

FACTORS AFFECTING CUSTOMER EXPERIENCE FOR
CELLULAR MOBILE SERVICES OF TELECOMMUNICATION
COMPANIES IN KUALA TERENGGANU

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ABSTRACT

Nowadays, telecommunication services providers offer many services regarding to telecommunication activities to their customers. Customer loyalty is related to the factors affecting customer experience for cellular mobile services subscriptions. This study aims in investigating what are the factors which determine customer experience in cellular mobile services of telecommunication companies. The factors including brand, price and service quality are analyzed as the independent variables and the dependent variable is customer experience. A systematic approach is developed by using descriptive study through structured questionnaires of data collection. Thus, customer experience is formulated as a conceptual framework for analysis in this study. The data are analyzed using descriptive analysis, reliability analysis, correlation analysis and multiple regression analysis. The result of regression analysis showed the significant factors that influenced customer experience are price and service quality provided by the telecommunication companies. In this study, it shows the most important factor is the price of cellular mobile services provided by the telecommunication companies. There are three recommendations given in this study. Firstly, future study is recommended to include other races of the respondents besides Malay such as Chinese and Indian respondents as well. Secondly, further study may include more independent variables. Thirdly, future study is proposed to emphasize the role of cellular service types (fixed and prepaid line) as an antecedent of engagement.

TABLE OF CONTENT

	Page
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1	1
INTRODUCTION	1
1.1 BACKGROUND OF STUDY	1
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH OBJECTIVES	6
1.4 RESEARCH QUESTIONS.....	6
1.5 SCOPE OF STUDY	7
1.6 SIGNIFICANCE OF THE RESEARCH	7
1.7 LIMITATION OF THE RESEARCH	8
1.8 DEFINITION OF TERMS.....	9
CHAPTER 2	10
LITERATURE REVIEW AND RESEARCH FRAMEWORK	10
2.1 LITERATURE REVIEW	10
2.1.1 Customer experience	10
2.1.2 Brand	12
2.1.3 Price	15
2.1.4 Service quality	17
2.2 DEVELOPMENT OF RESEARCH FRAMEWORK	19
2.2.1 Dependent Variable	19
2.2.2 Independent Variable.....	19
2.3 HYPOTHESIS	20
2.4 CONCEPTUAL FRAMEWORK	21
CHAPTER 3	22
METHODOLOGY	22
3.1 RESEARCH DESIGN	22
3.2 SAMPLING FRAME.....	23

3.3 POPULATION.....	23
3.4 SAMPLING TECHNIQUE	24
3.5 SAMPLE SIZE.....	24
3.6 UNIT OF ANALYSIS	24
3.7 DATA COLLECTION PROCEDURES.....	25
3.8 INSTRUMENT	25
3.9 DATA ANALYSIS PLAN.....	28
CHAPTER 4	30
DATA ANALYSIS AND FINDINGS	30
4.1 INTRODUCTION.....	30
4.2 DATA COLLECTION PROCESS OVERVIEW	30
4.2.1 Response Rate.....	30
4.3 PROFILE OF THE RESPONDENTS	32
4.3.1 Gender	32
4.3.2 Age.....	32
4.3.3 Highest Education.....	33
4.3.4 Occupation.....	33
4.3.5 Main Reason	33
4.4 NORMALITY OF DATA.....	35
4.4.1 Customer Experience.....	35
4.4.2 Brand	36
4.4.3 Price	36
4.5 DESCRIPTIVE ANALYSIS.....	37
4.6 RELIABILITY ANALYSIS	39
4.7 CORRELATION ANALYSIS.....	40
4.7.1 Relationship between IV and IV	42
4.7.2 Relationship between IV and DV	43
4.8 MULTIPLE REGRESSION ANALYSIS.....	43
4.8.1 The Relationship between IV1 and DV	46
4.8.2 The Relationship between IV2 and DV	46
4.8.3 The Relationship between IV3 and DV	47
4.8.4 The Strength of the Effect of IV2 and IV3 to the DV	47
4.8.5 Summary.....	48
CHAPTER 5	50

CONCLUSION AND RECOMMENDATION	50
5.1 INTRODUCTION.....	50
5.2 RECAPITULATION OF RESEARCH FINDING	50
5.3 DISCUSSION	53
5.3.1 The relationship/influence of Brand on Customer Experience	53
5.3.2 The relationship/influence of Price on Customer Experience	55
5.3.3 The relationship/influence of Service Quality on Customer Experience	57
5.4 CONCLUSION	59
5.5 RESEARCH CONTRIBUTION.....	60
5.5.1 Theoretical Contributions.....	60
5.5.2 Managerial Contributions.....	61
5.6 FUTURE RESEARCH RECOMMENDATION	63
REFERENCES	65
APPENDICES	75
APPENDIX A: FREQUENCIES OF DEMOGRAPHIC DATA	75
APPENDIX B: DESCRIPTIVE ANALYSIS	78
APPENDIX C: RELIABILITY ANALYSIS.....	79
APPENDIX D: CORRELATION ANALYSIS	84
APPENDIX E: MULTIPLE REGRESSION ANALYSIS	85
APPENDIX F: QUESTIONNAIRE FORM	87
APPENDIX G: TIME FRAME OF STUDY	92