store as well as repurchase but has no direct impact on loyalty, therefore satisfaction in itself will not translate into loyalty.

Clarke (2001) ,in his study, conclude that a business that focuses exclusively on customer satisfaction runs the risk of becoming a unique and an undifferentiated brand whose customers believe only that it meets the minimum performance criteria for the category. It is obvious long-term customer retention in competitive markets requires the supplier to go beyond mere basic satisfaction and to look for ways of establishing ties of loyalty that will help ward off competitor attack. According to Clarke (2001) customer satisfaction is really no more than the price of entry to a category. and therefore for satisfaction to be effective, it must be able to create loyalty amongst customers.

2.3.1.2. Measurement of customer satisfaction

Although there is a general conformity on the uniqueness of service quality and customer satisfaction from a conceptual point of view, the operationalization of customer satisfaction is somewhat hazy. Cronin and Taylor (1992) defined and measured customer satisfaction as a one-item scale that asks for the customers’ overall

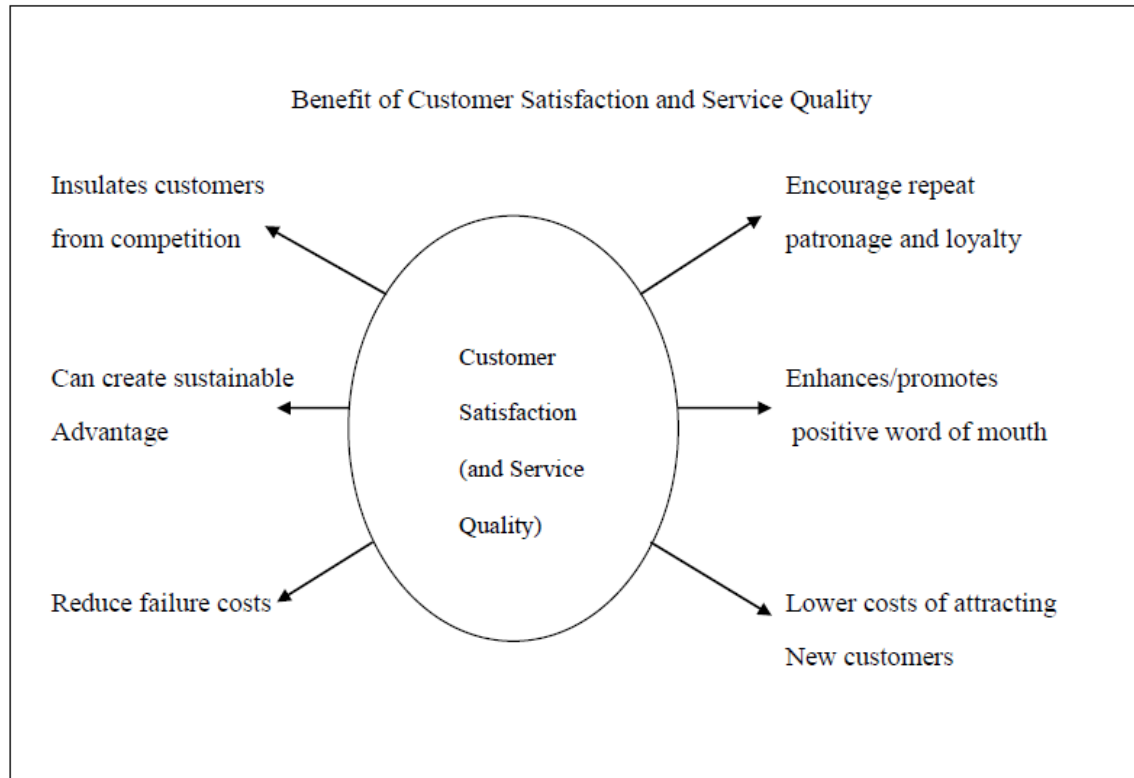
feeling towards an organization. By using a single item scale to measure customer satisfaction, they fail to justify the richness of the construct, as it has failed to acknowledge that, like service quality, customer satisfaction is also likely to be multidimensional in nature. In their study Bitner and Hubert (1994) use four items to measure the customers' overall satisfaction with the service provider. Similarly, they introduced the concepts of encounter satisfaction, and devised the multi-faceted nature of customer satisfaction and have used multiple item scale to measure customer satisfaction.

According to Oh and Parks (1997) customer satisfaction can be measured by using nine methods, namely, expectancy disconfirmation, assimilation or cognitive dissonance, contrast, assimilation contrast, equity, attribution, comparison-level, generalized negativity and value precept. Pizam and Ellis (1999) commented that while most of these are based on cognitive psychology, recently numerous researches have attempted to apply customer satisfaction theories developed by behaviourists in several areas. Despite of plenty methods of measuring customer satisfaction the most used are Disconfirmation theories and customer satisfaction index. (Asubonteng et al. 1996; Oh and Parks (1997))

2.3.1.3. Benefits of customer satisfaction

Even though every business organization wants to provide a service that satisfies customers, this isn't any goal. Organization can't lose sight of other basic business goals such as making profit or achieving a competitive advantage.

Figure 2.1: Benefit of customer satisfaction and service quality



Source: Adopted from C.H. Lovelock, P.G. Patterson, and R.H Waller, Services Marketing: Australia And New Zealand (Sydney: Prentice Hall, 1998), 119

As Figure 2.1: shows, customer satisfaction provides many benefits for an organization, and higher levels of customer satisfaction lead to greater customer loyalty. In the long run, it is more profitable to maintain good customers than to and develop new customers to replace the ones who leave. With that regards, highly satisfied customers spread positive word of mouth and in effect become a walking, talking advertisement for a firm, which lowers the cost of attracting new customers. This is very important to a firm, professional service providers because reputation and word of mouth are main information sources for new customers, (C.H. Lovelock, 1998).

High satisfaction is a protection policy against something going wrong, which it inevitability will because of the variability associated with service production.

Long-term customers are more forgiving in this situation because an occasional bad experience will be offset by previous positive ones, and satisfied customers are less liable to competitor's offerings. With no doubt companies have become more concerned gripped with customer satisfaction, given its direct link to market share customer retention, and profits, (C.H. Lovelock, 1998)

2.3.2. Service Quality

Service quality has been defined in different ways and by different authors, this implies that the definition of quality may vary from person to person and from situation to situation (Huseyin et al. 2005). The most common aspect in their definition is that Service quality is a prerequisite and determinant of competitiveness for establishing and sustaining relationships with customers. (Bitner and Hubert 1994) suggests that service quality is an important indicator of customer satisfaction. Attention to service quality can make an organization to gain a permanent competitive advantage (Astrid 2007). According to the research conducted by (Bolton and Drew 1991) many, customer prefer service quality when the price and other cost elements are held constant in that case service quality has become an important aspect of the product and service offering (Ennew and Brinks 1996). Brady and Robertson (2001) argue that service quality helps to create the required competitive advantage by being an effective differentiating factor. According to Parasuraman et al. (1985), service quality can be defined as the consumer's comparison between service expectation and service performance. They suggested that service quality to be a function of pre-purchase customer expectations, perceived process quality, and perceived output quality. Furthermore this study suggests that service quality should be determined by differences between customers' expectation of the services and their perceptions of their experience. According to Parasuraman (1988) service quality is the degree and direction discrepancy between the customer's perceptions and expectations, or the extent to which a service meets or exceeds customer expectations. Huseyin et al. (2005) argue that the quality of service depends on that service consistently conforming to consumer's expectations

By using a service quality model Parasuraman, Zeithaml, and Berry (1988, 1990) identified perceived service quality into five dimensions: tangibility, reliability, responsiveness, assurance and empathy. Tangibility can be described by appearance of physical facilities, including the equipment, personnel, and communication materials (Huseyin et al. 2005). While Reliability involves, the ability to perform the promised service dependably and accurately. Responsiveness involves the willingness to help customers. Assurance involves the knowledge and courtesy of employees and their ability to convey trust and confidence; assurance also includes capability, courtesy, credibility and security. Empathy is characterised by the provision of caring, individualized attention to consumers. Thus empathy includes access, communication, and understanding customers.

2.3.2.1. The Service Quality Model

In the service sectors quality occurs during service delivery, and usually in an interaction between the customer and contact personnel of the service organization. For this reason, service quality is highly relies on the performance of employees, and organizational resource that cannot be controlled to the degree that components of tangible goods can be engineered. Thompson, Desouza & Gale (1985) and company experience Rudie & Wansley (1985) reveal that delivering high service quality produce measurable benefits in profit, cost savings and market share. Therefore, an understanding of the nature of service quality and how it is achieved in organization has become an important subject for many researchers. For example, Parasuraman, Zeithaml & Berry (1985) developed a service quality model indicating that consumer's quality perceptions are influenced by a series of four distinct gaps occurring in organization. These gaps on the service provider's side, which can hinder delivery of services that consumers perceived to be of high quality, are:

Gap 1: Difference between consumer expectations and management perceptions of consumer expectations.

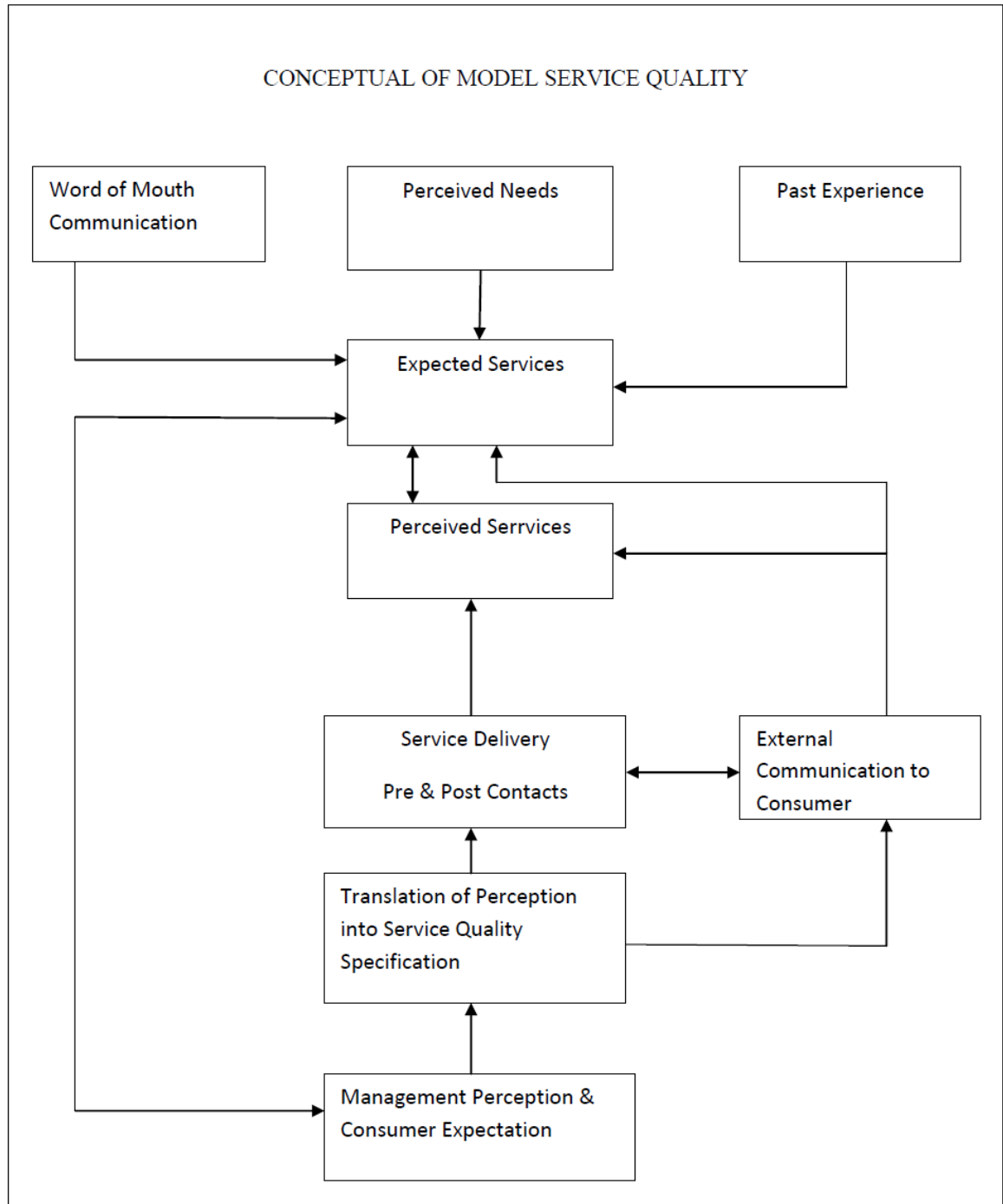
Gap 2: Difference between management perceptions of consumer expectations and service quality specifications.

Gap 3: Difference between service quality specifications and the service actually delivered.

Gap 4: Difference between service delivery and what is communicated about the service to consumers.

According to the model, Perceived service quality is difference between consumer expectations and perceptions, which in turn depends on the size and direction of the four gaps associated with the delivery of service quality on the marketer's side. Furthermore Parasuraman, Zeithaml & Leonard Berry (1988), come up with conclusion that the foundation of the model is the set of gaps discussed earlier and shown in Figure 2.2: Service quality as perceived by a consumer depends on the size and direction of Gap 5 which in turn, depends on the nature of the gaps associated with the design, marketing, and delivery of services.

Figure 1.2: Conceptual Service Quality Model



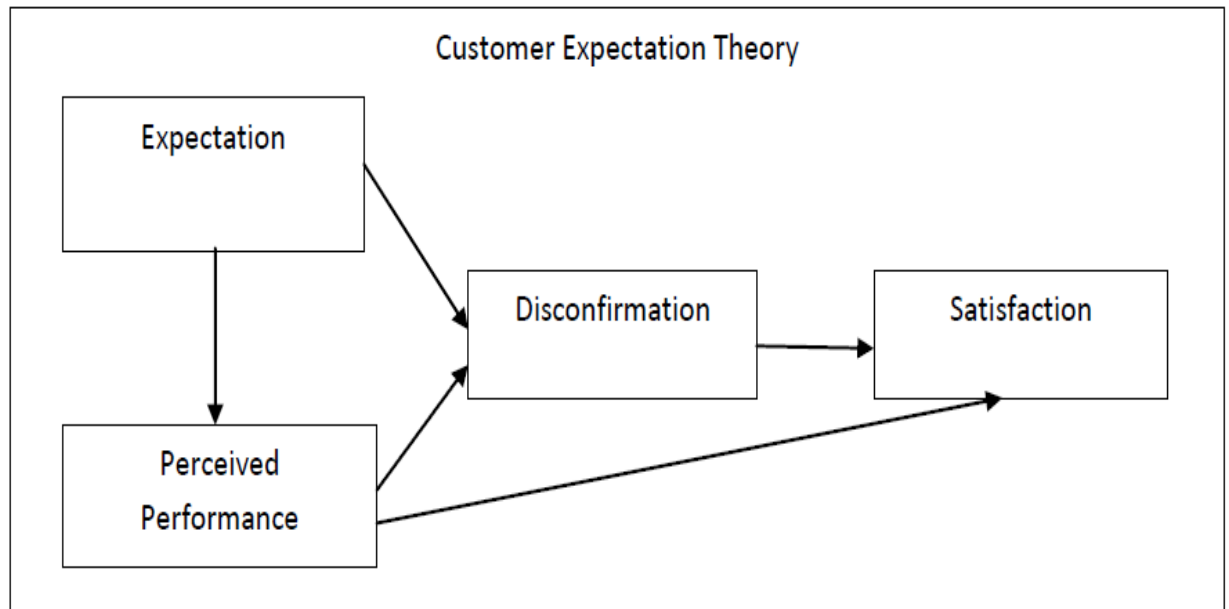
Source: Adopted from Zeithaml, Journal of Marketing, 1988.

2.3.3. Customer Expectation Theory

Expectations- confirmation theory posits that expectations, coupled with perceived performance, lead to post-purchase satisfaction (Churchill and Suprenant 1982). This effect is mediated through positive or negative disconfirmation between expectations and performance. It is believed that if a product or service outperforms expectations (positive disconfirmation) post-purchase satisfaction will result (Oliver, 1980). On the other hand if a product or service falls short of expectations (negative disconfirmation) the customer is likely to be dissatisfied (Oliver, 1980). According to Churchill and Suprenant (1982) there are four main constructs in the Expectations- confirmation model, these are: expectations, performance, disconfirmation, and satisfaction. Expectations reflect anticipated behavior, and they are predictive, indicating expected product attributes at some point in the future (Spreng et al. 1996).

Disconfirmation is assumed to affect satisfaction, with positive disconfirmation leading to satisfaction and negative disconfirmation leading to dissatisfaction. Recently a major debate has been raised within the marketing literature concerning the nature of the effect of disconfirmation on satisfaction. Basically the root of the problem lies in the definition of predictive expectations as the comparison standard for perceived performance. (Santos & Boote 2003). To overcome such problem, researchers have proposed other comparison standards such as desires, equity, ideals, or past product and brand experience (Halstead, 1999).

Figure 2.3: Customer Expectation Theory



Source: Adapted from Oliver (1980)

2.3.4. Determinants of Service Quality and Customer Satisfaction

In order to examine the link between service quality and customer satisfaction, important factors or elements of service quality and customer satisfaction are required. The subsequent sections briefly deal with various factors of customer-perceived service quality and customer satisfaction that are used as the basis in the present study for examining the relationship between service quality and customer satisfaction.

There are plenty service quality model across the world. However, (Parasuraman et al. 1988), introduce the most useful instrument (SERVQUAL instrument) in this instrument a 22-item scale that measures service quality along five factors, namely tangibility, reliability, responsiveness, assurance and empathy, forms the foundation on which all other works have been built. However, the conceptualization, dimensionality, operationalization, measurement and applications of SERVQUAL have been subjected to some severe criticisms as well (Buttle, 1996).

Bitner, Booms and Tetreault (1990), propose an alternative method and define service quality as the customer's overall impression of the service. As an outcome of these criticisms, some researchers have explored the alternative use of a 'performance-only' approach known as the SERVPERF method. This method was initially developed by Cronin and Taylor (1992). In spite of criticism on the effectiveness of SERVQUAL across different service settings, it is a general agreed that the 22-items are reasonably good predictors of service quality in its wholeness (Parasuraman et al. 1988). The 22-items imply that the items at large deal with the element of human interaction/intervention in the service delivery and the rest on the tangible facets of service such as the effect of atmospherics, design and decor elements, appearance of equipment, employee appearance, etc.

2.4. Empirical Part

2.4.1. Service Quality Assessment in the Telecommunications Industry

In their study of telephone services for the residential market Bolton and Drew's (1991) argues that quality of service is the most important variable of perceived service value which can enhance satisfaction level in customer's opinion. Their findings concur with prior research regarding service quality. A key determinant of overall perceived service quality is the gap between actual performance and expectation. As mentioned in section 2.2.4, SERVQUAL is a tool that can be used to measure the level of perceived service quality. This tool focuses on the gap between expectation and actual performance.

Cronin and Taylor (1992) conduct a comparison study of the SERVQUAL and SERVPERF approaches. The study used both methods to evaluate the levels of service quality in four service industries including, pest control banking, fast food and cleaning. Their findings indicate that SERVQUAL did not work well for all four service industries while SERVPERF had an extremely good fit in all four industries. This means that the performance-only approach can be applied much more readily to new service contexts.

In their study, the determinant of perceived quality Lee, Lee and Yoo (2000) revealed that the performance-based measures of service quality (SERVQUAL) work better and detect more of the variations in service quality. Wang, Lo and Yang (2004) used the measurement model to measure customers' perceived service quality in China's mobile phone market based on the SERVQUAL model. However some modification was made to the original SERVQUAL statements based on previous prevalent literature reviews, to reflect the specific attributes of the mobile phone industry

As mentioned in section 2.2.4, customers evaluate their level of satisfaction, by looking at quality. As telecommunication industry is growing very fast and market become competitive, many telecommunication companies have invested heavily in increasing consumer satisfaction. Khatibi, Ismail and Thyagarajan (2002) studied the relationship between perceptions of perceived quality related to price and customer satisfaction in the Malaysian telecommunication industry and they found that there is a significant correlation between customer satisfaction and service quality. The study suggest four independent service quality factors which are the antecedents of customer satisfaction including response time, operating hours, understanding business needs, and fault reporting center. The implication of these finding is that in order to improve customer-perceived quality which leads to increased customer satisfaction, service providers should concentrate more on the service quality aspects of their business rather than merely on customer satisfaction. As a matter of fact, improvements made to the service quality will also increase customer satisfaction levels. Other researcher including Wang, Lo and Yang (2004) examine the dynamic relationships between service quality and customer satisfactions in China's mobile phone market. The findings show that network quality is one of the most important factors of overall customers' perceived value which is derived from service quality and customer satisfaction. This means that for enhancing the degree of customer relationship and maintaining a competitive advantage service provider should improve their service quality, especially in their customers' eyes. Hahm, Chu & Yonn (1997) pointed that managing customer satisfaction in the

telecommunication industry is difficult because of the variety of customer segments that exist as well as the diversity of services; we strongly urged that in order to increase customer satisfaction levels in the telecommunication industry, the organization needs to focus on provisioning/installation, sales, billing system, product usage and repair/restoration, and In fact there are quite a number of studies exploring the relationship between service quality and satisfaction. Table 2.1 below presents a summary of empirical studies that examine relationship between service quality and customer satisfaction.

Table 2.1: Summary of Empirical Study

Authors	Purpose and result
Ennew and Brinks (1996)	The paper focuses on the relationship among service quality, customer relationship and customer loyalty and concluded that compliance to core ideas of service quality will generally into customer retention and profitability.
Yavas and others (1997)	Studied that the success of service quality programs can be measured by retention of existing customers. Furthermore, employees having maximum interaction with the customer's need to be satisfied so that they could come up with quality services.
Jamal and Khattak (2003)	The study revealed that quality of service lead to customer satisfaction and the tangible aspects of service environment have no impact in customer satisfaction.
Glade and Young (2005)	The study examined the relationship among organization climate, employee attitudes, customer satisfaction and sales performance. Results indicate that the team work culture and job enablers support organizational culture designed to serve customers efficiently.
Seth and Deshmukh (2005)	The research analysed the service quality models and concluded that customer expectation changes by elements such as time, interaction with particular level of service quality and competitive environment.
Huseyin and others (2005)	The study includes analysis and comparison of service quality in commercial banks of Cyprus. Result reveal that customer expectations are not fulfilled because of the gape found in the empathy part of the SAVQUAL model.
Carlo and others (2005)	The study present the framework focusing on quality of banking services, resulting in creation of five elements (customer relationship, business transactions, information technology, branch and its image) which can lead to quality services

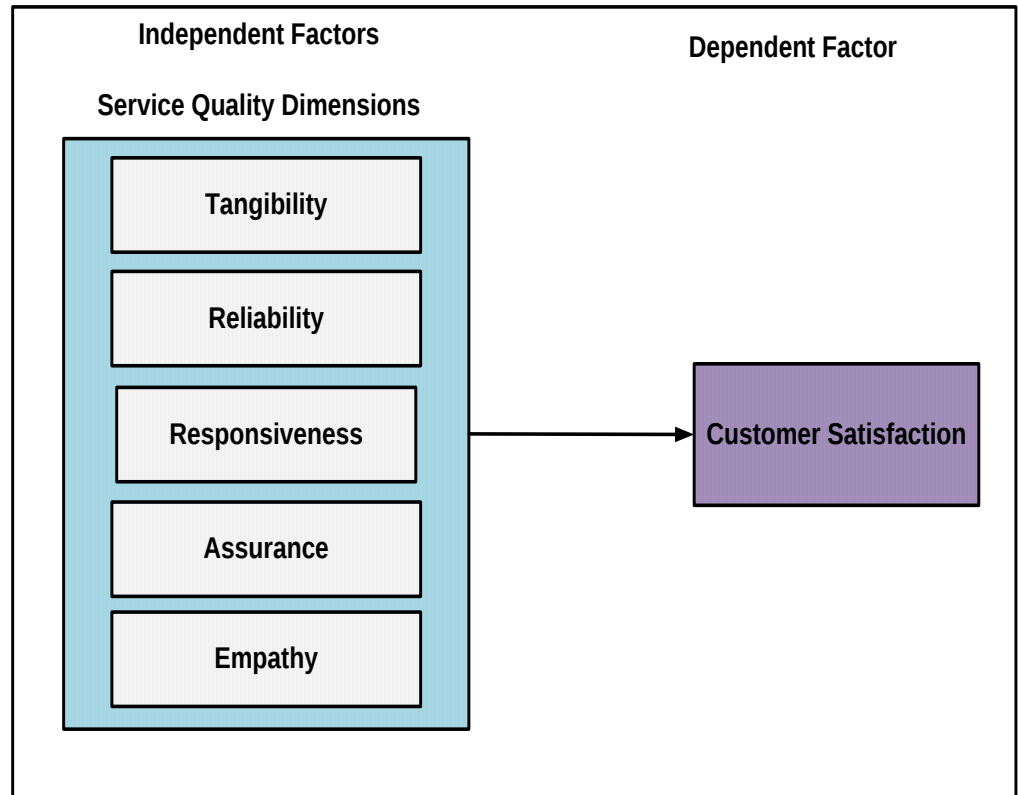
	targeting customer satisfaction
Festus and Maxwell (2006)	The research investigated the typology of services and operationalization scale clarifying the nature of service quality and its relationship with customer satisfaction and behavioral intentions.
Yoo and Park (2007)	The research was designed to analyse the relationship among employees, customers and financial performance. Result showed that employee training and understanding has a significant impact on service quality.
Chang (2007)	The research presents the formula of collective relationship banking as a mechanism for monitoring customer information and identifies the probability of banking relationship when borrowing firms have different operation structures.
Mollenkopf and others (2007)	The study focuses on impact of return management system in loyalty intentions. The resulting equation model identifies effect on loyalty intention occurring from customer satisfaction.
Astrid (2007)	Research results indicate that market remain concentrated, number of dominant banks remains almost constant across markets and mostly importantly, service quality increases in larger markets and is higher in larger banks because of their goodwill in the market.

2.5. Conceptual Framework and Research Model

This section aim to summarise the idea that we got from past literature and to bring out the foundation of this study. The general idea from the past literature is that there is a relationship between customer satisfaction and service quality; also that service quality could be assessed with the use of five service quality dimensions and the most useable is the SERVQUAL scale. Following the two clarifications about the different views of customer satisfaction of a customer of either being transaction-specific or cumulative (Boulding et al., 1993; Andreassen, 2000). The conceptual frame work assumes customer satisfaction as transaction-specific. In other words,' we define customer as those who consume the services. Thus satisfaction described as customer's desire to maintain a business relationship with the organization; while customer satisfaction in this study is the pleasures obtained by customers for the services provided to them by the employees of the organizations.

As mentioned earlier, the SERVQUAL model has been proven to be the best model to measure service quality in service sectors especially with the customer perspective. This idea generates an assumption that the five dimensions of SERVQUAL model could have a direct relationship with customer satisfaction. (Figure 2.4) Thus the five dimension of SERVQUAL model has been proven to be the main yardstick used by most of the researchers in the evaluation of service quality). The question that arose from this assumption is that: Is there a significant relationship between customer satisfaction and the five dimensions of SERVQUAL model? Figure 2.4: present the proposed model for customer satisfaction for the mobile broadband users/customer in Zanzibar.

Figure 2.4: Proposed Research Model



Source: Adopted from parasuraman et al. (1988,1990)

2.6. Hypotheses

Based on the above review of literature, the following hypotheses were tested in this study. Five independent variables are identified, that is tangibility, reliability, responsiveness, assurance and empathy. These variables hypothesized to influence customer satisfaction.

Hypothesis one: There is significant relationship between tangibility and wireless mobile broadband user's satisfaction.

Hypothesis two: There is significant relationship between reliability and wireless mobile broadband user's satisfaction.

Hypothesis three: There is significant relationship between responsiveness and wireless mobile broadband user's satisfaction.

Hypothesis four: There is significant relationship between assurance and wireless mobile broadband user's satisfaction.

Hypothesis five: There is significant relationship between empathy and wireless mobile broadband user's satisfaction

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter presents methods used in the study including the review of the theoretical model, type of study, research paradigms, area of study, study population, unit of analysis, variables and their measurement, sample size and sampling techniques. The study also discusses type of data, the way it collected, validity and reliability of data and information, and data analysis method.

3.2 Type of the Study

The research purpose is a broad statement of what the research hopes to achieve. According to purpose, research could be broadly divided into exploratory, descriptive and explanatory (Sunders et al, 2007).

An explanatory research is a study that seeks to establish relationships that exist between variables. In other words its purpose is to identify how one variable affects the other; it seeks to provide an explanation to the cause and/or effects of one or more variables (Sunders et al, 2007). It is often termed as causal studies. They are also used when the purpose of the study is to answer why in a given context.

This study sought to examine the relationships that exist between the dimension of service quality and customer satisfaction, therefore it is an explanatory.

3.3. Research Paradigms

According to Guba & Lincoln (1994) a paradigm is an overall conceptual framework or a set of basic beliefs that guide the researcher on how to appropriately conduct research. Understanding 'paradigm issues is very important since researchers should be clear about what paradigm guides his or her approach. A paradigm defines what should be studied, what questions should be asked and what rules should be followed in interpreting the answers obtained (Guba & Lincoln 1994). Guba & Lincoln (1994) suggest four types of research paradigm: positivism, critical theory, constructivist paradigms, and realism. While positivism is concerned with the external world and is based on the view that rather than being inferred subjectively through sensation, characteristics of the external world can be measured through objective, the critical theory requires long-term ethnographic and historical studies of organisational processes and structures. According to Perry, Riege & Brown (1999) critical theory is often focuses on the analysis and transformation of social, political, ethnic cultural, economic, and gender values.

Riege & Brown (1999) argued that a constructivist paradigm is subjective and is based on individual perceptions of actuality while the world has multiple realities. In fact, constructivists depend on an interaction between interviewer and respondents. A realist paradigm implies that perception is not a reality, but a window to reality through which a picture of reality can be reflected when combined with other perceptions. This paradigm emphasises the difference between reality and perceptions about reality (Perry, Riege & Brown 1999). In general, in the realist paradigm, the researcher objectively attempts to understand and explain why people have different experiences rather than search for external causes and fundamental laws to explain their behaviours.

Given the characteristics, pro and con of the four major research paradigms (positivism, constructivism, critical theory, and realism) and the positivist paradigm seems most appropriate for this study because the purpose of his research is to discover cause-effect relationships(Perry, Riege & Brown 1999). Notably, the deductive method of testing

theories or hypotheses is associated with the positivist paradigm and according to Neuman (2006) it is common for methods such as survey research to be used to collect data for analysis. It should bear in our mind that this research does not aim to build theory, and therefore the rest paradigm methods (i.e. critical theory, realism, and the constructivist) are not suitable.

3.4. Quantitative versus qualitative research

According to Ticehurst & Veal (2000) quantitative research is concerned with numerical measures when collecting data. Thus, the approach is largely concerns with statistical analysis (Zikmund 2003). Blaikie (2003) pointed that quantitative research relies on numerical data in order to ensure that objective and accurate results are obtained so as to draw conclusions or to test hypotheses. As a matter of fact the process of collecting data for the quantitative approach can be achieved either via a questionnaire survey or from secondary data sources (Ticehurst & Veal 2000) and the collected data are then transformed into numbers and are subjected to different levels of statistical manipulation and finally reported. Neuman (2006) argues that quantitative research has a logical structure that can determine research problems in the form of hypotheses. On the other hand Ticehurst & Veal (2000) suggest that to ensure reliability of the findings, researchers should use numbers to test hypotheses.

In his seminal work, Zikmund (2000) confirm that qualitative research involves observing and gathering a great deal of information and data, without collection and analysis of numbers or statistical procedures; Basically, qualitative approaches are common in social research and are used for the study of groups, where interaction between group members is of interest. According to Veal (2005), qualitative methods are often used for exploratory theory building rather than theory testing. With that regards, a qualitative approach is often used when the focus of research is on people's beliefs and the meanings they attribute to other people and events. Qualitative data can be collected via a range of methods including informal and in-depth interviews, focus groups, group interviews and participant observation.

Basically, to conduct quantitative research, researchers develop a model based on information from a review of past literature and test the model by collecting data from many respondents or sources. The most common use of quantitative research is to look for the causal relationships among variables, (Sekaran 2003). Thus, the independent variable is the cause that influences the dependent variable (Sekaran 2003). This study constitutes a quantitative study which has established a framework based on previous studies. As mentioned earlier the purpose of this study is to test 5 hypotheses related to the factors that influence customers' satisfaction in mobile broadband user, the case study of ZANTEL. Furthermore, this study focus on quantifying the relationships between variables and the study use statistics to explain these relationships. With this regard, it is evident that the study employs a quantitative approach. Thus, the quantitative approach is most appropriate to answer set research hypotheses.

3.5. Study Area

The research was conducted to respondents in Zanzibar. Zanzibar is a semi-autonomous state within the United Republic of Tanzania. Internet services in Zanzibar are provided by five internet service provider i.e ZANTEL, ZANLINK, AIRTEL, Vodacom TIGO and the Tanzania Telecommunications Company Limited (TTCL). This study focus on examining the relationship between service quality and customer satisfaction on mobile broadband users of ZANTEL. This is due to the fact that ZANTEL is main internet service provider in Zanzibar and most of Zanzibaris prefer to be served by ZANTEL because of its originality.

3.6. Study Population

The target population is the complete group of people relevant to the research project that the researcher wishes to investigate (Sekaran 2000). It is very important for researchers to define the target population in order to choose the proper source from which the data are to be collected (Zikmund 2000).

In that context the target population for this study includes ZANTEL broadband customers; who owned a wireless broadband and who get internet services from ZANTEL.

3.7. Units of Analysis

The primary unit of analysis for the present study is the mobile broadband customer in Zanzibar. In this regard data was collected from mobile broadband users from one internet service provider, ZANTEL in Zanzibar.

3.8. Variables and their Measurements

Basically, the measurements employed in the present research were acquired from previous researchers especially the measurement used to gauge the five SERQUAL dimensions and customer satisfaction. Thus, most of the 22 items of SERQUAL were retained. While the measurement of tangibility consisted of four items, the measurement of reliability consist of four item (Asubonteng et al. 1996; Cronin and Taylor's, 1992). Whereas John and Howard (1998) works were adapted to construct the responsiveness – three items, assurance five items, and empathy four items of the service quality provided by wireless mobile internet providers. On the other hand, four items were used to gauge customer satisfaction and these were adapted from Cronin and Taylor's (1992) (see table 3.2 :).

This measurement was measured using five-point Likert; which the measurement starting from “1” for strongly disagree, to “5” for strongly agree.

Table 3.1: Measurement of service quality and customer satisfaction

Variable	Factors Measurement
Tangibility	1. If Customer service counter is well –equipped with up-to-date facilities. 2. If Physical layout of equipment and furniture are comfortable for customer interacting with staff. 3. If Physical appearance of modem is very appealing. 4. If Material associated with service (such as pamphlet or statement) are visually appealing.
Responsiveness	1. Whether modem performs the service the first time. 2. If customer have problem, feature show a sincere interest on solving it. 3. Whether when the service provider promises to do something by a certain time, service are delivered as promised.
Reliability	1. If Feature in modem give customer prompt service. 2. If customer receipt prompt service from the service provider staff. 3. If Service provider staff is always willing to help the customers. 4. If Service provider staff does not appear to be too busy in the responding the customer requests.
Assurance	1. If customer can trust the service provider. 2. If customer can feel safe in connection time. 3. Whether the quality of instruction that customer receives in most of service is excellence. 4. If customer can trust the service provider staff. 5. If the customer service staff is polite.
Empathy	1. Whether Customer service personnel know what Customer requests are. 2. Whether the persons involved in registration are helpful. 3. If the Service provider staff gives customer individual attention. 4. If customer have the interest in the service provided by the service provider.
Customer satisfaction	1. Whether the service provider meets customer’s need. 2. Whether customers are satisfied with the performance of their current Mobile Broadband provider 3. Whether customers will use their Mobile Broadband for the next 3 years 4. Whether Mobile Broadband support customer’s work.

3.9. Sampling

According to Sekaran (2000) sampling can be defined as the process of selecting a sufficient proportion of respondents from the entire population. Thus, the research finding from the sample should reflect the overall population (Sekaran 2000). Zikmund (2000) pointed that sampling is used when the total population is too large for researchers to survey all members. It has been proved that studying results from a sample gives more reliable results because there would be fewer errors in the resulting data collection especially when the population is extremely large. In his seminal work, Sekaran (2000) divides sampling into two groups: non-probability sampling and probability sampling design. While probability sampling implies that every item of the universe has an equal chance of inclusion in the sample, a non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample (Kothari 2004). In the present study a non-probability convenience sampling technique was used to collect selected the sampling units or respondents. A sampling frame of the target population does not exist. This fact excluded the use of probability sampling technique and necessitated the use of convenience sampling to select the sampling units or respondents from the target population. Indeed, the non-probability convenience sampling technique was employed because of the time and financial condition of the researcher.

3.10. Sample size

Sample size can be defined as ‘the number of cases or observations that are specified by the estimated variance of the population, the magnitude of acceptable error, and the confidence level’ (Zikmund 2000). Gay, Mills & Airasian (2006) argue that if the sample size is too small, the findings of the research may not truly represent the population. Thus, the sample size should be large enough to answer the research question. According to Roscoe (1975) the sample size should be several times (preferably ten times or more) as large as the number of variables in the study.

Therefore sample size larger than 30 and less than 500 are appropriate for most research. Since the population of the present study is just over 300 and 60 for individual customers and corporate customers respectively, a sample size of 50 individual customers of ZANTEL was selected from the total population of Broadband users. In this research 6 corporate customers were interviewed.

3.11. Types and Sources of Data

According to Ndunguru (2007) has argued that, the researcher should keep in mind two types of data, Primary data and secondary data. Primary data, are those data which are collected a fresh i.e Information gathered directly from the respondents, and secondary data are those data which are not collected a fresh (i.e already collected by someone else). This study takes into account both type of data.

3.12. Data collection methods

Data can be collected in a variety of ways and from different sources (Zikmund 2000). The most common methods of data collection are observation, experimental, and survey. Ticehurst & Veal(2000) define observation as an unobtrusive and involves gathering information about people's behavior without their knowledge. In fact this method provides rich data and insights into the nature of the phenomena observed Researchers merit this method because it records behavior without relying on reports from the respondents. As a matter of fact, this method is more reliable and free from respondents' bias. However, some researchers criticize this method because it cannot be used to observe cognitive phenomena such as, intention, attitude and expectations (Zikmund 2000).

According to Sekaran(2003). Experimental methods is a method in which the researchers might conduct the research in laboratory, a natural setting, or create a simulated setting Experimental research allows the researcher to control the research situation so that causal relationships among variables may be evaluated (Zikmund 2000).

Furthermore, selected variables are manipulated while other variables are supposed to be constant and the effects on subjects are then measured to establish cause and-relationships (Ticehurst & Veal 2000).

The term survey refers to the whole process of gathering information from individuals or respondents using a questionnaire or interview schedule (Veal 2005) This is the one of the most common tools used to collect primary data from a representative sample of individuals (Sekaran 2003; Zikmund 2000).

Due to the nature of this study, positivist paradigm, and since the present study aims to test research hypotheses through a quantitative approach, the survey questionnaire method was chosen. Consequently a set of questions was given to a group of appropriately selected respondents. , Questionnaire surveys can generally be conducted in one of two ways (Ticehurst and Veal 2000): self-completed (respondent-completed questionnaires) and/or interviewer completed questionnaires (assisted by an interviewer) .The latter, an interviewer reads the questions out to the respondents and records the respondent's answers on the questionnaire form. For the former, respondents independently read and fill out the questions themselves. there are several types of questionnaire survey that are commonly used to collect data including face-to-face interviews, telephone interviews, surveys conducted via other communication media and mail surveys (Ticehurst & Veal 2000).

In order to acquire information relevant to the research problem, a face to face interview was conducted to corporate customers. This method is particularly used to this group of respondents because they are the ones who possessed more information regarding the subject under study, at the same time, this method is considered more appropriate to the Zanzibarian culture because respondents are likely to respond to surveys better if some guidance is provided.

In this study, the researcher was aware that an interviewer-completed method has some limitations or disadvantages such as less anonymity, and respondents may distort their answers to please the interviewer (Veal 2005).

In order to overcome these limitations or disadvantages, a cover letter was provided to explain the research and assure the interviewees that all data received from the respondents would be kept anonymous and confidential, and that the results would be used only for the research.

3.13. Questionnaire design

According to Zikmund (2000). The development of a survey is strongly influenced by the nature of the research objectives and the research questions. Thus, in designing the questionnaire, every question has to relate back to the research questions and hypotheses (Ticehurst & Veal 2000). With regard to the present study the questionnaire was design in a way that respondents would find it easy to understand. It consists of three sections which seek information from the respondents on: their demographic characteristics, service quality of wireless mobile broadband providers and customer's level of satisfaction. The items was measured based on 5-points Likert-type rating scale. The questionnaires were personally distributed by the researcher to the respondents.

3.14. Reliability and Validity

In order to obtain significant interpretations of data, the reliability and validity of the measuring tool should be conducted. The main advantage of testing reliability and validity is to reduce errors and evaluate measures (Zikmund 2003). Neuman (2006) define reliability as the dependability or consistency of the measure of a variable. On the other hand, Zikmund (2000) described reliability as the degree to which measures are free from error and therefore provide consistent results. According to Sekaran (2000) the coefficient alpha is a commonly used method to examine reliability for multipoint-scaled items, and it can be considered a perfectly adequate index to test the consistency. According to Uma Sekaran (2003) if the result closer to 1.00, the alpha coefficient is better. If the reliability less than 0.60 it is considered poor, and those in the range of over 0.80 are considered good and acceptable. In this study the coefficient alpha (i.e Cronbach Alpha) was used to test the reliability of the measurement scale.

Neuman (2006) describes validity as the accuracy of measurement used to measure what is supposed to be measured. The three common types of validity tests are content validity, criterion validity, and construct validity. Content validity is a measure that includes an adequate and representative set of items (Sekaran 2003). Dooley (1995) define criterion validity as the ability of a measure to correlate with other measures of the same construct. Construct validity aim to measure how well the test or measure reflects the target construct. In other word, it is a measure to confirm a network of related hypotheses generated from a theory based on concepts which are established during the statistical analysis of the data. The content analysis was use in this study. Thus, measurements from previous studies in the context of service sector including were reviewed and adapted to be included in the scale used in this studies; the questionnaire was subjected to evaluation by experts and other scholars (Robonson,2002).

3.15. Pilot test

The pilot study was conducted to test and evaluate the questionnaire wording, sequencing, and layout, as well as testing and evaluating data collection and data analysis procedures. According to Veal (2005) the pilot test gives researcher an advance opportunity to recheck the accuracy of data collection in order to minimize errors and weaknesses from improper survey design. Another advantage of conducting pilot study is to discover and reduce confusing interviewing instructions. Given its importance, the pilot test was conducted in order to test respondent response and their ability to understand the research questionnaires. For the present study the reliability of the questionnaires was tested by using Cronbach's Alpha or called Alpha Coefficient to show the internal consistency of the questionnaire. Table 3.3 show that adjusted Alpha range between 0.6 -0.8. No survey items appeared problematic to respondents based on Sekaran (2003)

Table 3.2:Alpha Coefficient for Each Section

SECTION	NO.OF ITEMS	ALPHA VALUE	ADJUSTED ALPHA
Tangibility	4	0.779	0.8
Responsiveness	3	0.768	0.8
Reliability	4	0.637	0.6
Assurance	5	0.754	0.8
Empathy	4	0.685	0.7
Customer satisfaction	4	0.767	0.8

Source: Field findings by the Researcher 2013 (pilot test)

3.16. Data analysis

Once the data were collected, edited, coded, and entered into the computer in order to carry out Factor Analysis. According to Hair, Black Babin, Anderson & Tatham (2006) factor analysis is a multivariate statistical technique which defines the underlying structure among a large number of variables. Thus, reason for having the factor analysis was to help the researcher to categorize the suitable item for each dimensions of independent variable. Other reason is to summarize the information contained in a large number of variables and condense the data into smaller number of factors .The result obtained from factor analysis is a reliability test for independent variables and dependent variable.

3.16.1. Descriptive statistics

Descriptive Statistics such as frequency and percentage are used to describe the respondent characteristics.

3.16.2. Pearson's correlation coefficient

According to Veal (2005), correlation can be measured by means of the correlation coefficient. In the present study a Pearson's correlation coefficient was employed to examine the relationships between two or more research variables.

When the value of correlation coefficient is 1.0 means there is a perfect positive between two measured variables. On the other hand when the value of correlation coefficient is -1.0 means there is a perfect negative between two measured variables

In addition, there is no relationship between two variables if the value of correlation coefficient is zero. A clear interpretation of the strength of correlation according to “Guilford Rule of Thumb” is shown in Table 3.4.

Table 3.3: Interpretation of Strength of Correlation Coefficient

Relation between Variable	Value of Coefficient
Very low relationship	0.00 – 0.30
Low relationship	0.30 - 0.50
High relationship	0.50 – 0.70
Very high relationship	0.70 - 1.00

3.16.3. Multiple regression analysis

Multiple regression analysis is not a new analysis technique for social researchers. It has been defined as a statistical technique that is used to analyze the relationship between several independent variables and a single dependent variable (Sekaran 2003). Thus, the technique allows researchers to indicate how much of the variance in the dependent variable is explained by a set of independent variables (Hair et al. 2006). In this thesis Furthermore, multiple regression analysis was used to examine the simultaneous effects of several independent variables on a dependent variable as detailed in chapter 4.

CHAPTER FOUR

RESEARCH FINDINGS, INTERPRETATION AND DISCUSSION

4.1. Introduction

The chapter focuses on the finding of data gathered, interpretation and discussion. The primary discussion based on research objectives as outlined in. Our discussion guided by three set of data. In other words, the first section deals with descriptive statistics from demographics variables in the study. The second part of chapter researcher discusses about the reality of instruments/tools used for data collection, and last part is about the correlation between both variables, independent variables (reliability, responsiveness, tangibility, assurance and empathy) and dependent variable (customer satisfaction). The chapter also provides discussion regarding the tested hypotheses.

4.2. Respondent Profile

All 50 questionnaires were returned by the respondents. This mean that, all the questionnaires were usable for data analysis.

This section represent the findings on respondent background including gender, level of education and period of service of mobile broadband they used from ZANTEL.

Table 4.1: Respondent Profile

ITEM		FREQUENCY	PERCENT
GENDER	Male	41	82
	Female	9	18
TOTAL		50	100
LEVEL OF EDUCATION	Primary level	1	2
	O-level	27	54
	A-level and Diploma	8	16
	Higher education	14	28
TOTAL		50	100
PERIOD OF SERVICE	Less than 6 month	4	8
	6-12 month	3	6
	1-3 years.	16	32
	More than 4 years.	27	54
TOTAL		50	100

Source: Field findings by the Researcher 2013

Gender

As shown in the table 4.1, the male respondents were 41 persons or 82percent while the female accounted to 9 persons or 18 percent.

Education level

The finding show that Out of 50 respondents, the lowest frequency respondents on education level are from primary level which is 1 respondent or 2%, and the highest frequency respondents are from O- level which were 27 or 54 percent. Higher education were 14 or 28 percent, and A-level and diploma were 8 Of 16 percent

Usage of service

The findings show that the 27 person or 54 percent have been used the mobile broadband services from ZANTEL for more than four years, followed by 16 persons or 32 percent whom have been used the mobile broadband services for 1-3 years. The study reveals that 4 persons or 8 percent have been used the mobile broadband services for Less than 6 months, followed by the respondents whom have been used the mobile broadband services within 6 – 12 months which accounted to 6 percent (3 persons).

4.3. The Reliability Analysis of the Instruments used in the Study

Table 4.2 presents the reliability analysis of the constructs used in the present research, i.e Cronbach Alpha for Tangibility, Reliability, Responsiveness, Assurance, Empathy and Customer Satisfaction.

Table 4.2: Reliability measures of the constructs

Constructs	Items	Cronbach's Alpha	Adjusted Alpha	Cronbach's
Tangibility	4	0.605	0.6	
Responsiveness	3	0.648	0.7	
Reliability	4	0.623	0.6	
Assurance	5	0.665	0.7	
Empathy	4	0.603	0.6	
Customer Satisfaction	4	0.694	0.7	

Source: Field findings by the Researcher 2013

As shown in the table 4.2 the Cronbach's Alpha for all variables (tangibility, reliability, responsiveness, assurance, and empathy and customer satisfaction) are above 0.6. This means that the item used in measuring the variable were suitable (Nunnally 1978).

4.4. Descriptive Statistic of Variables

A five-point Likert-type scale was used to measure each item contained within the composite variables, with 5 representing 'strongly agree' (the most favorable attitude), and 1 representing 'strongly disagree' (the most unfavorable attitude). The mean scores of the composite variables in this study were between 4.76 and 4.60, which mean that the respondents have given average scores on most composite variables. The standard deviations of the composite variables were between 0.45 and 0.57. Table 4.3 indicates that assurance and responsiveness have the highest mean value and tangibility and empathy have least mean value. Therefore, it may be concluded from table 4.3 that broadband users are most satisfied with assurance dimensions with a mean and standard deviation of 4.7600 and 4.7638 respectively. This is followed by responsiveness and reliability. However, customers were slightly less satisfied with tangibility and empathy at a mean of 4.60, 4.66 respectively. The customer satisfaction has a mean score 4.80 which indicates that overall mobile broadband customers are slightly satisfied with the service quality of ISP (ZANTEL).

Table 4.3: Descriptive Statistic of Variables

ITEMS	N	Mean	Std. Deviation
TANGIBILITY	50	4.6000	0.57143
RESPONSIVENESS	50	4.7200	0.49652
RELIABILITY	50	4.7000	0.50508
ASSURANCE	50	4.7600	0.47638
EMPATHY	50	4.6600	0.51942
CUSTOMER SATISFACTION	50	4.8000	0.45175
Valid N (listwise)	50		

Source: Field findings by the Researcher 2013

Table 4.4: Relationship between Variables

Items		Tangibility	Responsiveness	Reliability	Assurance	Empathy	Customer satisfaction
Tangibility	Pearson Correlation	1	.417**	.965**	.423**	.930**	.338*
	Sig. (2-tailed)		.003	.000	.002	.000	.016
	N	50	50	50	50	50	50
Responsiveness	Pearson Correlation	.417**	1	.439**	.910**	.463**	.910**
	Sig. (2-tailed)	.003		.001	.000	.001	.000
	N	50	50	50	50	50	50
Reliability	Pearson Correlation	.965**	.439**	1	.443**	.964**	.358*
	Sig. (2-tailed)	.000	.001		.001	.000	.011
	N	50	50	50	50	50	50
Assurance	Pearson Correlation	.423**	.910**	.443**	1	.464**	.900**
	Sig. (2-tailed)	.002	.000	.001		.001	.000
	N	50	50	50	50	50	50
Empathy	Pearson Correlation	.930**	.463**	.964**	.464**	1	.378**
	Sig. (2-tailed)	.000	.001	.000	.001		.007
	N	50	50	50	50	50	50
Customer satisfaction	Pearson Correlation	.338*	.910**	.358*	.900**	.378**	1
	Sig. (2-tailed)	.016	.000	.011	.000	.007	
	N	50	50	50	50	50	50

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

Sources: Researcher findings 2013

4.5. Correlation Statistics

The Pearson correlation matrix, as shown in table 4.4, were obtained for the six interval-scaled variables and it is revealed that the perceive customer satisfaction by the customers at ZANTEL is significantly positively correlated with the five independent variables (tangibility reliability, responsiveness, assurance and empathy). Furthermore, the findings also indicate that the relationships among the variables are positive correlated as expected and strength of association is varying among the variables from small to moderate association. The finding confirms our assumption that the customer satisfaction would have relation with the perceived service quality of the mobile broadband users.

4.6. Result of hypothesis testing

The following hypotheses were tested to examine the effect of the independent variable on the dependent variable. The significance level was set at $p < 0.005$. No missing values were found, thus the number of observation for statistics run with customer satisfaction was 50.

4.6.1. Simple regression analysis

Table 4.5: The result from simple regression

Dependent variable	Independent variable	Standardized Coefficients(beta)	P-value	R square
Customer satisfaction	Tangibility	0.395	0.004	0.156
Customer satisfaction	Reliability	0.537	0.000	0.288
Customer satisfaction	Responsiveness	0.511	0.000	0.261
Customer satisfaction	Assurance	0.531	0.000	0.282
Customer satisfaction	Empathy	0.400	0.004	0.160

Sources: Researcher findings 2013

Hypothesis one:

There is significant relationship between tangibility and wireless mobile broadband user's satisfaction.

Hypothesis 1 was accepted as the results of the statistical test between tangibility (independent variable) and customer satisfaction (dependent variable) indicated that the correlation statistical test is significant because the standardized coefficient (beta value) of the tangibility variable was found to be 0.395, with a significance level of 0.004, which is below 0.05. A positive and very strong relationship was found between tangibility which was explained by the R square value for the two variables (tangibility and customer satisfaction) were 0.156, indicating that the tangibility explained 15.6% of the variability in customer satisfaction at p value <0.004 and therefore H1 was supported.

Hypothesis two:

There is significant relationship between Reliability and wireless mobile broadband user's satisfaction.

Hypothesis 2 was accepted as the results of the statistical test between reliability (independent variable) and customer satisfaction (dependent variable) indicated that the correlation statistical test is significant because the standardized coefficient (beta value) of the tangibility variable was found to be 0.537, with a significance level of 0.000, which is below 0.05. A positive and very strong relationship was found between tangibility which was explained by the R square value for the two variables (tangibility and customer satisfaction) were 0.288, indicating that the reliability explained 28.8% of the variability in customer satisfaction at p value <0.000 and therefore H2 was supported.

Hypothesis three:

There is significant relationship between Responsiveness and wireless mobile broadband user's satisfaction.

Hypothesis 3 was accepted as the results of the statistical test between responsiveness (independent variable) and customer satisfaction (dependent variable) indicated that the correlation statistical test is significant because the standardized coefficient (beta value) of the tangibility variable was found to be 0.511, with a significance level of 0.000, which is below 0.05. A positive and very strong relationship was found between tangibility which was explained by the R square value for the two variables (responsiveness and customer satisfaction) were 0.261, indicating that the responsiveness explained 26.1% of the variability in customer satisfaction at p value <0.000 and therefore H3 hypothesis was supported.

Hypothesis four:

There is significant relationship between assurance and wireless mobile broadband user's satisfaction.

Hypothesis 4 was accepted as the results of the statistical test between assurance (independent variable) and customer satisfaction (dependent variable) indicated that the correlation statistical test is significant because the standardized coefficient (beta value) of the tangibility variable was found to be 0.531, with a significance level of 0.000, which is below 0.05. A positive and very strong relationship was found between assurance which was explained by the R square value for the two variables (assurance and customer satisfaction) were 0.282, indicating that the tangibility explained 28.2% of the variability in customer satisfaction at p value <.000 and therefore H4 hypothesis was supported.

Hypothesis five:

There is significant relationship between empathy and wireless mobile broadband user's satisfaction

Hypothesis 5 was accepted as the results of the statistical test between empathy (independent variable) and customer satisfaction (dependent variable) indicated that the correlation statistical test is significant because the standardized coefficient (beta value) of the tangibility variable was found to be 0.400, with a significance level of 0.004, which is below 0.05. A positive and very strong relationship was found between tangibility which was explained by the R square value for the two variables (empathy and customer satisfaction) were 0.160, indicating that the empathy explained 16% of the variability in customer satisfaction at p value <0.004 and therefore H5 was supported.

4.6.2 Multiple regression analysis

Table 4.6: The result of multiple regression analysis for all the variables

Variables	Standardized Coefficients	t	Sig.
	Beta		
Customer satisfaction		2.656	0.011
Tangibility	0.305	2.540	0.015
Responsiveness	0.421	0.859	0.395
Reliability	0.145	0.302	0.764
Assurance	0.320	1.235	0.223
Empathy	-0.425	-1.609	0.115

Source: Field findings by the Researcher 2013

Table 4.6; show the result from multiple regression models which helped us to find out which among the five independent variables were the most important in explaining the variances on customer satisfaction. Refer to column Beta (standardized coefficients), we could see that the highest number in beta is 0.421 for Responsiveness, which is significant at <0.395 level, followed by Assurance, whose beta is 0.320 which significant level is at <0.223 level. However, Tangibility also represented the third highest number in beta which is 0.305, significant level at <0.015 . Also Reliability show beta value of 0.145 which significant level is at <0.764 . The result showed that empathy represented the least figure, thus the contribution in the variance is negligible. From the result, responsiveness showed the most significant factor followed by assurance, tangibility, and reliability.

However, the result explained that, empathy factor are relatively low in its orientation and need to be improved in order to increase the perceived customer satisfaction of ZANTEL.

Table 4.7: Summary of hypotheses testing

Hypotheses	Result
Hypothesis one: There is significant relationship between tangibility and wireless mobile broadband user's satisfaction.	Supported
Hypothesis two: There is significant relationship between reliability and wireless mobile broadband user's satisfaction.	Supported
Hypothesis three: There is significant relationship between responsiveness and wireless mobile broadband user's satisfaction.	Supported
Hypothesis four: There is significant relationship between assurance and wireless mobile broadband user's satisfaction.	Supported
Hypothesis five: There is significant relationship between empathy and wireless mobile broadband user's satisfaction	Supported

Source: Field finding by researcher 2013

4.7. Discussion of the Results

This section discusses the findings of the statistical analysis of the present research. The analysis also considers previous research and literature.

4.7.1. Descriptive statistics (mean, and standard deviation) and correlation analysis for the service quality dimensions and customer satisfaction

The finding of this study indicates that ZANTEL broadband users were most satisfied with the assurance dimensions of service quality. However, customers were slightly less satisfied with tangibility and empathy dimensions of service quality.

The correlation results show that all five service quality dimensions have a positive and significant relationship with customer satisfaction.

However, the results indicate that, tangibility has low relationship with customer satisfaction. The finding further indicates that the highest relationship is found between responsiveness and customer satisfaction.

4.7.2. Simple and multiple regressing customer satisfaction on the service quality dimensions

From simple regression the result of this study indicates that tangibility has a positive and significant effect on customer satisfaction. This finding is supported by Munusamy et al., (2010) and Al-Hawary et al., (2011) who found that tangibility has a positive and significant effect on customer satisfaction. On the contrary, Malik et al., (2011) revealed that tangibility has no contribution to customer satisfaction. The finding of this study also indicates that reliability has a positive and significant effect on customer satisfaction. This finding is supported by Al-Hawary et al., (2011) and Malik et al., (2011), reported that reliability has a positive and significant effect on customer

satisfaction. On the other hand, Munusamy et al., (2010) reported that reliability has a negative and insignificant effect on customer satisfaction.

Also this study indicates that responsiveness has a positive and significant effect on customer satisfaction. This result supported by Mohammad and Alhamadani (2011), and Al-Hawary et al., (2011) in their study they found that responsiveness has a positive and insignificant effect on customer satisfaction. Moreover, the result of this study also indicates that assurance has a positive and significant effect on customer satisfaction. This finding is supported by Malik et al., (2011), and Hawary et al., (2011) reported that assurance has a positive and significant effect on customer satisfaction.

The finding of this study further indicates that empathy has a positive and significant effect on customer satisfaction. This finding is supported by Mohammad and Alhamadani (2011), reported that empathy has a positive and significant effect on customer satisfaction. On the contrary Munusamy et al., (2010) found that empathy has a negative effect on customer satisfaction.

From Multiple regression analysis the result indicate that among the five variables, responsiveness is the most significant variable to cause the effect on customer satisfaction, however empathy was found to have negative and insignificant effect on customer satisfaction.

4.8. Other Findings

In this research 6 corporate customer of ZANTEL were interviewed and different views were obtained. The question on service quality shows that ZANTEL offer quality service for their corporate customer 100%. About material associated with service 50% corporate customers are helpful to them and 50% are not helpful. Willingness to provide service, both corporate customers says ZANTEL are willing 100% to provide service. About the promise towards quality services ZANTEL do their promise 100% to their corporate customers. All 6 corporate customers are trust their service provider. About operation hour 5 customer or 83.3 % say yes that they are convenient about operation hours and 1 customer say that ZANTEL are not convenient in operation hours. All 6 customers are satisfied with the ZANTEL services. From 6 customer 1 uses the service

less than 6 months 1 use the service for 6-12 months, 2 are use 1- years and 2 uses the services more than 4 years. 3 corporate customers say that they will continue to use the service of ZANTEL and 3 they are not sure if they will continue to use the ZANTEL service or they can leave the company.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

1.1. Summary

The study was intended to examine the relationship between service quality and customer satisfaction on mobile broadband users of ZANTEL Zanzibar, consisting of 50 selected broadband customers of ZANTEL. The results of background information of respondents indicated that majority of the total respondents (82%) are male, (18%) female, the highest frequency respondent are from form four which counted to 54 % and (54%) have been used mobile broadband for more than four years. From the reliability analysis (Cronbach Alpha) of the variables the result show that assurance has the highest score of Cronbach Alpha.

The results of the descriptive statistical analysis also indicated that, mobile broadband customers were most satisfied with the assurance dimensions of service quality followed by responsiveness and reliability. However, customers were slightly less satisfied with empathy and tangibility dimensions of service quality.

The correlation result shows that there is a positive and significant relationship between all service quality dimension and customer satisfaction. However, the results indicate that, there is slightly less relationship between tangibility and customer satisfaction. The finding also indicates that the highest relationship was found between responsiveness and customer satisfaction, while the lowest relationship was found between tangibility and customer satisfaction.

From simple regression analysis the result indicate that all five dimension of service quality have positive and significant effect on customer satisfaction. Furthermore, the multiple regression results showed that except empathy the four service quality dimensions (tangibility, reliability, responsiveness and assurance) have positive and significant effect on customer satisfaction.

1.2. Conclusion

The study was conducted to examine the relationship between service quality and customer satisfaction on mobile broadband users of ZANTEL Zanzibar .The outcomes of the present study lend support to the theoretical framework initially presented in Chapter Two .The quality service dimension and customer satisfaction indeed positive interact with each other. From multiple regressions, responsiveness items are linked to enhanced customer satisfaction and greater influence customer loyalty, and through these means increasing purchase. The above results indicate that the more quality service dimensions are perceived to be sound and effective by customers, the less likely they are to leave to other ISPs. In addition, if they are satisfied with services, the probability that they will leave the company decreases.

1.3. Recommendations

Based on the findings and conclusions of the study, the researcher forwards the following recommendations to the management of the ZANTEL and suggestion for other researchers. Responsiveness dimension was considered as one of the most important factors influencing customer satisfaction. However, the mobile broadband customers of ZANTEL were found less satisfied in terms of the empathy dimensions. One way of addressing this could be by treating customer with great respect, giving individual attention to customers, serving customers based on their specific needs and treating customers in a friendly manner. This is to say, ZANTEL management should focus on this factor to maximize customer satisfaction.

Furthermore, reliability dimension was considered as one of the most important factors influencing customer satisfaction. However, the mobile broadband customers of ZANTEL were found slightly less satisfied in this regard. One way of handling this problem is by delivering its services at promised times, and handling customer's complaints effectively.

1.4. Area for Future Research

This study was conducted to examine the relationship between service quality and customer satisfaction on mobile broadband users of ZANTEL Zanzibar. The sample was drawn from mobile broadband customers found in Zanzibar, thus this study may be limited in its generalizability of the findings to others ISPs. Thus, future research should have to draw sample of respondents on more number of ISPs for the sake generalizing the results of the study.

This study included only five factors, there could be some other relevant factors that may be perceived as important by customers, but those were excluded from this study. Future researches, therefore, may consider more factors, like Network quality, location, corporate image, price, and other variables which can influence customer satisfaction. Furthermore, conducting a replication study in other service industries is also needed.

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APPENDICES

APPENDIX 1

QUESTIONNAIRE

SECTION A: (SEHEMU:A)

(This section intends to get information of the respondents' geographical background)

(Sehemu hii inakusudia kupata taarifa ya background waliohojiwa 'kijiografia)

(Please tick the box which answer is best describing you)

(Tafadhali weka alama kwenye jawabu linalofanana na wewe)

1. Gender (Jinsia)

- ☐ 1.Male (Mwanamme)
☐ 2.Female (Mwanamke)

2. Level of education (Kiwango cha elimu)

- ☐ 1. Primary level (elimu ya msingi)
☐ 2. O-level (darasa la12)
☐ 3. A-level and Diploma (darasa la14-na Stashahada)
☐ 4. Higher education (elimu ya juu)

3. How long you have been using your internet Provider?

(Kwa mda gani umetumia mtowaji wako wa huduma ya mtandao ?)

- ☐ 1. Less then 6 month. (Chini ya miezi 6)
☐ 2. 6-12 month. (miezi 6-12)
☐ 3. 1-3 years. (Mwaka 1-3)
☐ 4. (Zaidi ya miaka 4)

SECTION B: Service Quality (SEHEMU B: Ubora wa huduma)

Base on your past experiences, please tick in the appropriate box for each statement.

(Msingi juu ya uzoefu wako wa nyuma, tafadhali weka alama katika sanduku sahihi kwa kila msemu)

Definition of scale: Ufafanuzi wa kipimo

1- Strongly Disagree 2- Disagree 3- Uncertain 4-Agree. 5- Strongly agree.

1 - Kutokubali Sana. 2- Kutokubali 3 -Sina uhakika 4-Kubali. 5 -kukubaliana Sana.

TANGIBILITY

1. Physical appearance of my modem is very appealing.

Muonekano halisi wa modemu yangu ni wa kuvutia sana.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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2. Customer service counter is well-equipped with up-to-date facilities.

Kaunta ya huduma kwa wateja imetayarishwa kwa vifaa vinavyokwenda na wakati.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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3. Physical layout of equipment and furniture are comfortable for customer interacting with staff

Muonekano wa nje wa vifaa na samani ni yenye kuburudisha/faraja kwa wateja kufanya mazungumzo na wafanyakazi

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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4. Material associated with service (such as pamphlet or statement) are visually appealing.

Nyenzo zinazohusishwa na huduma (kama vile kijitabu au taarifa) ni vyenye kusaidia

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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RESPONSIVENESS

1. My modem performs the service right the first time.

Modem yangu hufanya huduma sahihi mara ya kwanza

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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2. When I have problem, feature show a sincere interest on solving it

Wakati mimi na tatizo, kipengele huonyesha nia ya dhati ya kutatua hilo.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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3. When the service provider promises to do something by a certain time, services are delivered as promised

Wakati mtoa huduma anapotoa ahadi ya kufanya kitu kwa muda fulani, huduma zinatolewa kama zilivyoahidiwa

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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RELIABILITY

1. Features in my modem give me prompt service

Features katika Modem yangu hunipa huduma ya haraka

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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2. I receive prompt service from the service provider staff

Mimi kupokea huduma ya haraka kutoka kwa mtoa huduma

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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3. Service provider staff is always willing to help the customers.

Mtoa huduma daima yuko tayari kuwasaidia wateja.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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4. Service provider staff does not appear to be too busy in responding customer requests

Mtoa huduma haionekani kuwa anajishughulisha sana katika kukabiliana na maombi ya wateja...

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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ASSURANCE

1. I can trust the service provider.

Ninamuamini mtoa huduma wangu

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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2. I can feel safe in my connection time

Najisikia salama ninapokua nimejiunganisha na huduma ya mtandao

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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3. The quality of instruction I receive in most of service is excellent

Ubora wa mafundisho ninayopokea katika huduma nyingi ni bora

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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4. I can trust the service provider staff

Mimi wanaweza kuamini mtoa huduma

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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5. The customer service staff is polite

Watoa Huduma kwa wateja ni wenye heshima

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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EMPATHY

1. Customer service personnel know what my requirements are .

watoa huduma kwa wateja hujua mahitaji yangu ni nini

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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2. The person involved in registration are helpful

Mtu anaehusishwa katika usajili ni mwenye msaada

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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3. The service provider staff gives me individual attention

Mtoa huduma hunipa tahadhari binafsi

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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4. I have interest in the services provided by the service provider

Mimi na nia /moyo wa kutaka kujua huduma zinazotolewa na mtoa huduma

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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SECTION C: Customer Satisfaction

SEHEMU C: kuridhika kwa wateja

Base on your past experiences, please tick in the appropriate box for each statement

Msingi juu ya uzoefu wako wa nyuma, tafadhali weka alama katika sanduku sahihi kwa kila msemu

Definition of scale: Ufafanuzi wa kipimo

1- Strongly Disagree 2- Disagree 3- Uncertain 4-Agree. 5- Strongly agree.

1 - Kutokubali Sana. 2- Kutokubali 3 -Sina uhakika 4-Kubali. 5 -kukubaliana Sana.

1. Overall, my service provider meets my need.

Kwa ujumla mtoa huduma wangu anayafikia mahitaji yangu

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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2. I'm satisfied with the performance of my current Mobile Broadband provider

Ninaridhika na maendeleo ya mtoaji huduma wangu wa Broadband.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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3. I will use my Mobile Broadband for the next 3 years

Nitaendelea kutumia Broadband yangu kwa miaka 3 ijayo.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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4. Overall, my Mobile Broadband support my work

Broadband yangu inanisaikia katika kazi zangu kwa ujumla,

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
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THANKS

FOR YOUR CO-OPERATION.

AHSANTE KWA USHIRIKIANO WAKO

APPENDIX 2

INTERVIEW GUIDE QUESTIONS FOR CORPORATE CUSTOMERS TOWARDS QUALITY SERVICES AND CUSTOMER SATISFACTION TANGIBILITY

Is ZANTEL giving you quality services?

Is material associated with service such as pamphlet is helpful to you?

RELIABILITY

Is your service provider is willing to help you when problem arise?

RESPONSIVNESS

Is ZANTEL do their promise towards quality services?

ASSURANSE

Do you trust your Service Provider for the services they offer to you?

EMPATHY

Does Service Provider operate according to the business hours that are convenient to you?

CUSTOMER SATISFACTION

Are you satisfied with the service provided by your Service Provider?

For how long you have been using your Service Provider?

Will you continue to use your service provider for the next 5 years?