

# DETERMINANTS OF CUSTOMER SATISFACTION IN THE MOBILE TELECOMMUNICATIONS SERVICES AMONG THE UNIVERSITY STUDENTS IN DUBAI



## Original Research Article

ISSN CODE: 2456-1045 (Online)

(ICV-BM/Impact Value): 3.08

(GIF) Impact Factor: 2.174

Copyright@IJF 2017

Journal Code: ARJMD/BM/V-12.0/I-1/C-2/APRIL-2017

Category : BUSINESS MANAGEMENT

Volume : 12.0 / Chapter- II / Issue -1 (APRIL)

Website: [www.journalresearchijf.com](http://www.journalresearchijf.com)

Received: 10.04.2017

Accepted: 20.04.2017

Date of Publication: 05-05-2017

Page: 05-11



Name of the Author:

**Dr. Padma Yallapragada**

*Professor*

*Stanley Engineering college*

## Citation of the Article

*Dr. Yallapragada P. (2017, April). Determinants of Customer Satisfaction in the mobile Telecommunications services among the university students in Dubai., Advance Research Journal of Multidisciplinary Discoveries.12.0,C-2(2017):05-11 ISSN-2456-1045. <http://www.journalresearchijf.com>*

## I. INTRODUCTION

Telecommunication is defined as to communicate over a distance by telegraph, telephone or broadcasting. Another word, the transmission of information is known as telecommunication.

In Dubai the role of telecommunication was developed in 1962 Emirates Telecommunications Corporation, branded trade name Etisalat literally, is a UAE based telecommunications services provider. It currently operates in 18 countries across Asia, the Middle East and Africa. As of February 2011, etisalat is the sixteenth largest mobile network operator in the world, with a total customer base of more than 135 million.

One of the most competitive challenges faced by the telecommunication operators always is the ability to focus successfully on the customer. Customer satisfaction can be defined as a features or characteristics that can full the either a need or want of a consumer in better way than competitors. Customer satisfaction has been a central theme of managerial decision making. Services management literature is not short of theoretical and empirical studies on customer satisfaction in the telecommunications industry. It is a fact that all major telecommunications companies around the world gather information about customer satisfaction and other related information about the quality of their services. This inevitable exercise has been accepted not as a chance but as a choice. Management of telecom companies laid considerable emphasis on the significance of both assessing customer satisfaction and using sound assessment methodologies for such task over the period, the focus on customer satisfaction has progressed from being a simple measurement issue to a strategic imperative that affects competitiveness of the service providers.

What exactly is customer satisfaction for the telecommunication industry? There can be several answers to this question depending on the specific type of product or service needs of the individual who answers this. However all of them may agree on one common statement .Customer satisfaction is related to the overall performance of the telecommunications company ranging from adequate service provision, value for money, loyalty, and relationship management. The antecedents of the performance of the organization are obtained from the contact points between the customers and the service points. A study has been proposed to be undertaken by me into the customer satisfaction of the mobile phone services enjoyed by the university student community in Dubai. The project is taken up as a part of my ongoing academic program with the five different universities in the Dubai International Academic City.

### 1.1 Selection of the research topic and justification

Research is a scientific study into the selected area of a subject to explore the cause and effect relationship. In order to conduct a meaningful research, I believe that the topic shall be selected so as to attract your interest and aptitude. In this research I explore the antecedents of customer satisfaction in the telecommunications industry with reference to mobile line services enjoyed by the university student customers. The purpose of this study is to investigate those factors that can influence customer satisfaction in Mobile Tele communications services among the university students in Dubai.

Every organization wants to maximize the number of customers through customer Satisfaction. Therefore this research work is conducted for the reason to find the factors which has a major influence on customer satisfaction. For analysis part of the study a structured questionnaire was distributed. For the study university Students were targeted. On random basis 150 students of five universities were targeted. The statistical part to achieve such objective, this paper draws upon an exercise whereby customer contacts are distinguished based on three major dimensions including communication time, intimacy, and information richness. The empirical evidence from such service categorization has shown that the customer contact dimensions can be used as predictors of customer behavior with regard to their perceived service quality levels across the popular five dimensions of the service quality model reliability, tangibles, empathy, responsiveness, and assurance.

### 1.2 Customer satisfaction in telecom industry

The telecommunications industry has invested heavily on customer satisfaction by both designing large-scale measurement systems and initiating customer satisfaction improvement projects. This was driven partly by the deregulation wave that took place in this industry in the late 1980's and partly by the increased competition that emerged in markets that were former state monopolies. Free communication costs and call centers that were developed by the telecom providers also played a vital role in such development. Large-scale operators such as AT&T, British Telecom, and France Telecom are well known for their rigor and systematic approach in setting up their customer satisfaction systems. British Telecom, for instance, was interviewing about 25,000 residential customers per month in 1999, measuring their levels of satisfaction. Special emphasis was placed on the state-of-the-art methods for assessing. Customer satisfaction in Telecommunications. The case of customer satisfaction in telecommunications has gained increased industrial popularity-even beyond the individual firm level-with the emergence of strong national regulatory bodies, which have shown vast interest in customer satisfaction measurements.

### 1.3 Literature review

My research proposes a customized customer satisfaction framework in telecommunications to reflect the service delivery process as experienced by customers. The interaction between customers and the delivery system is effected via alternative contact points; each one of them will be investigated for its impact on the overall customer satisfaction. That is, the service delivery system can be decomposed into alternative customer contact points that shape customers' overall judgment about the organization. Each contact point may retain a relative independence concerning criteria of customer satisfaction such as personnel, speed, reliability, and pricing. The contact point driven satisfaction increases the measurement accuracy, as customers express their views on the basis of specific interactions with the telecom provider to which they

can better relate. In an organization where customer interactions can be categorized into more than six generic groups, it is very difficult for a customer to express a generic satisfaction indicator with the employees of the organization when they interact with different employees at different contact points.

Over the last three decades a strong management research literature has emerged concerning the theoretical definition and empirical assessment of customer satisfaction. This literature, however, covered diverse fields of knowledge and practice varying from the measurement and validation of customer satisfaction to discussing the managerial implications of customer satisfaction measurement. The marketing literature has played a major role in customer satisfaction research. The operations management literature has made a distinct positioning in the debate of customer satisfaction, focusing primarily on the execution related issues that impact customer satisfaction without focusing specifically on the measurement of customer satisfaction.

The customer satisfaction literature has been influenced by the constructive debate on the suitability of measurement scales for the assessment of service quality. In the former method, service quality is measured as the gap between two distinct measures that reflect service expectations and service perceptions. In the latter method, a measure is sought whereby service perceptions are evaluated on the basis of customers' expectations. These findings add further insight into the on-going debate on the leading role of service quality or satisfaction. Customer satisfaction leads to perceptions of service quality, while on the other hand that service quality leads to customer satisfaction perceptions.

The operations management literature promotes a more unified approach to customer satisfaction that, involves the following: quality of results and quality of process, reality vs. perception, customer satisfaction, and technical quality. Performance quality can be improved by using different methods, including quality function deployment, line of visibility, conformance quality, and mystery shopping. Besides the definition and measurement issues, the operations management perspective of customer satisfaction is more action-led, since it focuses on customer satisfaction improvement rather than measurement through the service profit chain framework, which offers a practical method to integrate the effects of people satisfaction, customer satisfaction, customer loyalty achievement, and customer profitability. Equally notable is the research that brought forward the cost accountability of customer satisfaction measurement and the subsequent improvement efforts. The operations-based customer satisfaction measurement is promoted in the current research as an appropriate vehicle for measuring customer satisfaction in situations with multiple contact service points between the customer and the service providers.

The academic literature on customer satisfaction in telecommunications is relatively scattered and primarily concerned with mobile telecommunications customers. Transmission quality and network coverage were found to be the most important factors driving customer satisfaction in various studies, therefore, high priority to product functionality is given in assessing the satisfaction of individual customers. Studies are also conducted looking into the interaction between customer satisfaction, switching costs and loyalty behavior in mobile telecommunications. Some of the other studies have examined the impact of different research strategies on customer satisfaction ratings.

The literature, however, addresses specific aspects of telecommunications but does not provide an overall understanding of the dynamics of customer satisfaction.

There had been attempts to address the problem of how customer satisfaction systems should be designed on behalf of telecommunications providers. They proposed customer satisfaction measures focusing on experience from sales, installation, product usage, repair, and billing. All different aspects of customer-provider contacts require a customer satisfaction framework that will facilitate the selection of unbiased customer opinion about their experience with the telecommunication operator. Few pioneering studies are also there concerning the transaction-specific customer satisfaction measurement in telecommunications.

Emphasis is placed on reflecting customer satisfaction from alternative customer-provider episodes of independent nature. The term episodes corresponds to alternative contact points between customers and providers in terms of time, service process, service promise, and service personnel involved. Proposed an empirical framework concerning the effects of service encounters involving failure and recovery on customer satisfaction. Such research evidences the need to having an integrated approach to the assessment of customer satisfaction that will capture the effect of different aspects of the telecommunications service on customer satisfaction. For a telecommunications operator we shall draw upon the basic service contact points between customers and the provider, in order to define the assessment components of customer satisfaction, that is, the performance of the basic telecommunications product, the service delivered by the telecommunications branch network, the performance of the directory inquiry system, the performance of the fault repair and service system, and the perceived satisfaction with the billing system of the operator. All these contact points are complemented by the perceived corporate image of the operator that constitutes a hyper-contact point with its customers. The perceived corporate image of the telecommunications provider is also a part of the conceptual context, acting as an explanatory factor of the overall performance.

## II. INDUSTRY BACKGROUND AND SERVICE PROVIDERS IN THE U.A.E

### 2.1 Telecom industry in UAE

The development and growth of the UAE is a spectacular example for the whole world for its unparalleled speed and sectorial coverage. The telecom sector is one of the most important sectors which helped the growth of the overall economy. Technical evolution in the last few years has brought drastic changes to the telecommunications industry throughout the world. The convergences of telephony, data, and internet technologies have provided the licensees with the ability to offer their customers many new services.

There are two important service providers in the country and they are well known brand names **Etisalat** and **Du**. It is only pertinent to describe the origin and operational features of these two service providers as part of this study.

### 2.2 Emirates Telecommunications Corporation

Emirates Telecommunications Corporation, branded trade name **Etisalat** literally, is a UAE based telecommunications services provider. It currently operates in 18 countries across Asia, the Middle East and Africa. As of February 2011, Etisalat is the sixteenth largest mobile network operator in the world, with a total customer base of more than 135 million.

The company was founded in 1976 as a joint-stock company between a British Company, and local partners. The ownership structure was changed in 1983 as the UAE government held a 60% share in the company and the remaining 40% were publicly traded.

Another major land mark year in the history of Etisalat was 1991 in which the UAE central government issued Federal Law No. 1, which gave the corporation the right to provide the telecommunications wired and wireless services in the country and between UAE and other countries. It also gave the firm the right to issue licenses for owning, importing, and manufacturing, using or operating telecommunication equipment. This practically gave Etisalat both regulatory and control powers, which completed the monopoly of the telecom giant in the UAE. In order to safeguard the country's economic development, the law made provisions for the development of the telecommunication sector in the country. The increase of exchange lines from 36,000 in 1976 to more than 737,000 in 1998 was one of the important indicators of Etisalat network's growth and development.

An important milestone was Etisalat's commencement of international operations in January 2001, when it started operating out of Pakistan under the brand name of FineToday Etisalat stands 140th among the Top 500 Corporations in the world in terms of market capitalization, and is ranked by The Middle East magazine as the 6th largest company in the Middle East in terms of capitalization and revenues. The Corporation is the largest contributor outside the oil sector to development programmers of the UAE Federal Government.

Etisalat incorporated a number of additional non-telecom business units under the umbrella of Etisalat Services Holding LLC. These units support the company's operations and even provide services to other operators and organizations, namely: training and consultancy services (Etisalat Academy, SIM/smart card manufacturing and payment solutions (Enticer, data clearing house services (EDCH), peering/voice and data transit (Emirates Internet Exchange – EMIX), call center (The Contact Centre), cable TV (e-vision facilities management (EFM), as well as submarine cable laying services (eMarine Etisalat is a major investor in Thuraya—a satellite geo-mobile communication systems provider.

In 2006 Etisalat started a major restructuring program that resulted in the de-merger of many of its non-core business units operating under the telecom's centralized and direct management; core services were consolidated and streamlined, reflecting the company's shift from a technology-driven telecom to a customer-focused services provider. As part of the program, Etisalat had launched a re-branding campaign, releasing a new corporate logo and identity in May 2006. The restructuring culminated in the incorporation of Etisalat Services Holding LLC, which as of 2008 oversees the operation of Etisalat's non-telecom business units with huge success stories.

### International Investments

Etisalat International Investments is the business unit of Etisalat that operates outside the UAE and manages the corporation's stakes in telecommunications carriers in Afghanistan, Benin, Burkina Faso, the Central African Republic, Gabon, India, Indonesia, Iran, the Ivory Coast, Egypt, Niger, Nigeria, Saudi Arabia, Sudan, Tanzania, Togo, Sri Lanka and Pakistan.

The International Investments unit also manages Etisalat's minor stakes in other telecommunications services providers, such as Sudatel (a mobile, fixed and Internet services provider in Sudan), and Qtel (Qatar-based telecommunications services provider

Etisalat UAE is headquartered in Abu Dhabi and includes three regional offices – Abu Dhabi, Dubai, and Northern Emirates.



In the UAE, Etisalat operates where mobile penetration is already among the highest in the world "200%", Etisalat became known for its efforts to roll out its Fibre-To-The-Home (FTTH) network in the UAE. By the end of 2009 Etisalat had completed the FTTH roll-out for 85% of households in Abu Dhabi, positioning the UAE's capital as the first in the world to be covered by fiber. The advanced infrastructure allows the utilization of the most advanced technology applications to the UAE market. Its high-speed broadband internet enables users to enjoy multiple high bandwidth applications such as IPTV and online gaming in an integrated single interface for landline, internet and television-based services, providing a truly converged digital home experience to its customers. The **Northern Emirates** regional center is based in Sharjah and covers the telecom's operations in the emirates of Ajman, Umm Al Quwain, Fujairah and Ras Al Khaimah.

### Internet services

The number of Etisalat's Internet subscribers reportedly stands at 1.02 million some of the Internet services for home users that Etisalat offers include:

- 3G Mobile Internet access
- Broadband Internet services (Al Shamir and elide)
- Prepaid and post-paid dialup Internet access

Etisalat also operates iZone, a system of Wi-Fi hotspots in central locations, such as shopping malls, restaurants, and sheesha cafes. iZone can be accessed by either purchasing prepaid cards (AED 15/hour, USD \$4.5/hour), or if using an existing account with the operator (AED 3/hour for dial-up account holders, or AED 10/hour for broadband users).

Dial-up and ISDN Internet access services are billed by the hour, whereas the domestic and residential cable and DSL connections have a fixed monthly rate depending on speed. Other Internet links, aimed at business users, have traffic utilization plans and relatively high rates when exceeding the allocated bandwidth quota. This has caused bad publicity for Etisalat and is a major source of criticism. The competition by du has eroded etisalat's mobile subscribers' base to 7.75 million in January-June 2011 period against 7.76 million as at 31 December, 2010. In the same period fixed lines also dropped significantly to 1.1 million as at June 30, 2011 from 1.24 million as at December 31, 2010, according to latest data. However, etisalat gained in the internet service due to its optic fibre network in Abu Dhabi that boosted its subscribers' numbers to 1.40 million as at June 30, 2011, up against 1.32 million subscribers six months ago.

### 2.3 Emirates Integrated Telecommunications Company

For the three decades after establishment of Etisalat in 1976, the telecom services in the UAE was the monopoly business of the Etisalat. The business expansion continued unabated. In 2006 as a culmination of long awaited international business practices there came a second telecom company in the UAE .The Emirates Integrated Telecommunications Company (EITC) is the second service provider of telecom services in the UAE. Although Emirates Integrated Telecommunications Company is its legal name, it was commercially rebranded as **Du** in February 2006. The company has invested AED 2.4 billion and added 1 million active mobile subscribers, bringing its subscriber base to 3.48 million.

Ownership of EITC is 40 percent owned by the UAE federal government, 20% by Mubadala Development Company, 20% by TECOM Investments and 20% by public shareholders. It is listed on the Dubai Financial Market (DFM) and trades under the name Du.

Services : Du offers fixed and mobile telephony, broadband connectivity and IPTV services to individuals, homes and businesses. and carrier services for businesses.

On February 11, 2007, du launched its own mobile service with call tariffs almost identical to those of Etisalat, thus eliminating any possibility of price competition between the two providers. Subscribers to du mobile services can be identified by the dialing prefix 055.

Criticism has been leveled from various corners that The UAE telecom market is highly restricted, with both major players being largely government owned. There is little real competition, with the choice of provider generally determined by geographic location. Du typically has a monopoly on free zones, while Etisalat has a monopoly elsewhere. As a result, contrary to the UAE's aspirations to be a major global IT hub, broadband internet provision in the UAE is among the slowest and most expensive in the world, with a current maximum available speed of 24 Mbit/s...In March 2008, Du began selectively blocking traffic, preventing customers from using the computer-to-phone functionality of VOIP systems. The blocking is justified on the grounds that computer-to-phone VOIP services are illegal under UAE telecom law. Both of the telecoms providers in the UAE derive a large proportion of their income from expatriates making expensive international calls to their home countries.

However, a specific exemption in the telecom law permits the use of VOIP for computer-to-computer calls, and so it is still possible to access VOIP websites, download VOIP software, set up accounts and use the software to make computer-to-computer calls, both audio and video. If a computer-to-phone call is attempted, it will typically fail to connect unless a VPN is used.

On April 14, 2008, du started instituting the same widespread censorship of the web that has been practiced by [Etisalat](#) for some years. Any attempt to access content deemed inappropriate by the UAE censor results in a blocked page. As well as pornography, blocking includes blogs, forums and news articles that are critical of the UAE, as well as a proportion of sites that seem to be accidentally blocked as they have no obviously controversial content.

### 2.4 The Telecommunications Regulatory Authority

The Telecommunications Regulatory Authority (TRA) of the United Arab Emirates has been established according to the UAE Federal Law by Decree No. 3 of 2003 – Telecom Law. TRA is responsible for the management of every aspect of the telecommunications and information technology industries in the UAE. The organizational objectives of TRA are derived from the UAE Telecommunications Law, its Executive Order and the UAE National Telecommunications Policy. These objectives include: ensuring adequacy of telecommunications services throughout the UAE; achieving enhancement of services, both in terms of quality and variety; ensuring quality of service and adherence to terms of licenses by licensees; encouraging telecommunications and IT services within the UAE; promoting and enhancing the telecommunications sector within the UAE; resolving disputes between the licensed operators; establishing and implementing a regulatory and policy framework; promoting new technologies; ensuring that the UAE becomes the regional ICT hub; developing the country's human capital; and encouraging research and development.

TRA, and as determined by its mandate, is entrusted with a wide range of responsibilities related to the Telecommunications and Information Technology Sector, both within and outside the UAE. According to the UAE Federal Telecom Law No. (3) For the Year 2003 and its amendments, TRA is to exercise its functions and powers and under this Law and its Executive Order to:

- Ensure that the telecommunications services provided throughout the state, are sufficient to satisfy the public demands of those who wish to make use of such services
- Enhance the level of service provided by the telecommunications sector in order to promote the interests of such services
- Ensure that licensees meet quality standards of performance and adhere to the terms and conditions of the licenses granted to them
- Encourage, promote, and develop the telecommunications and information technology industries in the state
- Promote and enhance the telecommunications system in the state as indicated by the development and the establishment of industry related training institutions and through the availability of the latest apparatus, equipment, and facilities provided by telecommunications technologies'

**III. RESEARCH METHODOLOGY AND DATA COLLECTION**

**3.1 Research Methodology descriptions**

In my study I utilized different methods for data collection and analysis. It required Gathering relevant data from the specified documents. Analyzing the material and arriving at its conclusions also required many suitable strategies. I tried to shed light on the following questions through my research: How far the users of telecommunication services are aware of the packages and practices of the service providers? How important were factors such as the policies and procedures of the service providers helped the smooth development of the telecom sector? This project will utilize both quantitative and qualitative data collection tools. Primary and secondary sources of data are utilized to study the variables of the research questions.

**3.2 Data Collection and sampling**

Data collection consisted of various methods like surveys, observations and interviews. Initially, a questionnaire designed for getting the responses of the participants was designed. Subsequently, a purposeful sample was identified to participate in the data collection. The participants to answer the questionnaire were selected by simple random sampling. In this technique, each member of the population has an equal chance of being selected as subject. The entire process of sampling is done in a single step with each subject selected independently of the other members of population. Each member of the population, the students from different colleges and institutes studying in Dubai is assigned a unique number. Each number is placed in a bowl and mixed thoroughly. The blind-folded researcher then picked the numbered tags. All the individuals bearing the numbers picked by the researcher are the subjects for the study. One of the best things about simple random sampling is the ease of assembling the sample. It is also considered as a fair way of selecting a sample from a given population since every member is given equal opportunities of being selected. Another key feature of simple random sampling is its representativeness of the population. Theoretically, the only thing that can compromise its representativeness is luck. An unbiased random selection and a representative sample are important in drawing conclusions from the results of a study. Remember that one of the goals of research is to be able to make conclusions pertaining to the population from the results obtained from a sample. Due to the representativeness of a sample obtained by simple random sampling, it is reasonable to make generalizations from the results of the sample back to the population.

**3.3 Interviews and observation**

A qualitative evaluation was utilized for this research project. Subjective methods such as interviews and observations to collect substantive and relevant data. Such a qualitative approach is valuable here due to the varying experiences of the students and other country cultural situations. Upon collecting the qualitative data derived from said interviews, careful analysis was done to analyze how to best customize the course to the target student populations.

In addition to the information obtained from the questionnaire the other techniques used to collect data are the interviews and observations. A structured observation method was developed to aid in field data collection and also a semi structured interview protocol to act as a guide for the semi-structured interviews.

**IV. ANALYSIS/INTERPRETATION/RE COMMENDATIONS**

**Analysis of the Study**

**Procedure**

**Socio-Demographic Profile**

Table below shows the demographical analysis of 150 respondents. Descriptive table below shows that 51% of the respondents are male and 49% respondents are female. Table 1 also explained that 11% respondents were in the age group of 18-19, while in age ranged from 20-21, 57% of respondents. While in age of 24-23 only 16% respondents and respondents having age more than 24 are only 16 %. The response of the study shows that 87% respondents are using prepaid connection and only 13% respondents are using postpaid connection

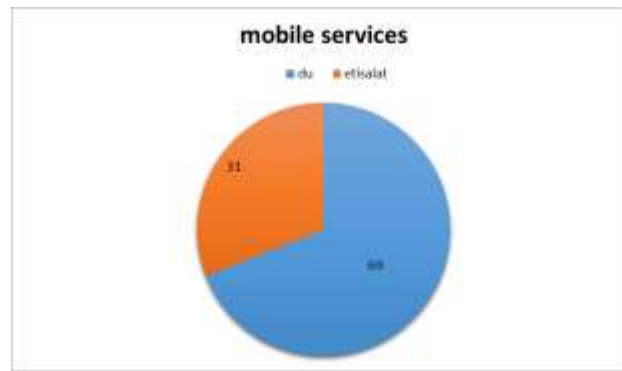
**Demographical Result**

Measures	Items	Frequency	Percentage
Gender	Male	76	51%
	Female	74	49%
Age	18-19	17	11%
	20-21	85	57%
	22-23	24	16%
	≥ 24	24	16%
Connection Type	Prepaid	131	87%
	Postpaid	19	13%
Time of Network Experience	Less than 1 Month	14	9%
	About 6 Months	21	14%
	6-12 Months	21	14%
	More than Year	94	63%

Results of the study shows that 9% respondents are using their connection less than 1 month. 14% respondents are using their connection for last 6 months and more than six months. While 63% of the respondents are using their connection since more than a year.

INTERNATIONAL JOURNAL FOUNDATION

Which service provider do you use?



There are two major telecom companies which are operation in Dubai. These companies are etisalat and du above table and graph represent the percentage of respondents with respect to their telecom connection. Study shows that 69% of respondents of the study are using du While only 31of the respondents are using etisalat as their telecom connection. Among the university students in Dubai..

**V. CONCLUSION**

The main aim of this study was to find the factors influencing customer satisfaction in telecom Industry. From the above results, following findings and conclusion is drawn. It is concluded that price fairness and coverage are the key factors contributing towards customer satisfaction of University students among Dubai in keeping the findings of this research it is very obvious that the companies should always continue to emphasize on price fairness and coverage for consumer satisfaction in telecom industry. Coverage also influences customer satisfaction. The problem of coverage is generally in rural area where sometime customers are not able to gain services from any particular service provider. That factor can compel the customers towards brand switching in order to get the coverage in any particular area. Furthermore, customer services also impact the customer satisfaction regarding any service provider. The customer services staff should be good enough to handle the customers’ complaint regarding any service.

**VI. RECOMMENDATION**

Mobile operators need to strive to maximize customer satisfaction which in turn can influence the extent of loyalty and retention. With regards to factors that influence satisfaction, network quality demonstrated a strong influence on customer satisfaction. The implication of this finding is that network quality is the most significant of all the mobile services attributes and its quality strongly affect satisfaction. Billing, validity period and customer support showed weak influence on satisfaction. These results indicate that the evaluation of these factors without alignment is meaningless and have weak impact on satisfaction. The result also demonstrated that the combination of the mobile services attributes has strong influence on satisfaction. Thus, to increase customer satisfaction, mobile operators should focus on improving mobile services attributes by investing in equipment to enhance call quality and coverage, offer reasonable pricing and price discounts, offer reasonable validity period and enhance customer care through routine personnel training and provision of better customer-friendly equipment.

**ANNEXURE**

**CUSTOMER SATISFACTION ON TELECOMMUNICATION SERVICES AMONG UNIVERSITY STUDENTS IN DUBAI**

**Survey (Questionnaire)**

Name	Nationality
Name of the university	
Signature	

The questions which appear as given below form part of a questionnaire designed for conducting a satisfaction survey of the mobile phone users among the university student community. This survey is conducted as part of an academic course pursued by me in one of the universities in Dubai Academic City, Answering the question is voluntary and I am thankful for your cooperation. The opinion expressed by you is strictly confidential and will be used only for making survey result inferences. Thank you.

<p><b>Q1) Are you aware about different service providers of telecommunication in the UAE?</b>                  Yes                  No</p>
<p><b>Q2) Do you have a mobile phone?</b>                  Yes                  No</p>
<p><b>Q3) Which service provider are you using at present?</b>                  Etisalta                  Du</p>

**Q4) From which source you came to know about their various services?**

- Advertisement
- Hoardings
- Newspapers
- Mouth Publicity

**Q5) Since how long you are using these services?**

- Less than 1 month
- 2-6 months
- 6-12 months
- More than 1 year

**Q6) Which of the following services do you use?**

- Pre-paid
- Post-paid

**Q7) Which particular service out of the many services is more helpful to you?**

- Call rates
- SMS service
- Network
- Value Added Services

**Q8) Do you call at customer care?**

- Yes
- No

**If yes, how often you call at customer care?**

- Daily
- Once a week
- Once a month
- Occasionally

**Q9) For what reason you call at customer care?**

- Value added services
- Information regarding new schemes
- Other queries
- Complaining

**Q10) Rate the following services on the basis of your satisfaction.**

Services	Excellent	Very good	Average	Poor
Network				
SMS rates				
New schemes and offers				
Customer Care				
Recharge outlets				
Call Rates				
Value Added Services				

**Q11) Why you are not using other services?**

- Lack of awareness
- High Prices
- Poor Services
- Poor network

**Q12) Would you like to recommend to others the services that you are using at present?**

- Yes
- No

**Q13) Give your suggestions and feed back to help in serve you better.**

\*\*\*\*\*