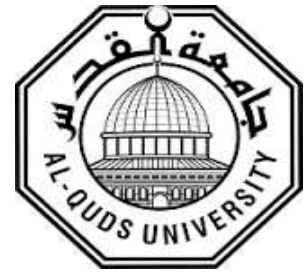


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**Factors affecting customer satisfaction and loyalty to
mobile operators in Palestine**

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**Factors affecting customer satisfaction and loyalty to
mobile operators in Palestine**

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Thesis Approval

Factors affecting customer satisfaction and loyalty to mobile operators in Palestine

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Dedication

الى الرسول الاعظم والمعلم الاكرم، محمد بن عبد الله عليه الصلاة والسلام

To the greatest profit " Mohammad "

الى روح أخي العزيز (محمد أنور ابو ساره) في مستقر رحمة،

صدى صوتك ما زال يرن في اذني

To my beloved and dear brother (Mohammad. A. Abu Sara) in his rest

... I can still hear your voice in my ears

الى مثلي الأعلى في الحياة الى من كلله الله بالهيبه والوقار ... الى من علمني العطاء بدون انتظار.. الى من أحمل اسمه

بكل افتخار أبي الحنون

To the idol of my life whom God has crowned with honor and dignity .. to whom taught me to be generous without waiting .. To whom I am proud to carry his name; My Soulful Father

الى المكان الوحيد الذي أستطيع أن أسند رأسي إليه وأنام فيه مرتاحاً مطمئناً الى أمي الحنونة، دعواتك تحفظني

To the only place where I can lay my head and peacefully sleep; to my soulful mother, your prayers save me

الى اخي واخواتي، نبع المحبة

To my brother and sisters .. With great love

الى الروح التي سكنت روحي.. إلى من تربّع في قلبي وجعل حبه وساماً على صدري زوجي الغالي

To the Spirit that dwelled my soul.. To whom have stayed in my heart and made his love a medal on my chest.. My beloved husband

الى سر سعادتني في الحياة عادل وايفا

To the reason of my happiness in life, Adel and Eva

أهدي بحثي المتواضع املا من الله عز وجل أن يتقبله مني ويجعله في ميزان حسناتي

يوم لا ينفع مالا ولا بنون الا من اتى الله بقلب سليم

I hope Allah the greatest to accept my simple report and keeping it record to the end day, in which nobody benefits anyone else but who comes with clean and clear heart.

With all my love and respect

Doaa Anwer Khireldeen

Declaration

I certify that this thesis submitted for Master Degree, is the result of my own research, except where otherwise acknowledged, and that this study (or any part of the same) has not been submitted for a higher degree to any other university or institution.

Signed:.....

Doaa Anwer Abu Sara Khireldeen

Date: 28/1/2019

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To all Muslims who care about Islam and The holy Quran.

To all who scarified with their bloods and soils for beloved Palestine.

Last but not least, I would like to extend my thanks to my Family; my father, my mother, my brother and sisters, my husband, my kids, my family in law grew numb.

ABSTRACT

Recently; the Palestinian Mobile telecommunication sector witnessed a development in terms of the services provided by the Palestinian two mobile operators, Jawwal and Wataniya. The launching of 3G and also the expansion of Wataniya mobile in Gaza is expected to increase the competition between the aforementioned companies, and hence customer satisfaction and loyalty as a topic became more crucial to understand, especially with the fact that customers can switch service providers easily. The aim of this thesis was to assess the relationship between customer's satisfaction and loyalty to mobile operators in Palestine and certain factors such as price, service quality, brand image, demographics factors and switching cost. Where the demographic factors included place of work, monthly income, and age.

The population of the study consisted of the employees of the Ministry of Interior (MoI) and Ministry of Education (MoE) as customers for mobile operators in Palestine with a total population size of 650 employees, and the sample was chosen as a proportionate stratified sample of 42% with a total sample size of 273 employees. A structured questionnaire was designed to gather relevant data from the sample. The thesis used frequency tables and column percentages to understand the perception of mobile subscribers towards selected factor, while also used ANOVA testing and regression analysis to assess the relation between the factors and customers' satisfaction and loyalty. Findings of this thesis concluded that price, Quality of service, Brand Image, switching cost are positively related to customer satisfaction and loyalty towards Mobile operators in Palestine, which is also affected by Place of Work, and Income level of customers regardless of their age that appeared to be insignificant. However; Brand image, perceived service quality and price were found to be the most critical contributing factors to customer satisfaction and loyalty.

Therefore; in light of results achieved it was recommended that operators should keep an eye on these three important factors and make sure to provide superb services to its subscribers whom will always evaluate the brand position and service price rate / quality a matter that directly affect their decision regarding the selection of mobile operators and their satisfaction and loyalty. It was recommended that Mobile operators should build a long – term relationships with customers through developing a value added programmes and services to satisfy them, such as reward programmes, discounts, better customer service by personalizing the service to target the customers from the different income levels and work environments in a way that ensures meeting their distinct expectations and needs.

Keywords: Loyalty, Mobile service operators, Price, Service Quality, Switching Cost, Palestine.

العوامل المؤثرة على رضا وولاء الزبائن لدى مقدمي خدمة الهاتف النقال في فلسطين

اعداد: دعاء أنور جميل أبوسارة

إشراف: د. إبراهيم عوض

المخلص

شهد قطاع الاتصالات المتنقلة في فلسطين مؤخراً تطوراً من حيث الخدمات التي تقدمها الشركات المزودة لخدمة الهاتف النقال، وهم شركتي جوال والوطنية، حيث تم إطلاق خدمة الجيل الثالث هذا الى جانب توسع شركة الوطنية موبايل لتقديم خدماتها في قطاع غزة الأمر الذي أدى إلى زيادة المنافسة بين الشركتين وجعل من موضوع رضا العملاء وولائهم أكثر أهمية، لا سيما في ظل وجود حقيقة أن العملاء يمكنهم تبديل مزودي الخدمة بسهولة. وعليه وبناءً على ما سبق هدفت هذه الرسالة إلى تقييم العلاقة بين بعض العوامل مثل السعر، جودة الخدمة، العلامة التجارية، العوامل الديموغرافية وتكلفة التحويل بين مزودي الخدمات؛ ورضى وولاء الزبائن لدى مقدمي خدمة الهاتف النقال في فلسطين. حيث تضمنت العوامل الديموغرافية مكان العمل، والدخل الشهري، والعمر.

وتألف مجتمع الدراسة من موظفي وزارة الداخلية ووزارة التربية والتعليم، بصفتهم عملاء لمشغلي الهاتف المحمول في فلسطين وبلغ إجمالي عددهم 650 موظفاً، وتم اختيار عينة الدراسة كعينة طبقية متناسبة بنسبة 42% بحيث تكونت من 273 موظفاً. واستخدمت الرسالة استبيان منظم تم تصميمه لجمع البيانات ذات الصلة من العينة، تم تحليل بياناته باستخدام جداول توزيع التكرارات لكل فئة والنسب المئوية، لفهم تصور المشتركين في خدمة الهاتف النقال تجاه كل عامل من العوامل سابقة الذكر، في حين استخدم تحليل التباين الأحادي واختبار الانحدار لتقييم العلاقة بين هذه العوامل والرضا والولاء تجاه مزودي خدمة الهاتف النقال. وخلصت نتائج هذه الرسالة إلى أن السعر وجودة الخدمة وصورة العلامة التجارية وتكلفة التحويل ترتبط بشكل إيجابي برضى الزبائن وولائهم تجاه مزودي خدمة الهاتف النقال في فلسطين، والتي تأثر أيضاً بمكان العمل ومستوى دخل الزبائن بغض النظر عن العمر الذي تبين بأن ليس لديه دلالة إحصائية. وأشارت النتائج أن صورة العلامة التجارية، السعر، وجودة الخدمة هم العوامل الأكثر تأثيراً على رضا وولاء الزبائن.

في ضوء النتائج التي تم التوصل إليها، أوصت الرسالة أن تركز الشركات المزودة لخدمة الهاتف النقال على تقديم خدمات ذات جودة عالية للمشاركين من أجل تحسين صورة العلامة التجارية ودراسة أسعار الخدمات المقدمة نظراً لأهمية هذين العاملين على قرار المشتركين بشراء الخدمات والذي يركز بشكل أساسي على تقييمهم الدائم لسعر الخدمة / الجودة، الأمر الذي يؤثر بشكل مباشر على قرارهم فيما يتعلق باختيار مشغلي الهاتف النقال ورضائهم وولائهم. كما وتم التوصية بأن يقوم مزودو خدمة الهاتف النقال بتكثيف جهودهم لارتقاء بأدائهم وبناء علاقات طويلة الأمد مع الزبائن من خلال تطوير برامج وخدمات ذات قيمة لإرضائهم، مثل برامج المكافآت والخصومات وتقديم خدمات متخصصة تتلاءم مع احتياجات وتوقعات الزبائن من مستويات الدخل وبيئات العمل المختلفة.

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ACRONYMS

ANOVA	One-way analysis of variance
CLI	Customer Loyalty Index
ICT	Information and communication technology
IT	Telecommunications and information technology
Jawwal	Palestine Cellular Communications Co. Ltd
MoE	Ministry of Education
Mol	Ministry of Interior
MTIT	Palestinian Ministry of Telecommunications and Information Technology
NPS	Net Promoter Score
Paltel	Palestine Telecommunications Company
PLO	Palestinian Liberation Organization
SPSS	Statistical Package of the Social Science
WBG	West Bank and Gaza

CHAPTER 1:

GENERAL FREAMEWORk OF THE STUDY

- Introduction
- Statement of the Problem
- Research Objective
- Research Questions
- Research Hypothesis
- Significance of the Study
- Motivation for the Study
- Theoretical Framework

1.1 INTRODUCTION

Building strong long relationships with customers and attain their satisfaction and loyalty is a big challenge for companies these days especially that the market place has a variety of products and services with a high level of competition. The existence and success of the company in the market depends on the its customers and their satisfaction and loyalty to the product or service that the company offers, in this context it is worth mentioning that customers' satisfaction and loyalty means that consumers have a positive experience with a certain company and in return they will increase their purchases and will attract other customers as well. Building long lasting relationships with customers needs a deep study of customer's behaviours and their purchasing power. This what was confirmed in a study on the impact of Customer satisfaction on brand loyalty which stated that customer satisfaction and loyalty are an important and sensitive issue for the performance of businesses and their growth and to improve them businesses should carefully consider the purchasing behaviour of customers. The study added that customer satisfaction guides the marketing tactics of businesses and it is a mean to improve their performance, the study also confirmed that customer satisfaction would lead to loyalty and therefore greater profits (Awan & Rehman, 2014).

In reference to PR loyalty solution (2011), a customer is considered to be loyal when the customer prefers to buy one brand from all others due to high level of satisfaction with that brand whether it is for a product or service. It was mentioned in the article that customer loyalty is both attitudinal and behavioural. Another article by Ranade (2012) clarified that customers all the time make decision on how and where to spend their time, money and efforts, on the other side sellers are trying to build customer loyalty by differentiating their products and services among other competitors, generate demand, demonstrate value and build customer loyalty. Moreover; in his article he defined customer loyalty as "customer continuing to believe that your organization's product/service offer is their best option, it best fulfils their value proposition whatever that may be". He also added that loyalty is the situation when the customer hangs in there and stay committed to the product or service even if any problem occurs. According to the article loyalty can be measured and monitored by