

M-SERVICE QUALITY OF TELECOM COMPANIES IN QATAR

purpose

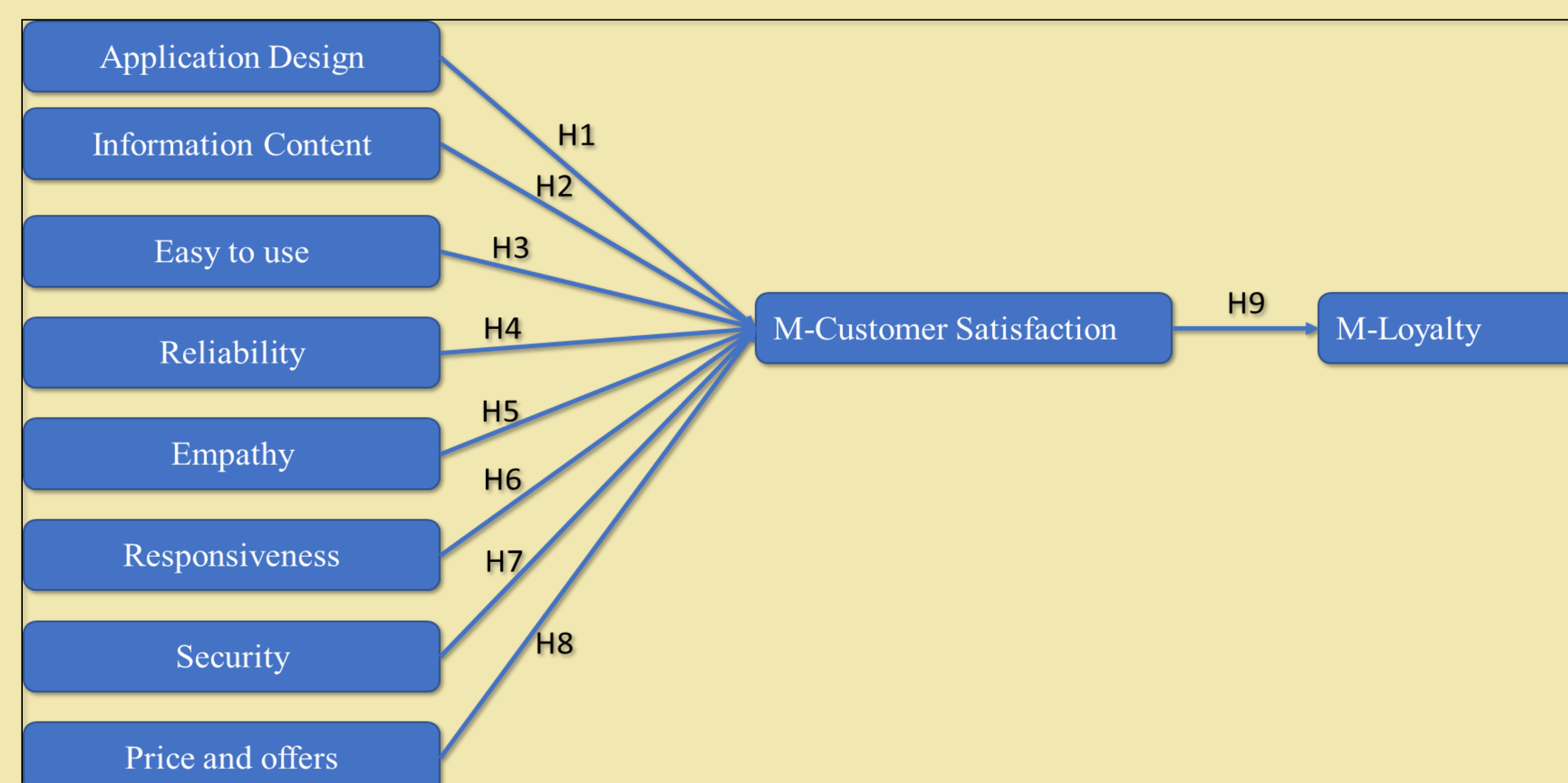
- ❑ This study aims to measure m-service quality factors for mobile application in the telecommunications industry, specifically, Ooredoo's and Vodafone's mobile applications, and determine how they affect m-customer satisfaction.
- ❑ It also studies the impact of M-customer satisfaction on M-loyalty



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?

Hypotheses



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



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?

