This study aims to measure m-service quality factors for mobile application in the telecommunications industry, specifically, Ooredoo's and Vodafone's mobile applications, and determine how they affect m-customer satisfaction. It also studies the impact of M-customer satisfaction on M-loyalty.

Research Questions

Q1: What are the critical factors that affect M-Customer Satisfaction?
Q2: Are customers satisfied with Ooredoo's and Vodafone's mobile applications?
Q3: How does M-customer satisfaction affect customer M-loyalty?

Research Method

- Online survey with two versions (Arabic and English)
- Two parts: demographic information and 37 questions to test the factors.
- Sent to 350 participants through the WhatsApp
- Posted tweet on Twitter.
- A total of 195 completed responses were received
- 8 independent variables were used to represent M-SQ each on has between three and six questions
- One mediator variable (m-customer satisfaction)
- One dependent variable (m-loyalty)
- Using PLS Model with SmartPLS Software to analysis the Data

Hypotheses

- Application Design
- Information Content
- Easy to use
- Reliability
- Empathy
- Responsiveness
- Security
- Price and offer

- M-Customer Satisfaction
- M-Loyalty

Results

- All factors are Reliable and Validity.
- R² Value for M-Customer Satisfaction (0.755) And M-Loyalty (0.714) Classified as High.
- Information Content, Easy to Use, Responsiveness, Security have impact M-Customer Satisfaction Positively.
- M-Customer Satisfaction affect M-loyalty Positively.
- The Final Model has Strong Goodness of fit index is with 0.625.

Recommendations

- The application’s content should be consistent and standardised, move easily and quickly between its contents.
- The transactions needs to be simple, with as few steps to place the order.
- The information content should be clear, correct and understandable for customers.
- The application should contain a live chat feature And resolve the problem fast. The application should respond fast to customers during browsing.
- Personal information and payment data should be secured and encrypted.
- Increase M-loyalty by increasing M-customer satisfaction.

What are the most M-Service Quality Factors Affecting Your Mobile Application?

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