

# Students' Satisfaction with Mobile Phone Services at National University of Lesotho

Katleho E. Thokoa<sup>1</sup> Kalebe M. Kalebe<sup>2\*</sup>

1.Nedbank Lesotho, PO Box 339, Roma 180, Lesotho

2.Department of Economics, National University of Lesotho, PO Roma 180, Lesotho

\* E-mail of the corresponding author: [kalebe5@yahoo.com](mailto:kalebe5@yahoo.com)

## Abstract

The study examines the factors that influence National University of Lesotho (NUL) students' satisfaction with the services they receive from mobile telecommunications industry. Customer satisfaction is important in that satisfied customers form the foundation of a successful service provider because it leads to repeat purchases, brand loyalty, as well as positive word of mouth that may further improve financial performance of the preferred service provider. A self-administered, structured questionnaire is used as a data collection tool for this study and a non-probability convenience sampling technique is used to select the respondents. The results show that 37 percent of students have changed their first service provider. The major reason suggested for changing the first service provider is poor network quality followed by high call charges of the first service provider. The results further indicate that there is a positive relationship between network availability, customer care services, call charges and students' satisfaction. The findings also reveal that network availability is the most important component that determines students satisfaction followed by customer care services and call charges. Moreover, it was found that irrespective of mobile phone service provider, on average (50 percent) students are satisfied with their service providers. On the other hand, with respect to service provider, it was found that students who are Econet Telecom Lesotho subscribers are more satisfied than those who are Vodacom Lesotho subscribers. Lastly, the findings of the study show that overall satisfaction of male respondents is not significantly different from that of female respondents. This implies that gender is not an important variable that can be used for market segmentation in order to enhance the level of students' satisfaction at NUL.

**Keywords:** Customer Care, Customer Satisfaction, Service Provider, Subscribers, Telecommunication Sector, Lesotho

## 1. Introduction

In a competitive industry such as telecommunications industry, delivering high quality service is the key for a sustainable competitive advantage. It has been found that there is positive association between customer satisfaction and company's profitability (Hafeez et al. 2010). Thus, measuring customer satisfaction is important for telecommunications service providers to meet the customers' needs, provide more satisfaction, and to ensure their business sustainability. Satisfied customers form the foundation of any successful service provider in that it leads to repeat purchases, brand loyalty, as well as positive word of mouth that may further benefit the preferred service provider (Zekiri, 2011). Nowadays, businesses concentrate more on retaining existing customers rather than acquiring new ones since it is more costly to get a new customer.

The telecommunications industry is one of the most important industries in any economy. This is because it is an engine through which almost all daily transactions and activities are undertaken (Agyapong, 2010). Most social, economic, trade and commercial activities are done through telecommunication. The structure of a country's telecommunication industry affects rate of its commercial and domestic activities. Frempong and Henten (2004) states that due to the poor performance of many telecommunication firms especially in developing countries, governments have had to intervene through divestiture and privatisation programmes.

Lesotho's mobile telecommunications market is a less competitive one. Currently there are two registered mobile phone service providers operating in the telecommunication sector, namely: Vodacom Lesotho (VCL) and Econet Telecom Lesotho (ETL) which was born out of the merger between Telecom Lesotho and Econet Lesotho. Of the two service providers in the telecommunication sector, VCL is the most dominant service provider accounting for about 80 percent of market share, VCL report (2005). The companies are regulated by Lesotho Communications Authority (LCA) which is the body charged with the responsibility of registering, supervising and managing the country's communications sector.

Lesotho's mobile telecommunication sector has been growing in the past years, with the number of subscribers increasing from year to year. According to LCA annual report (2009), the mobile networks recorded a 109 and 35 percent increase in number of subscribers in 2002 and 2008 respectively. When the LCA was established, the subscriber base stood at 27, 740 compared to more than half-a million subscribers achieved in 2008. Even though the number of subscribers has increased substantially, preliminary indications show that many customers are not entirely satisfied with the services they receive from the mobile phone service

companies. The possible cause of dissatisfaction might be frequent network cuts experienced by the service providers in Lesotho.

It is important for mobile telecommunications authorities to ensure that customers get quality services and wider network coverage because it has been found that an increase in subscriber base has a positive effect on economic growth and development. Qiang (2009) found that every ten percentage point increase in the penetration of mobile phones increases economic growth by 0.81 percent in developing countries and 0.60 percent in developed countries. Increases in number of subscribers lead to creation of employment opportunities both formal and informal. This is because an increase in number of mobile phone users increases demand for labour in mobile telecommunications sector to serve the additional customers. In the informal sector small scale businesses selling airtime, charging mobile phones and offering other related services generate more income due to increases in number of mobile phone users.

Since the past decade, the mobile phone industry achieved a large increase in subscriber growth rate. Although the number of subscribers has increased in the past years, it does not necessarily mean that customers are satisfied with the services they receive from mobile telecommunication companies. There is little knowledge regarding the state or degree of customer satisfaction with services they receive from Lesotho's mobile phone telecommunication companies. That is, it is not known to what extent subscribers are satisfied with the service quality delivered to them. No empirical study, to our best knowledge, has been undertaken to assess the level of customers' satisfaction and its influencing factors in Lesotho's mobile telecommunications industry. The study on customer satisfaction that has been done in Lesotho concentrated only on single mobile phone service provider rather than looking at both the cell phone service companies. Thus, this study contributes to the empirical literature of the factors influencing customers' satisfaction in the mobile telecommunications industry in the specific context of Lesotho using a sample drawn from National University of Lesotho (NUL) students. The empirical examination of customer satisfaction is of paramount importance as it will enable service providers identify areas to improve on to enhance customers' satisfaction and build long-term relationships with the customers, thus achieving business growth that may in turn spur economic growth and development at large. The purpose of the study, therefore, is to examine factors that influence NUL students' satisfaction in the services provided by mobile telecommunications industry in Lesotho. More specifically, this study seeks to find out how network availability, customer care services and call charges influence students' satisfaction of their service provider services.

The rest of the paper is organized as follows. Section two presents literature review and section three presents data and empirical methodology used in the study. Section four presents empirical results and analysis, and finally section five concludes the study.

## **2. Literature Review**

### *2.1 Theoretical Review*

Vasita (2011) defines customer satisfaction as outcome resulting from the customer's pre-purchase comparison of expected performance with perceived actual performance and incurred cost. If the perceived actual performance of service provider exceeds customers' expectations it means that customers are satisfied. However, if the perceived actual performance is less than expected, it would mean that customers are dissatisfied. There are two general conceptualisations of satisfaction, which are, transaction specific satisfaction and cumulative satisfaction (Boulding et al. 1993). Transaction-specific satisfaction refers to customer's evaluation of his experience and reactions to a particular service encounter (Boshoff and Gray, 2004), and cumulative satisfaction refers to the customer's overall evaluation of the consumption experience to date (Cook, 2008).

Customer satisfaction makes the customers loyal longer to one telecommunication service provider. Customer loyalty is defined by Gerpott (2000) as the degree of a customer staying with a specific brand. Evidence shows that high satisfaction of customers can lead to brands building long and profitable relationships with their customers (Eshghi et al. 2007). Hafeez et al. (2010) argues that if a brand is fulfilling its promises, it would enhance customer satisfaction and create a feeling in customer that he has chosen one of the right brands. Any business is likely to lose its market share and customers if it does not satisfy customers as effectively and efficiently as its competitors (Anderson et al. 2004).

It is believed that satisfaction of customers with products and services of a company is the most important factor leading to competitiveness and success of the company (Hennig-Thurau and Klee, 1997). High customer satisfaction leads to repeat visitation to stores, repeat product purchases, and word of mouth promotion to friends, (Anderson and Fornell, 1994) while dissatisfied customers make many complaints to service providers. Though it is costly to keep customers satisfied and loyal that would increase profitability of the firm in the long run (Anderson et al. 2004). Therefore, it is important for a firm to concentrate on improving service quality and charge appropriate fair price in order to satisfy their customers who would ultimately help the firm to retain its customers (Gustafsson et al. 2005).

## 2.2 Empirical Review

Many researchers and scholars undertook some studies to empirically analyse customers' satisfaction with their mobile phone service providers employing different methodologies and variables. Some of those empirical works are reviewed below.

Hafeez et al. (2010) conducted the study to investigate the determinants of customer satisfaction in telecommunications sector in Pakistan using 250 customers in Pakistan. The results of their study show that customer services and price fairness have a positive relationship with customer satisfaction. The results further show that independent variables not only influence dependent variable but complement each other in that if customer services are of good quality, then customers will be willing to pay more for the services provided.

Maiyaki et al. (2011) applied the SERVQUAL model to examine the relationship between service quality and customer satisfaction on customer loyalty with regards to mobile phone usage among the postgraduate students of a university in Northern Malaysia. The sample size of 341 randomly selected students was used in the study. The results reveal that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile cell phone users in Malaysia. This result is similar to that of Cronin and Taylor (1992).

Harish and Rajkumar (2011) examined service quality and customers preference of cellular mobile service providers in India, using 125 cell phone users. The study found that consumers' perception varied in accordance with the communication quality, call service, price, customer care and service provider's quality. The study found that price has significant positive impact on consumers' perception of a telecommunication service provider. Haque et al. (2010) also suggest that price, service quality, product quality, and promotional offer play an important role when consumers choose telecommunication service provider.

Motinyane (2003) conducted the study in Lesotho to measure the dimensions of service encounters as perceived by VCL customers, using a sample size of 315. The results of correlation analysis indicate that both the quality of network coverage and professionalism of staff are very important in determining the overall customer satisfaction with the services they receive from VCL service centres. Furthermore, the study reveals that the areas that were not performing well include service delivery speed, professionalism of staff, quality of network coverage and courtesy of employees. Overall, the respondents were satisfied with the services delivered to them by VCL and said that they would recommend VCL to their friends.

Heshmati and Khayyat (2010) examined the customer satisfaction of the telecommunications service in Kurdistan region of Iraq using a sample of 1458 mobile phone users. The study used a discrete choice methodology to test the three models for user satisfaction: Binomial logit model for overall satisfaction, and multinomial logit model for brand use and for handset preferred features. The findings show that variables that influence customer satisfaction include network quality, demographic variables and price of the purchased service. The results further highlighted that males and older people are likely to be more satisfied.

Leelakulthanit and Hongcharn (2011) investigated the determinants of customer satisfaction by interviewing 400 mobile phone users in Thailand. The results of their study revealed that promotional value, quality of customer service at shops and corporate image play the most important role in determining customer satisfaction. Similarly, Alom et al. (2010) interviewed 60 university students in Bangladesh who were also mobile phone subscribers to identify the determinant factors in selecting mobile service providers. Results of their study showed that two factors, brand image and perceived call rate have the most influence on the consumers' selection decision of a mobile service provider in Bangladesh.

In the study by Gerpott et al. (2000) carried out in Germany using a structural equation modeling approach, researchers found that customer retention, customer loyalty and customer satisfaction are important goals for the telecommunications operators in the German mobile telecommunications market. Results further shows that network quality, assessment of price and personal benefits had positive and significant effect on customer satisfaction. On the other hand mobile service price, personal service benefit perceptions and number portability had the strongest effects on customer retention as well.

Nimako et al. (2010) carried out a study in Ghana to assess and analyse overall customer satisfaction with service quality delivered by mobile telecommunication networks in Ghana based on a sample of 1000 mobile phone subscribers. The results of the study indicate that male customers are significantly more satisfied with their service providers than the female customers. These results imply that gender is a valid variable that can be used by service providers as basis for market segmentation in Ghana. The result of this study is consistent with the findings of Samuel (2006) in Nigeria.

Omotayo and Joachim (2008) attempted to find the relationship between customer services and Customer retention in telecommunication industry in Nigeria using a sample of 150 mobile phone users. Their study examined the potential constructs in customer retention by investigating the chain of effects of retention from customer service, satisfaction, value and behavioural intention. The hypotheses were supported indicating strong relationship between customer service, satisfaction and retention in the communication industry in Nigeria. Theory states that when the Customer is satisfied, then loyalty towards the telecommunications

company is strengthened. However, their study found that a higher level of customer satisfaction does not lead to customer loyalty. The results also show that respondents in their study have a positive impression towards their telecommunication company's ability to meet their changing needs.

### **3. Methodology**

#### *3.1 Research Design, Population and Sampling*

This study made use of a cross-sectional survey which is suitable for seeking the opinion of the target population about a phenomenon, with a researcher designed questionnaire for data collection so as to achieve the objective of the study. The target population comprises of all students at NUL which are subscribers of mobile phone service providers. The sample for this study consists of 100 randomly selected students irrespective of year of study.

A sample of 100 students was selected due to both time and budget constraints. According to Sekaran (2003), samples of sizes between 30 and 500 are appropriate for most researches. Since the sampling frame would be difficult to obtain, a non-probability convenience sampling technique is used to select the respondents. De Meyer and Petzer (2011) argue that when sampling frame is unknown, convenience sampling is an appropriate technique used to select the sampling units. When using convenient sampling technique, the samples are selected just because they are readily accessible to the researcher.

#### *3.2 Data Collection Procedures*

A self-administered, structured questionnaire, which contains brief description about the purpose and the significance of the study, is used as a data collection tool for this study. The questionnaire consists of closed-ended questions from which the respondents have to choose the most appropriate answers from a list of predetermined answers. The first part of the questionnaire contains questions on demographic variables while the second part contains questions related to mobile service provider. In order to assess validity of the research instrument, a sample of ten randomly selected students was given the questionnaire to fill. This was done so as to test whether the respondents can easily understand the questions asked and easily respond.

#### *3.3 Research Framework*

The aim of this study is to examine factors that determine customers' satisfaction in the mobile telecommunications industry in Lesotho. The variables that are hypothesized to have an impact on customers' satisfaction are network or call quality, customer care services, pricing and gender.

#### *3.4 Hypotheses*

In order to achieve the objective of this study, the following hypotheses will be tested:

- H1. There is a significant positive relationship between network availability and students' satisfaction.
- H2. There is a significant positive relationship between customer care services and students' satisfaction.
- H3. There is a significant positive relationship between call charges and students' satisfaction.
- H4. Overall students' satisfaction of males is higher than that of female students.

#### *3.5 Method of Analysis*

This study makes use of Statistical Package for Social Sciences (SPSS) 16 to capture and analyze the collected data. Frequency distributions comprising the simple percentage, tables and charts are used for data presentation and analysis, while the relationship between dependent and independent variables is analysed using the linear regression model. Pearson's product moment correlations are performed to test the first three hypotheses while the last hypothesis was tested using one-way analysis of variance (ANOVA).

### **4. Data Analysis**

#### *4.1 Frequency Statistics*

Table 4.1 below shows the descriptive statistics of the respondents' demographic characteristics. The study employed a sample of 100 students who are subscribers of mobile phone service providers in Lesotho. The majority of respondents are females (55 percent) while male respondents make up 45 percent of the total respondents. Most of the respondents are of the age group 21 years to 25 years (59 percent). Moreover, out of 100 respondents 61 currently use VCL while 39 are ETL subscribers. Table 4.1 further shows that 37 percent of respondents have already changed their service provider while 63 percent are retaining their first service provider. Furthermore, 32 out of 39 ETL subscribers used VCL as their first service provider. On the other hand only five users of VCL used ETL as their first service provider. This shows a massive loss of subscribers by VCL to its competitor ETL.

**Table 4.1: Demographic Data of Respondents**

Measures	Categories	Frequency	Percentage
Age	16-20	29	29%
	21-25	59	59%
	26-30	10	10%
	31 and above	2	2%
Gender	Male	45	45%
	Female	55	55%
Current Service Provider	VCL	61	61%
	ETL	39	39%
First Service Provider	Yes	63	63%
	No	37	37%
Network Used Before	VCL	32	86%
	ETL	5	14%

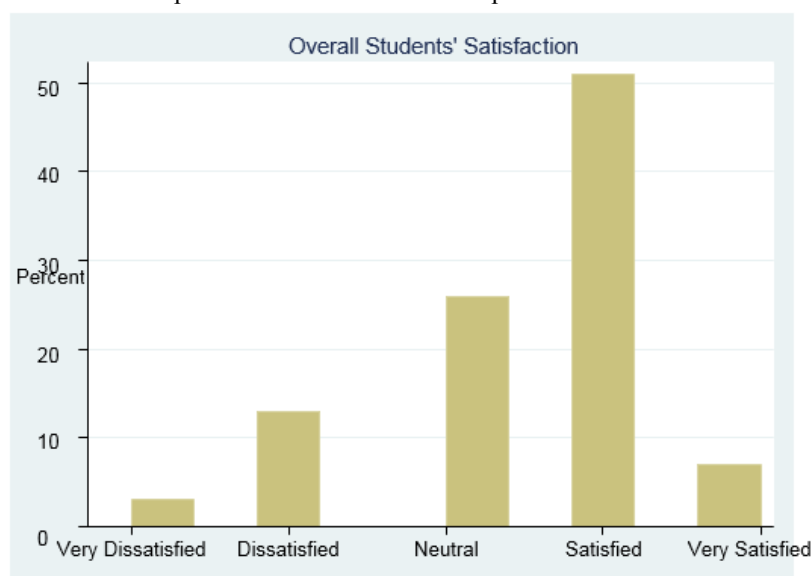
Out of 37 users who changed their first service provider, about 22 percent changed the past service provider due to high call charges whereas 62 percent state that they changed mainly due to poor network coverage of the first service provider. Thus it can be seen that the main determinants of changing the service provider are poor network coverage, followed by high call charges. Other reasons reported for changing the first service provider include factors such as poor customer care, slow internet connectivity and loss of cell phone. Table 4.2 shows the reasons for changing the first service provider.

**Table 4.2: Reasons for Changing the First Service Provider**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High Call Charges	8	8.0	21.6	21.6
	Poor Network Quality	23	23.0	62.2	83.8
	Other Reasons	6	6.0	16.2	100.0
	Total	37	37.0	100.0	
Missing	System	63	63.0		
Total		100	100.0		

#### 4.2 Analysis of Customer Satisfaction

Figure 4.1 below shows the level of overall students' satisfaction with mobile phone services. The results show that about 50 percent of the respondents are satisfied and 28 percent are neither satisfied nor dissatisfied with the mobile phone services at NUL. This result indicates that students are generally satisfied with mobile service performance at NUL. This result might be due to the duopolistic nature of the mobile phone industry in Lesotho. That is, there is lack of viable competitors that students can compare services with.



**Figure 4.1: Overall Students' Satisfaction**

Table 4.3 shows mean satisfaction ratings of respondents according to their service provider. For VCL, the mean satisfaction rating by students indicates that overall mean satisfaction is 3.23 while that of ETL



subscribers is 3.82 which is slightly lower than 4 for satisfied. This implies that on average students using ETL are satisfied with the services provided by their service provider while students using VCL are neither satisfied nor dissatisfied.

**Table 4.3: Mean Satisfaction**

Current Service Provider of Respondent	Mean	N	Std. Deviation
VCL	3.23	61	.956
ETL	3.82	39	.721
Total	3.46	100	.915

**4.2.1 Correlation between Dependent and Independent Variables**

The Pearson product-moment correlation coefficient (r) is used to determine the direction and strength of the relationship between customer satisfaction and its influencing factors. According to Eiselen et al. (2007), a correlation coefficient of less than 0.1 indicates more or less no correlation between the two variables, a correlation coefficient between 0.1 and 0.3 indicates a small correlation, a correlation coefficient between 0.3 and 0.5 indicates a medium correlation and a correlation coefficient of greater than 0.5 indicates a strong correlation. The correlation matrix between dependent variable and independent variables is presented in Table 4.4 below.

**Table 4.4: Summary of Means, Standard Deviations and Correlation Matrix**

Variables	Mean	SD	Customer Satisfaction	Customer Care	Network Availability	Call Charges
Customer Satisfaction	3.46	0.915	(1)			
Customer Care	3.51	1.096	0.368**	(1)		
Network Availability	3.17	1.1376	0.691**	0.157	(1)	
Call Charges	3.66	0.9972	0.350**	0.253*	0.247*	(1)

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

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

The correlation matrix in Table 4.4 shows that customer care services, network availability and call charges are positively correlated with customer satisfaction. The results show a strong positive relationship ( $r = 0.691$ ;  $p\text{-value} < 0.01$ ) between network availability and students' satisfaction, thus  $H_1$  is supported. This result is consistent with the results of Gerpott et al. (2000). This result implies that network availability is the most significant determinant of students' satisfaction at NUL. Frequent unavailability of the network will lead to customer dissatisfaction and thereby giving opportunity to the competitors to win more customers. With regard to customer care services and customer satisfaction, there was a moderate positive correlation ( $r = 0.368$ ;  $p\text{-value} < 0.01$ ), thus  $H_2$  is supported. The results further indicate that there is also a medium positive relationship ( $r = 0.350$ ;  $p\text{-value} < 0.01$ ) between call charges and students' satisfaction, and this supports  $H_3$ .

**4.2.2 Relationship between Gender and Students' Satisfaction**

Table 4.5 below is the ANOVA table for testing if there is a significant difference between mean satisfaction of male and female students.

**Table 4.5: Analysis of Variance Results**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.295	1	.295	.350	.556
Within Groups	82.545	98	.842		
Total	82.840	99			

The results demonstrate that there is no significant difference in overall satisfaction of male and female students since p-value of 0.556 is insignificant, thus  $H_4$  is rejected. The rejection of the hypothesis means that gender is not a valid variable that can be used by service providers as a basis for market segmentation at NUL so as to enhance students' satisfaction. This result is inconsistent with the result of Nimako (2010) who found that male customers are significantly more satisfied in Ghana.

**4.3 Regression Analysis and Test of Significance**

The relationship between dependent and independent variables is analysed by multiple linear regression model. The regression results are presented in Table 4.6 below. The results show that the interaction of the mobile phone services attributes has a strong relationship with customer satisfaction. The coefficient of network

availability is 0.499 implying that network availability has the strongest effect on students satisfaction followed by customer care services which has a coefficient of 0.197 since both coefficients are significant. The F- statistic of 41.303, significant at the 0.05 level, indicates that overall the regression model is significant. Thus, the regressors jointly significantly explain students' satisfaction. On the other hand R<sup>2</sup> of 0.563 indicates that about 56.3 percent of variation in students' satisfaction with mobile phone services is explained by network availability, customer care and call charges respectively.

**Table 4.6: Regression Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.727	0.295		2.460	0.016
Network	0.499	0.056	0.620	8.863	0.000
Call Charges	0.126	0.066	0.137	1.923	0.057
Customer Care	0.197	0.058	0.236	3.373	0.001
R <sup>2</sup>	0.563				
Adj. R <sup>2</sup>	0.550				
Sig.	0.000				
F-value	41.303				

*Dependent Variable: Customer Satisfaction*

## 5. Conclusion

### 5.1 Summary

The study examines the factors that influence NUL students' satisfaction with the services they receive from mobile telecommunications industry. Customer satisfaction is important in that satisfied customers form the foundation of a successful service provider because it leads to repeat purchases, brand loyalty, as well as positive word of mouth that may further improve financial performance of the preferred service provider. The results show that 37 percent of students have changed their first service provider. The major reason suggested for changing the first service provider is poor network quality followed by high call charges of the first service provider.

The results further indicate that there is a positive relationship between network availability, customer care services, call charges and students' satisfaction. The findings also reveal that network availability is the most important component that determines students satisfaction followed by customer care services and call charges. Moreover, it was found that irrespective of mobile phone service provider, on average (50 percent) students are satisfied with their service providers. On the other hand, with respect to service provider, it was found that students who are ETL subscribers are more satisfied than those who are VCL subscribers. Lastly, the findings of the study show that overall satisfaction of male respondents is not significantly different from that of female respondents. This implies that gender is not an important variable that can be used for market segmentation in order to enhance the level of students' satisfaction at NUL.

### 5.2 Recommendation

Based on the findings of this study, it is recommended that mobile phone service providers should concentrate more on improving network stability and enhance customer care service, so as to improve customer satisfaction, and thereby increasing their competitive advantage.

### 5.3 Limitations of the Study

Although the findings of this study provide some insights of the factors that affect the students' satisfaction of their mobile service provider, it has some limitations. The sample size of 100 is not large enough to be considered as a good representative of NUL students. Lastly, the study used convenience sampling method, which is not suitable for making generalizations for the whole population. However, since most of the respondents used cell phones for several years, the responses obtained can still be validly used for generalizations.

## References

- Agyapong, K. Q. (2010). The Effect of Service Quality on Customer Satisfaction in the Utility Industry – A Case of Vodafone (Ghana). *International Journal of Business and Management*, 6(5), 203-238.
- Alom, K., Khan, A. & Uddin A. (2010). Selection of Cellular Operators in Bangladesh: An Empirical Analysis. *International Journal of Mobile Marketing*, 5(2), 114-125.
- Anderson, E., W., Fornell, C. & Lehmann D. R. (1994). Customer Satisfaction, Market Share, and Profitability:

- Findings from Sweden. *Journal of Marketing*, 58, 53-66.
- Anderson, E., W., Fornell, C. & Mazvancheryl S. K. (2004). Customer Satisfaction and Shareholder Value. *Journal of Marketing*, 68, 172-185.
- Boshoff, C., & Gray, B. (2004). The Relationships between Service Quality, Customer Satisfaction and Buying Intentions in The Private Hospital Industry. *South African Journal of Business Management*, 35(4), 27-37.
- Boulding, W., Ajay, S., Richard, A. & Valarie, Z. (1993). A Dynamic Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research*, 30(2), 7-27.
- Cook, S. (2008). *Customer Care Excellence: How To Create An Effective Customer Focus*. London: Kogan Page.
- Cronin, J., J., & Taylor, S. A. (1992). Measuring Service Quality: A re-examination and Extension. *Journal of Marketing*, 56(18), 55-68.
- De Meyer, C., F., & Petzer, D. J. (2011). The Perceived Service Quality, Satisfaction and Behavioural Intent Towards Cellphone Network Service Providers: A Generational Perspective. *African Journal of Business Management*, 5(17), 7461-7473.
- Eiselen, R., Uys, T. & Potgieter, T. (2007). *Analysing survey data using SPSS13*, (3rd ed.). Johannesburg: STATKON, University of Johannesburg.
- Eshghi, A., Houghton, D. & Topi, H. (2007). Determinants of Customer Loyalty in The Wireless Telecommunications Industry. *Telecommunications policy*, 31(2), 93-106.
- Frempong G., & Henten, A. (2004). *Telecom Developments and Investments in Ghana*. Discussion Paper, W D R Dialogue Theme.
- Gerpott, T. J. (1998) *Wettbewerbsstrategien in Telecommunications market*. (3rd ed.). Stuttgart: Schaffer-Poeschel.
- Gerpott, T., J., Rams, W. & Schindler, A. (2000). Customer Retention, Loyalty, and Satisfaction in the German Mobile Cellular Telecommunications Market. *Telecommunications Policy*, 4, 17-44.
- Gustafsson, A., Johnson, M. D. & Roos, I. (2005). The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention. *Journal of Marketing*, 69, 210-218.
- Hafeez, S., Riaz, A. & Hanif, M. (2010). Factors Affecting Customer Satisfaction. *International Research Journal of Finance and Economics*, 60, 11-49.
- Haque, A., Rahman, S. & Rahman, M. (2010). Factors Determinants the Choice of Mobile Service Providers: Structural Equation Modeling Approach on Bangladesh Consumers. *Business and Economics Research Journal*, 1(3), 17-34.
- Harish, R., & Rajkumar, P. (2011). Service Quality and Customers Preference of Cellular Mobile Service Providers. *Journal of Technology Management and Innovation*, 6(1), 13-41.
- Hennig-Thurau, T., & Klee, A. (1997). The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development. *Psychology and Marketing*, 14(8), 737-764.
- Heshmati, A., & Khayyat, N. T. (2010). Determinants of Mobile Phone Customer Satisfaction in The Kurdistan Region. *Journal of Knowledge Management, Economics and Information Technology*, 3, 1-31.
- Kim, H. (2000). The Churn Analysis and Determinants of Customer Loyalty in Korean Mobile Phone. *Korean Information Society Review*, 1-18.
- Leelakulthanit, O., & Hongcharu, B. (2011). Factors That Impact Customers Satisfaction: Evidence From The Thailand Mobile Cellular Network Industry. *International Journal of Management and Marketing Research*, 4(2), 67-76.
- Maiyaki, A., A., Mokhtar, S., S. & Noor, N. M. (2011). The Relationship Between Service Quality and Satisfaction on Customer Loyalty in Malaysian Mobile Communication Industry. *School of Doctoral Studies (European Union) Journal*, 32-38.
- Mochebelele, M. (2009). *The State of Communications Sector and ICT Indicators in Lesotho*. Lesotho Communications Authority. Maseru.
- Motinyane, T. (2003). *Measuring Service Encounter Quality: An analysis of Vodacom Lesotho*. Published MBA Thesis. University of Natal-Durban.
- Nimako, S., G., Azuman, K., F., Donkor, F. & Veronica A. (2010). Overall Customer Satisfaction in Ghana's Mobile Telecommunication Networks: Implications for Management and Policy. *ATDF journal*, 7(3), 35-49.
- Omotayo, O., & Abiodun, A. (2008). Customer service in the retention of mobile phone users in Nigeria. *African Journal of Business Management* 2(2), 26-31.
- Parasuraman, A., Berry, L., L. & Zeithaml, V. A. (1988). SERVQUAL: A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12-40.
- Qiang, C. Z. W. (2009). *Telecommunications and Economic Growth*, World Bank, Unpublished paper.



- Sekaran, U. (2003). *Research Methods for Business: A Skill Building Approach*. John Wiley and Sons, Inc. New York.
- Samuel, E. (2006). *Customer Satisfaction in The Mobile Telecommunications Industry in Nigeria*. Published Masters Thesis. Blekinge Institute of Technology.
- Serenko, A. & Turel, O. (2004). *User Satisfaction with Mobile Services in Canada*. Proceedings of the Third International Conference on Mobile Business, M-Business.
- Vasita, M. L. (2011). *Consumer Preferences and Satisfaction Towards Various Mobile Phone Service Providers*. Gurukul Business Review (GBR), 7, 1-11.
- Visagie, M. (2005). *Review of Operations Vodacom Lesotho*. Available at: [https://secure1.telkom.co.za/apps\\_static/ir/pdf/financial/pdf/review\\_operations\\_les05.pdf](https://secure1.telkom.co.za/apps_static/ir/pdf/financial/pdf/review_operations_les05.pdf) (Accessed 10 March 2013).
- Zekiri, J. (2011). *Applying SERVQUAL Model and Factor Analysis in Assessing Customer Satisfaction with Service Quality: The Case of Mobile Telecommunications in Macedonia*. Euro Journals, 1451-243X (11), 86-101.

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:

<http://www.iiste.org>

### CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

**Prospective authors of journals can find the submission instruction on the following page:** <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

### MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

Academic conference: <http://www.iiste.org/conference/upcoming-conferences-call-for-paper/>

### IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

