

# **Customers' Loyalty Towards Telecommunication Service Providers Among Mobile Phone Users In Kuala Lumpur**

Prepared by: Tham Jinyi

## **ABSTRACT**

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In the mobile telecommunication industry, in search of market share and profit, service providers are implementing many stupendous strategies to attract new customers to subscribe to their new services, issues have surfaced whether customers are being loyal to a service provider or will do customer brand switch habitually. The objective of this research studies on the association of customer perception and customer satisfaction on service quality towards the customers' loyalty.

Customer perception on service quality of service provider is comprehensively tested with variable such as reliability, responsiveness, assurance, empathy, and tangible assets of service provider with customer loyalty. Customer satisfaction's contact points between customers and the service provider such as directory enquires, fault repair, branch network, and billing process are also exhaustively tested in this research with customer loyalty. Consequently, the overall customer perception and customer satisfaction are also tested with customer loyalty.

Some of the major findings of this research are both customer perception and customer satisfaction are significantly associated with customer loyalty towards the service provider. In a linear regression test between customer satisfaction and customer loyalty, it has been identified that the fault repair of service provider is the most influential factor in developing loyalty among customers. Recommendations on managerial implications are also suggested in the research.