

Factors Influencing Customers' Satisfaction on Malaysian Telecommunication Service Providers

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Abstract

In 21st Century telecommunication services become a basic requirement for every individual and organization. This industry transforms human life significantly. Telecommunication industry provides ease in human communication. Hence, satisfying customers becomes the paramount concern for every telecom service provider across the world. Despite having enormous number of research in customer satisfaction, very few researches have empirically examined important determinants for customers' satisfaction emphasizing on telecommunication industry. Hence, this study tries to investigate crucial important factors for customers' satisfaction focusing on Malaysian telecommunication industry. By giving one month extensive effort, this study managed to obtain 781 respondents from six different states in Malaysia. Regression results revealed very interesting findings by falsifying importance of quality in telecom industry. Results evident that price and brand image are the two top most important factors in telecom industry to satisfy their customers. This study is one of the few that identify quality is not important for satisfying customers which can provide a new thoughtful idea for telecom managers.