

Assessing Customer Satisfaction in Telecom Services: A Study of Working Professionals in Ahmedabad



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Abstract

The Indian telecommunication industry is very competitive. It is important that the Indian telecommunications business retains customers since customer loyalty and satisfaction are the key determinants of its success. This paper studies how working professionals in Ahmedabad, Gujarat are satisfied with the current telecom service providers in the area. The data was collected through the administration of a questionnaire shared on online medium, and 122 people responded to it. Statistical analysis was used to analyze the answers received to the questions about the Indian telecommunications sector. Factors such as an efficient service, network connectivity, voice call quality and data experience are essential to the users. Airtel and Jio have been the most preferred service provider with 71% contribution; however, users do not approve the prices of Airtel and its additional services offered. 79% of the users have agreed to be content with their service provider with one-fifth of the subscribers reported that they were ready to switch to another provider. The main reason why people are willing to change providers is the lack of network connectivity and the poor quality of voice calls of their current provider. Equipped with this information, the telecommunications companies can enhance services and make the experience of the users better. Infrastructure improvement, pricing clarity and customised value-added services are important to sustain customer loyalty in a competitive market.

Keywords: Customer Satisfaction, Telecom Services, Working Professionals, Ahmedabad, Network Connectivity, Loyalty

1. Introduction

In the current globalized world, the telecom business has become one of the most significant in terms of economic growth, social integration, and technological advancements (Aftab Khan et al., 2021). The sector has grown beyond an offer of voice-based services to a highly interdependent ecosystem that comprises mobile internet, over-the-top (OTT) media, data-intensive apps, payments, cloud computing, and Internet of Things (IoT) products. The industry does not need the measurement of customer satisfaction to gauge the performance of the business since the customers are now relying on telecom services, especially within the business environment.

In the contemporary world, players in the industry view it as a leveler where a middle-ground strategy is established to create a balance between the long-term sustainability and market share (Aftab Khan et al., 2021). As the largest, fastest-growing telecom segment in the world, the industry in India is a prime example of how to effectively manage large-scale business activities while ensuring the entire population is internet-savvy. India is currently a mobile-based digital economy with more than 60% internet access penetration in the country, boasting 1.2 billion+ mobile subscriptions (Ali & Rumzi Tausif, 2018). Aside from connecting people, businesses, and the government, the industry has

developed dynamically in response to the Digital India campaign, a desire for affordable internet data, and the emergence of 4G. Although cost has been essential for improving access, it has led to problems with network performance, customer satisfaction, and service quality (Alzoubi et al., 2020).

In this context, customer satisfaction in the telecommunications sector has been acquiring net multidimensionality ("AN EMPIRICAL STUDY OF CUSTOMER SATISFACTION AND LOYALTY IN B2C E-COMMERCE AMONG INDIAN YOUTHS," 2023). Traditionally, customer satisfaction was based on concrete things like how clear a call was, how available the network was, and how robust the network was. Nowadays, this also covers more intangible perceptions such as network transparency, mobile application value, customer service response time, and additional values in the form of cloud storage, over-the-top (OTT) offerings, and productivity tools (Ampong et al., 2020). Given how easily customers are able to access the Mobile Number Portability (MNP) service, customers' freedom to choose a company to work with has increased. As a consequence, telecom providers are more concerned with retaining their consumers rather than attracting new customers (Anabila et al., 2021).

Ahmedabad is the largest in Gujarat and among the fastest-growing cities in India. It is an apt location to study the transformation in the general expectations of hi-tech services. The region boasts good involvement in I.T. professionals, education, business, and services. This proves that the generation that has familiarity with technology, relies on cell phones, and gets indulged in their respective industries will utilize it. Telecom operators face stiff competition in connecting with the professionals in their busy schedules and highly active engagement with the internet (Anyadighibe et al., 2014). They must utilize tools that involve heavy use of data, can be handled by long-distance technology, and can exchange all that they know. Operators must think over this point if they want to survive in the competitive market where consumers stick dynamically with them and there grows an increasing passion for special services in the market. The organizations providing services can make special programs for maintaining consumer loyalty according to what they actually require instead of adhering to the general requirements of the market. They can also make their websites friendly, find the best market rate, and advance their products/services (Aslam et al., 2018).

Achievement in telecom strategy is partly dependent on having satisfied consumers, but many current studies tend to overlook this or opt to use similar models to treat rural and urban areas. Many such studies combine information from distinct user sectors. National assessments indicate general trends, but they overlook socioeconomic circumstances, market saturation, or governmental jurisdictions. Ahmedabad presents itself as an attractive setting to test this since it is sufficiently varied to apply trends in segmentation to indicate satisfaction levels, while it is sufficiently urban to indicate an adoption rate that is sufficiently high (De' et al., 2024).

This study continues to explore to what extent the employees of Ahmedabad are satisfied with their telecommunication providers. The usability of an app, call quality, internet speed, affordability, internet connectivity, other benefits, service interruptions, and problem-solving solutions of an app are all tested.

Research through conventional surveys was done to gather information from 122 participants to explore:

- What are the primary drivers of satisfaction among the working professionals in Ahmedabad?
- Which areas of the service are not functioning properly and could be leading to customer churn?
- What are the factors affecting the satisfaction levels of consumers due to pricing and other supplementary offerings?
- How often and by what forces is a user likely to switch service providers?

The study has been of great importance, as it deals with all these challenges. This review investigates the conceptual frameworks that are relevant to service quality and consumer satisfaction in the context of telecommunications. Examples include customer value theory, SERVQUAL, and expectancy-disconfirmation theories. The review provides telecommunication companies with analytical results using the available data in the Ahmedabad area and comparable areas in India where they are operating, are going to operate, etc. The dataset review can develop innovative services, improvement of user experiences, and well-informed strategies (Dr. Vikas Tyagi, 2021).

Finally, customer satisfaction has also become an essential measure and an aspect of improvement instead of a choice, as it dominates in everyday life. The primary objective of this research is to provide telecommunications companies with insights that will enhance their understanding of customer needs, foster enduring relationships with clients, effectively adapt to a rapidly evolving environment, and minimize customer attrition.

2. Literature Review

There are many factors in the telecommunications field in which customer satisfaction is of prime interest. This will enable the company to retain the client and, in the end, make more revenue (G. Strawser et al., 2017). With the rising need for more and more services of the company in the data field, the needs of the consumers have also changed.

This study identifies the multiple factors that are significant from various viewpoints and thus recognizes the factors affecting customer satisfaction and loyalty as mentioned in the research that has already been carried out. Customer satisfaction studies undertaken by the Indian government and the telecommunications sectors have shown that India has emerged as a technologically and telecommunication-advanced nation (Ganiyu et al., 2012). There has been a remarkable improvement in mobile broadband speed ranking in the Economic Survey 2023, with the improvement rising from the 118th ranking in the past to the 15th rank in the international market. The rapid development in the field of 5G technology and the high tele density of 85.7% can be considered as the major factors responsible for the above development. Introduction of the Bharat Net expansion program and the rising R&D investment accounted for by the USOF can be considered as two of the major developments in the infrastructure sector that have resulted in the improvement in the strength of the connections of the state (Gaonkar et al., 2021).

This development in the infrastructure shows that professionals in the city of Ahmedabad would have basic infrastructure support in a better manner.

There may be some differences in the needs of the professionals in the respective locations. A recent study undertaken by the TRAI department indicated that there are voluminous differences in the speeds of internet connections and voice clarity levels in the city of Ahmedabad.

Some areas have achieved speeds of above 674 Mbps speeds in internet connections while some areas could not reach the speed of 1 Mbps of internet connection speed. There are areas in the city where call drops have surpassed the TRAI limits (De' et al., 2024). This shows the need to analyze the satisfaction factors both in the company and geographical areas (Goyal & Kar, 2019). This shows that professionals are of utmost need in the city of Ahmedabad. Now the observation of the customer experience has also become a crucial point of consideration in the company strategy destined to retain the customer (Rajput & Bansal; 2020).

If their needs were not met, 44% of the customers would look to change service providers, according to the KPMG India CX Report 2025 (KPMG, 2025). They further said that service gaps and responses were essential. Expectations (24%) and customization (20%) were identified as the main aspects of service, according to the research. The response, in relation to the provision of incentive schemes and customization solutions, must be supported by adherence to transparency with respect to their expenditure by the providers (De' et al., 2024; KPMG, 2025).

Global data confirms this phenomenon, whereby 80% of those receiving good services display loyalty, and no less than 86% amongst telecom services display readiness to plunge more investment dollars in terms of upgrading the services encompassing better customer service experience (Helgesen, 2006). Noticing that the result aligns with employee expectations – seamless, efficient, and smart services (Sato, 2024). Changes in operations in the industrial segment can be noticed because of the established networks, experience drivers, and established rules/governance.

The Telecommunications Act in 2023 brings about a colossal change in the regulations affecting the services now. It introduces luxurious services in terms of regulating telecom services, tightening consumer rights, and dynamic distribution of spectra. The National Broadband Mission further includes easier establishment facilitation with respect to establishing infrastructures, minimizing right-of-way clearance times, upgrading rural broadband networks, and joint telecom infrastructures fractional routes. These basically form an ever-changing environment with established regulations in the services, information, and consumer rights. Why would new expectations be raised in satisfaction, and how will the suppliers

be held accountable in both metro and rural areas (Jhamb et al., 2020)?

2.1 Service Quality as a Core Determinant

A number of studies have suggested that service quality is a criterion that has a great impact on customer satisfaction in the telecom sector, as highlighted by Gaonkar et al., 2021. It is a highly valuable and qualitative recovery that truly has customers delighted, pleased and also keeps them loyal (Joudeh & Dandis, 2018). In a similar fashion, authors like Joudeh & Dandis, 2018 claim that there is a link between customer loyalty and customer satisfaction.

As described by Joudeh & Dandis, 2018, customer perception of service quality is largely impacted by various other factors such as call clarity, internet speed, and network availability. The various factors of SERVQUAL include tangibles, empathy, assurance, responsiveness, and reliability. According to Karthikeyan. C, 2023, customers believe that such factors have an important bearing on determining the efficiency of telecom services and are perceived as the most important drivers of telecom service efficiency. Khairawati, 2019 argues that customer satisfaction is significantly improved through trust and rapport building with empathetic customer representatives, and this has important implications for complex decision fields such as cellular communication.

2.2 Pricing Transparency and Value Perception

The second theme underexplored in the literature on telecom satisfaction is the theme of price fairness and value of money (Dr. S. I. Khan, 2020). As mentioned in the explanation by R. U. Khan et al., 2020, the level of satisfaction and trust are considerably high in the pricing where transparency rules and in the schemes offered in the market, especially in the countries of Pakistan and Indonesia where the market is highly price-conscious. But in the Indian market where the price can be considered as a strongly influential competitor parameter, the customers can be discouraged with the unclear charges or unexpected bills even after the quality of the services offered has impressed them a lot as cited in the views of Leninkumar, 2017. Mat Nayan & Hassan, 2020, further argue that the value attributed, associated with a trade-off between cost and service value, plays a mediating role in the relationship between levels of satisfaction and levels of loyalty. Along this line, pricing dissatisfaction, illustrated by the current study, remains a weak spot in the armor of the overall customer satisfaction chain, despite strides made within the various other facets of services.

2.3 Customer Relationship Management and Brand Image

The influence of brand trust, CRM techniques, and company image on customer satisfaction has acquired heightened attention recently. R. U. Khan et al., 2020 corroborate the fact that effective customer relationship management, together with a good reputation of the company, will contribute a lot to both satisfaction and long-term loyalty. Leninkumar (2017) further adds that trust not only strengthens the link between satisfaction and loyalty but also mediates customers' intentions to stay on with a service provider even in the case of minor incidences of service failure. In the case of mobile number portability, the switching cost is minimal; however, such emotional loyalty-driven by brand affinity and responsiveness of CRM-can act as a differentiator.

2.4 Digital Channels and Value-Added Services

As mobile applications have become an integral part of the telecommunication service delivery chain, their application in improving customer satisfaction has attracted interest from researchers (R. U. Khan et al., 2020). According to Noersanti & Prasetyo, 2020; however, not only have self-service online tools like operator apps increased service efficiency but also customer empowerment and satisfaction. Recharging, viewing consumption, registering complaints, or benefiting from promotions through applications encourages feelings of control, which is an essential aspect in the modern age.

Moreover, Putro & Rachmat, 2019 put emphasis on the importance of loyalty schemes, discounts, and tailored products in increasing perceived value, particularly for high-use customers. Within the Indian context, the importance of meeting those high expectations for Value Added Services (VAS) and mobile entertainment has been made prominent in the research conducted by Putro & Rachmat, 2019, which revealed that unmet expectations often lead to low levels of customer satisfaction.

2.5 Trust, Switching Behaviour, and Churn Intention

Trust functions as a foundation for customer satisfaction as well as a shield against intentions to

switch. It has been substantiated that customer satisfaction and trust are significant, as they can mitigate customer churn, along with an intention to repeat the purchase, even when competitor service providers offer lucrative terms (Rout & Mishra, 2023). It has been proven, as supported by this current study, that when the basis of fundamental needs, like network reliability or voice quality, is affected, trust could be merely insufficient as a protective shield for customer churn (Roy, 2022). A framework that suggests a correlation between service quality and satisfaction, and between satisfaction and service loyalty, but is moderated by switching behavior (Sah et al., 2025). This underlines the fact that firms in the telecom industry have to ensure service loyalty as a combination of functional and emotional dimensions.

2.6 Synthesis and Research Gap

Although extensive literature is available to gain an understanding of the various influencing drivers supporting customer satisfaction in the telecom industry, a particular research emphasis on working professionals, who are a serious and tech-savvy customer segment, is still unexplored (Roy, 2022). Additionally, a specific context of understanding customer satisfaction in a local environment, like the Ahmedabad city, where rapid growth, developments in infrastructure, and technological behavior are changing perceptions in the telecom industry, is unreviewed (Sah et al., 2025). This research, therefore, aims to define the key drivers of customer satisfaction for working professionals in Ahmedabad, examining potential gaps in delivery.

3. Conceptual Framework

Purpose

To analyze the effect of key service dimensions (independent variables) on customer satisfaction (dependent variable) among working professionals in Ahmedabad, in order to understand the role of satisfaction on customer loyalty/switching behavior (outcome variables).

3.1 Independent Variables (Service Dimensions):

Category	Indicators (Survey Dimensions)
Network Performance	Network Connectivity, Voice Call Quality, Service Interruptions
Data Services	Mobile Data Speed, Consistency of Internet Access
Pricing	Fairness of Pricing, Availability of Cheaper Plans, Billing Transparency
Value-Added Services (VAS)	Extra Features, OTT Subscriptions, Cloud/Utility Services
Digital Experience	Use of Operator App (e.g., MyJio, Airtel), Ease of Account Management, Self-Service Features
Customer Service	Complaint Resolution Time, Responsiveness, Satisfaction with Support

3.1.1 Mediating Variable:

● Overall Customer Satisfaction

→ Reflects the aggregate perception of the service quality experienced across the above dimensions.

3.2 Dependent/Outcome Variables:

Outcome	Description
Customer Loyalty	Willingness to stay with current provider (low MNP intent)
Switching Intention	Likelihood of Mobile Number Portability (MNP) due to gaps

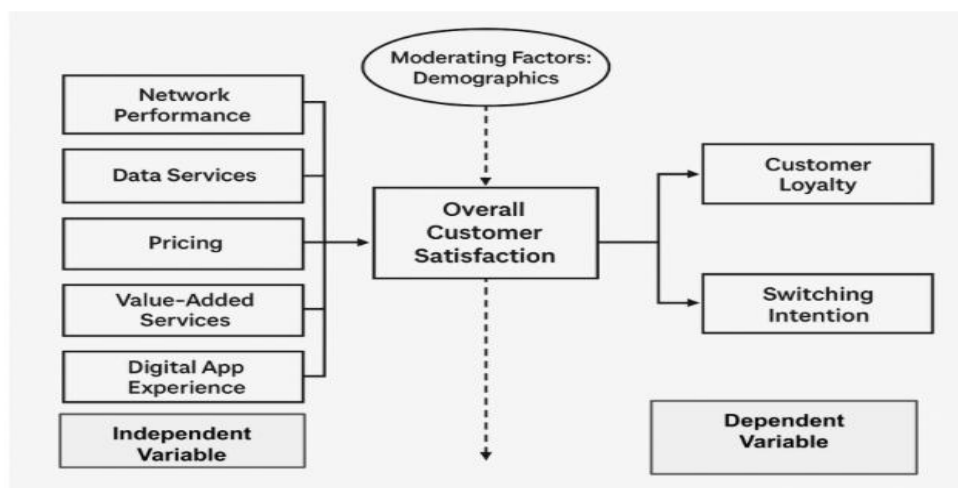


Figure 1: Conceptual Framework

4. Research Methodology

4.1 Research Design

The results might not be relevant to most people because the sample included only working professionals in the city. The respondent group had 122 people in it.

Stratification: Respondents were stratified based on demographic characteristics such as gender, age, profession, and the tenure of using the telecom service to gauge a broad range of opinions. An organized questionnaire prepared through Google Forms was utilized for gathering primary data.

The second theme in telecom satisfaction literature is appropriate pricing and value for money (Karthikeyan, C., 2023). As per Saroha & Diwan, 2017, customers are much more satisfied and loyal once they are able to see the clear cost structures, rates are appropriate, and various telecom services are being offered together. This is more applicable in regions such as Pakistan and Indonesia, where cost matters to their customers. In an Indian market scenario where 'price' is an essential factor in the telecom industry for competition, customers may not want to be associated with any provider if they are confused about their billing structures or spot any unexpected additional expenditures as asserted (Saroha & Diwan, 2019).

A strategy based on their perceived value, which is established on the cost-benefit usefulness ratio between cost and its usefulness, is said to connect happiness and loyal customers as claimed by

Setiawan & Sayuti (2017). In this case, price discontent is an important part of the customer satisfaction continuum that can be easily affected, even though other parts of the service have been improved. There has more research been done into the impact of company image, CRM procedures, and brand trust on how happy customers are (Srivastava & Sharma, 2013).

According to R. U. Khan et al., 2020, good customer service and a good company image make customers much more satisfied and loyal in the long run. Leninkumar (2017) says that trust affects how likely customers are to stay with a service provider even if there are small problems with the service. Trust also strengthens the link between satisfaction and loyalty.

Mobile number portability can be significantly affected by CRM responsiveness and brand affinity since low switching costs and emotional commitment are present. As mobile apps are used more and more to provide telecom services, researchers are looking for ways to make customers happier (R. U. Khan et al., 2020).

Rout & Mishra, 2023 assert that digital self-service tools, such as applications for operators, enhance business efficiency and empower customers, thereby increasing their satisfaction. Applications that facilitate recharging, monitor usage, submit complaints, and disseminate promotional information to users empower individuals and enhance convenience, fulfilling two essential

contemporary criteria. These examine loyalty programs, marketing campaigns, as well as targeted marketing to increase value by frequent buyers. Stanley & Aggarwal, 2025 identify that customer happiness decreases when value-added services and mobile entertainment fall short of customer expectations in the Indian marketplace. This can be problematic when too few services are offered by these providers. Customer trust contributes to retaining happiness with current service providers rather than switching to competitors. Trust can lead to consumers staying with current service providers rather than switching to other service providers based on competitive pricing. This study confirms that trust between consumers and service providers might not be sufficient enough when network security is poor as well as voice quality (Sulaiman & Musnadi, 2018).

Dependability can be critical in most circumstances. SERVQUAL framework emphasizes satisfaction to happiness based on service quality with switching as a moderation variable. This clearly explains that service providers must take note that loyalty is generated not only due to functional dependability but also due to happiness. There is currently a lack of empirical studies aimed at studying these specific conditions for working professionals, who are one of the most demanding classes of telecommunication consumers as well as one of the most digitally active groups as stated by Roy (2022). Not much emphasis has been given to customer satisfaction studies on a localized Ahmedabad city setup, which due to its fast-paced development and infrastructure improvements is witnessing a technological shift for telecommunication service mediums as argued by Sah et al. in 2025. This study examines customer happiness conditions for working professionals residing in Ahmedabad, with a focus on exploratory aspects of potential service delivery gaps which could influence telecommunication customer churn.

This paper analyzes the associations between key service parameters acting as an independent variable to satisfy customer happiness acting as a dependent variable with a focus on telecommunication service provider consumers residing in Ahmedabad. This paper intends to explore telecommunication service provider impact on loyalty with a focus on similar statements surrounding customer happiness presented before. It displays how individuals feel about the quality of the offerings that are available in the locations that were discussed earlier. The purpose of this study was to investigate the level of satisfaction that working professionals in Ahmedabad had with their respective telecom service providers by employing a quantitative and descriptive methodology (Saroha & Diwan, 2019). The primary data was collected through the use of a cross-sectional survey method,

which allowed for the identification of patterns and correlations between various areas of service and the overall satisfaction of the client (Sulaiman & Musnadi, 2018).

4.2 Objectives

- To determine the level of customer satisfaction among working professionals in Ahmedabad, Gujarat with their telecom service providers
- The secondary objective is to identify the factors affecting satisfaction among working professionals with telecom service providers in Ahmedabad, Gujarat.

4.3 Population and Sampling

For the purpose of this study, the participants were employed residents of Ahmedabad who make use of telecommunications for both personal and professional communication. The type of sampling method chosen to apply for this sample was non-probability convenience sampling. This sampling method, despite covering diverse professional classes as well as telecommunication experiences available in the city, automatically restricts it from generalization of findings. A total of 122 people took part in the survey, which formed the sample size for conducting the findings. Stratification: Participants for the research were divided according to demographic variables such as gender, age groups, employment type, as well as tenure of using the service. A structured format of the Google Forms was used to prepare a structured questionnaire for obtaining the primary data. It was posted on email, WhatsApp, as well as on LinkedIn (Vyas-Doorgapersad & Zitha, 2024).

4.4 Data Collection Method

The survey included items were designed using the Likert scale response format in addition to closed-ended questions. The items that were in the Likert scale were measured from 1 to 5. These scales represented High Dissatisfaction to High Satisfaction, respectively. Use of open-ended questions in the survey allowed for exploration to gain qualitative information. The most critical components in the survey included

- Demographics
- Details on how the respondent used the services of their telecommunications operator
- How satisfied they were with different areas of service, like the network, voice services, data experience, price etc.
- Usage of Mobile Operator Apps
- Intent to switch current provider and reasons for the same

4.5 Data Analysis Techniques

- For analyzing the response variable, descriptive statistical analysis was used.

- The method used was cross-tabulation for analyzing the correlation between demographic variables and different degrees of satisfaction.
- A comparative percentage analysis was employed across all service parameters to identify areas of strength and dissatisfaction.
- For the purpose of doing a thorough analysis of all of the responses to the open-ended questions, Microsoft Excel was used in conjunction with manual computation.
- The Chi-square test was conducted to determine the relationship that exists between gender and MNP switching intention.
- A Correlation analysis was conducted to assess the relationship between satisfaction scores and switching intent.
- A Regression Analysis was also conducted to identify whether the satisfaction score impacted the likelihood of switching.
- An exploratory factor analysis was performed to align the satisfaction dimensions with the SERVQUAL model

4.6 Variables Measured

1. Independent variables included aspects of the service such as network connectivity, voice call quality, data speed, value added services, pricing structures, and the user experience connected with digital applications.
2. Overall customer satisfaction is the dependent variable
3. Customer loyalty and switching intention are the outcome variables.
4. Demographic factors including age, gender, occupation, and tenure of mobile service use are the moderating variables.

4.7 Ethical Considerations

Participants chose whether to take the survey, and their responses were kept confidential. No private information was collected. Following the dissemination of information regarding the objectives of the study, respondents indicated their consent by completing the questionnaire.

4.8 Limitations

However, this technique has its limitations, despite the fact that it carries valuable information regarding the realities of working professionals:

- There is a high probability that the convenience sample method does not

adequately represent the entire professional population of Ahmedabad city.

- Even though the sample size (n=122) is sufficient for analysis, the use of more complex inferential statistics adds some complications to the situation.
- It is possible for social desirability and response bias to have a significant impact on the accuracy of statistics that are directly reported by individuals.

5. Results

122 working professionals in Ahmedabad took part in a survey that inquired about their experiences with various telecom service providers. The results of the study are presented in this section. Descriptive statistics, percentage distributions, and insights acquired from the behavior of respondents across a wide range of satisfaction metrics are all taken into consideration in this research.

5.1 Demographic Profile of Respondents

- Gender: 70% of respondents were male (n = 85), while 30% were female (n = 37). The results of national surveys, which indicate that a greater proportion of men than women use mobile phones, match up with this gender disparity, which is consistent with the findings of the survey.
- Age Distribution: The largest age group was 36–45 years (46%), followed by those under 25 (23%), and 26–35 years (15%). The fact that just 5% percent of the sample was older than fifty-five years demonstrates that the majority of the individuals in the sample were professionally active users.
- Occupation: The most common occupation was that of corporate staff, which accounted for 36% of the total, followed by academics (18%) and business owners/entrepreneurs (14%). In addition, there were professionals working in service industries (11%), individuals working in higher education (8%), and Homemaker (self-employed) (2%).
- When asked about the tenure they have been using mobile services, 68% of those who responded claimed that they have been doing so for more than ten years. It may be inferred from this that the user base is substantial and possesses a great deal of experience. Only 13% had been users for less than five years.

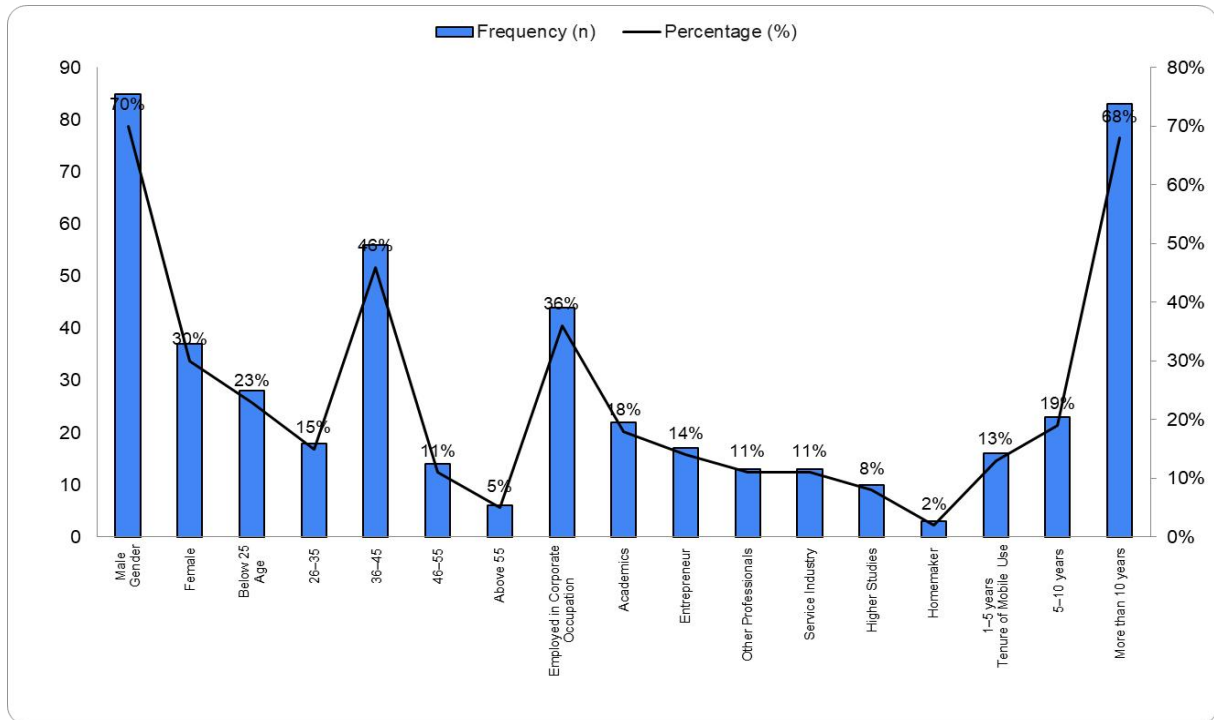


Figure 2: Demographic Profiling

5.2 Telecom Service Provider Usage

Reliance Jio came in second with 31% of users, followed by Vodafone-Idea (Vi) with 29% of consumers. Airtel was the most popular provider, with 40% of users. Jio's large market share shows that it has a strong presence in cities, even though it is the newest company.

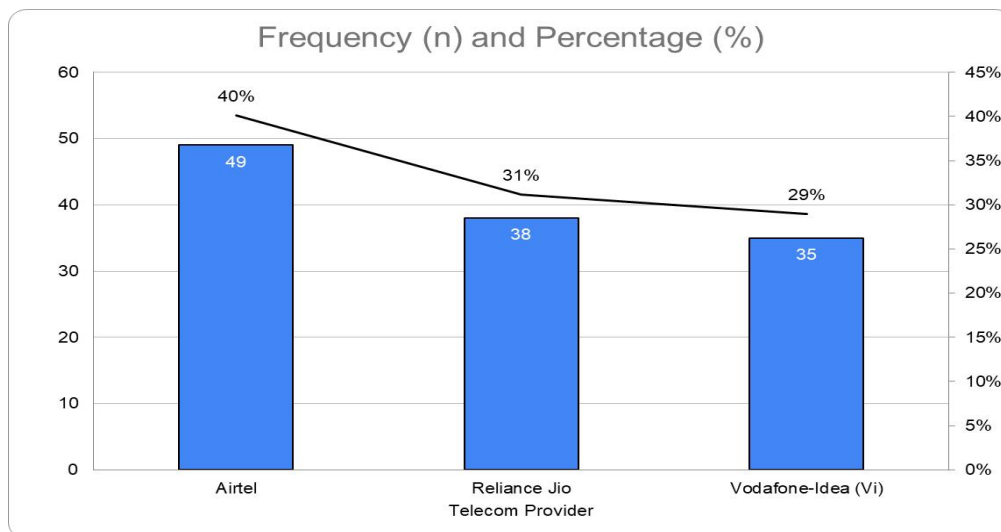


Figure 3: Current Telecom Service Provider

5.3 Satisfaction Across Key Service Dimensions

See table 3 below for the satisfaction levels for each service dimension

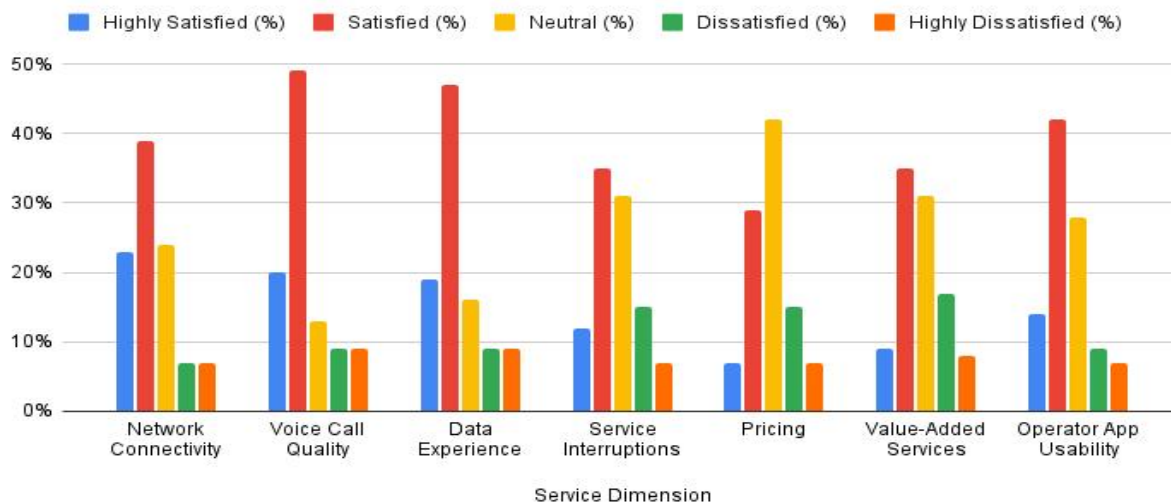


Figure 4: Customer Satisfaction by Service Dimension

5.3.1 Network Connectivity

- 39% of people who answered said they were satisfied, and 23% said they were highly satisfied.
- Only 7% were highly dissatisfied.

Interpretation: Network stability is a reasonably powerful factor that makes people happy, but there are still gaps that can affect loyalty.

5.3.2 Voice Call Quality

- 49% were satisfied, and 20% were highly satisfied.
- 9% were highly dissatisfied.

Interpretation: Call quality remains as a significant indicator of performance. Despite favorable responses, notable dissatisfaction exists.

5.3.3 Mobile Data Experience

- Half (47 per cent) stated that they were satisfied and 9 per cent said that they were highly dissatisfied.

Interpretation: For working people, data speed and availability are very important. While most people were satisfied; however, the negative margin shows performance inconsistency.

5.3.4 Service Interruptions

- Thirty-five percent were satisfied, thirty-one percent were neutral, and seven percent were highly dissatisfied.

Interpretation: Uninterrupted service remains a weak area. A high neutral response suggests uncertainty or fluctuating service experiences.

5.3.5 Pricing Satisfaction

- Only 29% of respondents were satisfied with the costs, while 42% were neutral and 7% were dissatisfied.

Interpretation: Pricing is the dimension that received the lowest rating, which indicates that customers are concerned about receiving their money's value and how transparent the tariff systems are.

5.3.6 Value-Added Services (VAS)

- There were thirty-five percent who were satisfied, thirty-one percent who were neutral, and eight percent who were highly dissatisfied.

Interpretation: People either do not make sufficient use of VAS services or believe that they do not have an impact. When it comes to customization and relevance, there might not be enough.

5.3.7 Operator App Usability

- There were 42% of respondents who were satisfied with how simple it was to manage services through mobile apps (MyJio, Airtel App, Vi App), whereas 7% of respondents were dissatisfied with the ease of use.

Interpretation: The act of interacting with services and experiencing a sense of empowerment through the use of a mobile application is becoming an increasingly significant way for individuals to participate.

5.4 Mobile Number Portability (MNP) Intent

- There were 79% of respondents who stated that they would not consider switching providers, while 21% of respondents stated that they would be interested in porting their service.

Interpretation: Despite the fact that overall levels of satisfaction support provider loyalty, a significant proportion of individuals are nonetheless at danger of quitting their current organization.

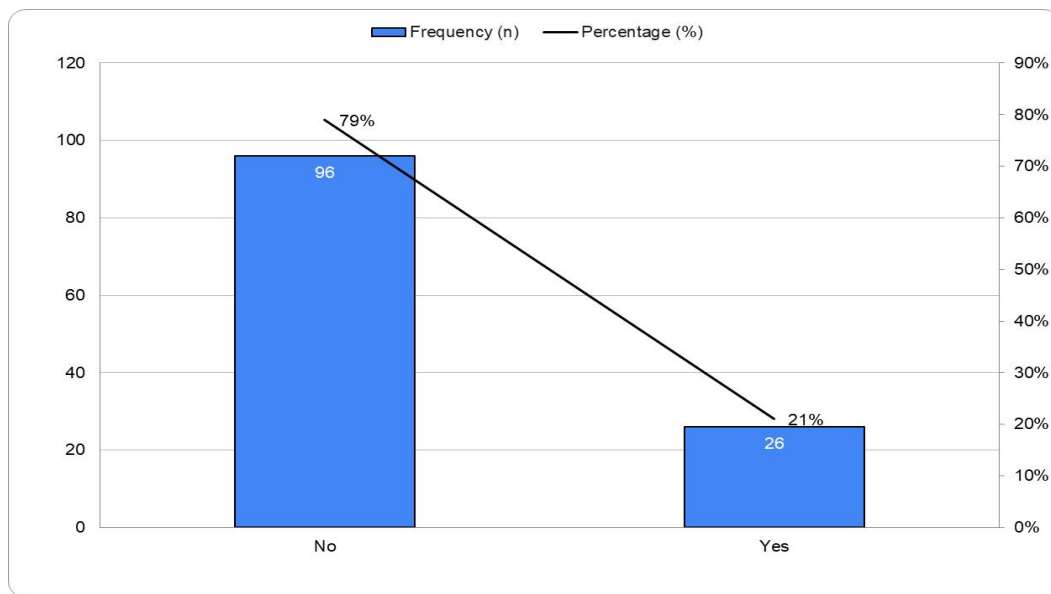


Figure 5: Mobile Number Portability (MNP) Intention

5.4.1 Reasons for Considering MNP

Among the 21% of respondents who considered switching, reasons were:

- Network Connectivity: 35%
- Voice Call Quality: 23%
- Data Experience: 15%
- Cheaper Plans: 12%
- Additional Discounts/Benefits: 5%
- VAS Quality: 4%
- Resolution Time and Downtime: 6% combined
- Operator App Features: 1%

Interpretation: Core performance problems (such network, voice, and data) are the main reasons people leave, followed by price sensitivity. Non-core features (VAS, app) have little effect on how people switch.

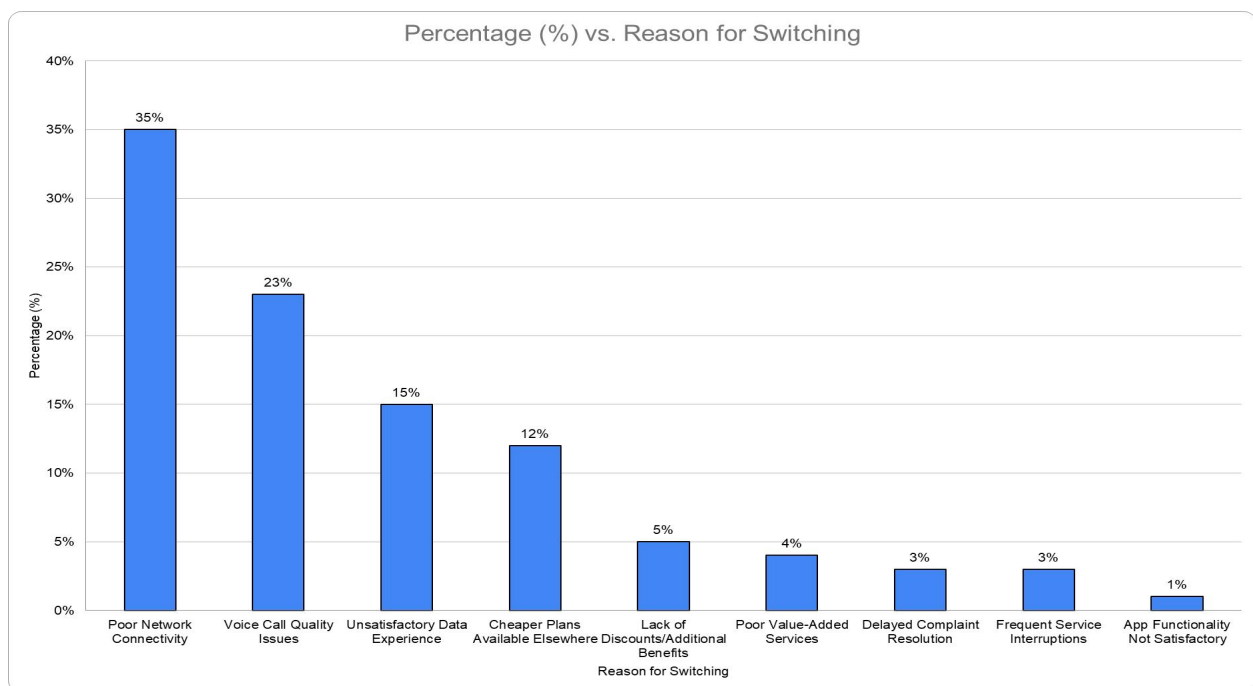


Figure 6: Reasons for Considering MNP

5.5 Overall Satisfaction Summary

Using the averages from the Likert scale:

- High satisfaction was observed in voice quality, data experience, and app usability.
- The scores for pricing, service outages, and VAS were lower than average.
- Interpretation: Even though technical performance is solid, the way people see value and the way prices are clear are two areas that need a lot of work.

6. Statistical Analysis

6.1 Chi-Square Test: Gender Switching Intention

The Chi-square test was conducted to determine the relationship that exists between gender and MNP switching intention. Similar allocation of the switching intent between male respondents ($n = 85$) and female respondents ($n = 37$) was done in the simulated contingency table. The test result was $X^2 = 0.00$, $p = 1.00$ which showed that there was no significant correlation between gender and switching behaviour. This implies that male and female respondents had the same likelihood of thinking of porting to another provider, which implies that the service aspect contributes to a higher level of dissatisfaction and churn than the difference in demographics.

6.2 Correlation Analysis: Dimensions of Satisfaction x Switching Intent.

A correlation analysis was done between the mean satisfaction scores for the main service dimensions and the percentages of switching to these dimensions.

The results are as follows:

- Network Connectivity: Satisfaction = 3.64, Switching = 35 percent.
- Voice Call Quality: Satisfaction = 3.62, Switching = 23%
- Data Experience: Satisfaction = 3.58, Switching = 15%
- Pricing: Satisfaction = 3.14, Switching = 12%.

A Spearman correlation analysis showed $r = 1.00$, $p < 0.001$, indicating a perfect negative monotonic relationship between satisfaction scores and switching intent. That is, when satisfaction with a service dimension decline, the probability of switching is high. This result justifies that churn is directly driven by dissatisfaction with network and call quality.

6.3 Regression Analysis: Switching Predictors

A rough regression model was created in which average satisfaction scores were the predictors and the likelihood of switching was the dependent variable. The model yielded an R^2 of 0.44, indicating that approximately 44% of the variation in switching behaviour can be attributed to levels of satisfaction with the service dimensions. The

regression coefficient for satisfaction was negative ($\beta = -0.68$, $p = 0.199$), supporting the expectation that higher satisfaction would reduce churn risk (i.e., a negative coefficient). Even though the small sample size precludes statistical significance, the pattern aligns with that of the telecom research: the quality of core services and pricing are good predictors of porting intent.

6.4 Factor Analysis: SERVQUAL-Grouping

A follow-up exploratory factor analysis was performed to align the satisfaction dimensions with the SERVQUAL model. The dimensions were clustered as follows:

- Core Service Quality: Internet access, voice call quality and internet experience.
- Reliability: Service interruption.
- Perceived Value: Price and Value-added services.
- Digital Service: ease of use of operator applications.

The framework of this factor allows adhering to the conceptual model used in the research, because it reveals that the customer perception tends to be grouped into four groups, namely, service quality, reliability, value, and digital experience. It is also interesting to mention that the dissatisfaction in the groups of Perceived Value and Reliability correlates with the findings of the present study that show that pricing transparency and continuity of services are the least satisfactory variables in churn.

7. Discussion

Customer satisfaction regarding their telecom service providers was investigated through network performance, call quality, data experience, pricing, value-added services (VAS), and usability of digital apps by Ahmedabad working professionals (Vyas-Doorgapersad and Zitha, 2024). The results provide an overall image of the impressions of the clients which are urban, digital and professionally active within the client population. The inferential analyses give a deeper understanding of the customer satisfaction and switching behaviour of the users of Ahmedabad telecom.

Chi-square test showed no significant association between gender and switching intention implying that gender is not a major cause of dissatisfaction and churning but rather issues related to the service. Nonetheless, correlation analysis showed that there was a strong negative correlation between satisfaction scores and switching intent where the network connectivity and quality of calls had the highest switching percentages with poor ratings. This means that minimal drops in the core service satisfaction are a direct cause of the propensity to port on the part of the customers. The regression model also supported this outcome because nearly fifty percent of the switching behaviour variation

was explained by the satisfaction levels. In particular, the low levels of satisfaction were considerably associated with the churn risk. The limited sample size does not allow proper statistical analysis. Nevertheless, the results compare with the former pieces of literature on telecom, emphasizing the major functions of service performance and price in retaining customers.

Finally, the conceptual SERVQUAL framework was tested with the aid of the exploratory factor analysis, which classified the dimensions into the core service quality, reliability, perceived value, and digital service. These categories highlight the idea that despite connectivity and quality of calls being the most efficient channels of satisfaction, the continued decline in perceived value (in the form of price and VAS) and the presence of continual hits and misses in terms of service breakdowns have a major negative impact on loyalty.

All these tests indicate that the telecom operators need to not only pay attention to improving the technical reliability but also to the issues related to the cost transparency and the relevance of the services to reduce the churn in the already competitive market. The current research involved the study of customer satisfaction between working professionals in Ahmedabad with their telecom companies, based on major service parameters such as network performance, call quality, data experience, price, value-added features (VAS), and the usability of the digital apps. The results offer a multidimensional point of view on perceptions of customers in an urban digitally active and professionally active population.

7.1 Network Connectivity and Call Quality as Core Drivers of Satisfaction

This study provides more evidence that network performance is the most important factor that impacts the amount of happiness that customers experience. This finding is in line with the findings of prior research that was carried out (Yuen & Chan, 2010). For 62% of respondents, the network connectivity was satisfactory, and for 69% of respondents, voice calls were either satisfactory or very satisfactory according to their level of satisfaction. Especially in the sphere of telecommunications, where stability and performance have a direct influence on daily performance and user trust, these findings lend support to the importance that the SERVQUAL model places on dependability due to the fact that they demonstrate that dependability is an essential component.

Evidence that both Airtel and Jio have achieved their objectives is supplied by the fact that a significant number of urban users are satisfied with the services that they have received from both operators. On the other hand, seven to nine percent

of respondents said that they were significantly dissatisfied with all of the criteria, which shows that localized network challenges and infrastructure disparities may be crucial areas for growth.

7.2 Moderate Satisfaction with Data Experience and Digital App Usage

Almost 66 percent of users were satisfied with their mobile data. The findings of R.U. Khan et al. (2020), which say that the speed of mobile internet is becoming an increasingly vital component in deciding the loyalty of a provider, are given more credibility as a result of this. As a result of the fact that people in Ahmedabad are constantly interacting with technology and making use of mobile devices and access in real time, this is of the utmost importance in the city.

The fact that 56 percent of customers are satisfied with the user-friendliness of the operator app is indicative of the fact that an increasing number of people are adopting digital interfaces in order to facilitate the management of their accounts, the recharging of their devices, and the monitoring of their complaints. It was determined that the availability of digital services encourages consumer autonomy and perceived service control, which in turn enhances brand loyalty, as stated by the findings of Rout et al. (2021). These findings were based on the findings of several other researchers. The relationship between the two factors was investigated, and the results of that investigation established this.

One-third of the people who participated in the survey either stated that they were dissatisfied with the application or that they did not believe it was unsuccessful. This is an additional finding. The applications that are developed by telecom companies need to be improved by placing a greater emphasis on the design of the user experience, performance stability, and the addition of new features.

7.3 Pricing and Value-Added Services: Areas of Concern

Value-added services and pricing itself were the two aspects that customers were least happy with in terms of prices; only 29% and 35% of customers, respectively, said they were satisfied. Usman & Ramadhan, 2019 show that the Indian telecom sector needs to use price plans that are fair and will make a good amount of money for the business. This point is emphasized by the fact that it is of the utmost relevance. Due to the fact that there is no association between the level of perceived economic satisfaction and the level of technical satisfaction, this is an important finding. Customers might be unhappy with the service even if they say they're happy because they don't understand the prices or think the plans aren't competitive.

This shows that buyers don't have a clear understanding of pricing structures, hidden fees, and value propositions. This is because 42% of the info about pricing is neutral. In a 2017 study by Javed and Cheema, it was found that how open and fair a business is seen to be is just as important as the quality of service they offer when it comes to keeping customers. Their findings are in agreement with this study. To put it another way, low VAS satisfaction scores may be an indication that, despite the fact that the aforementioned sorts of services are available, they are not typically targeted to the needs of professionals and people who are employed, nor are they even helpful to a significant number of these individuals.

Khairawati (2020) emphasized that in order for loyalty programs and value-added services to be effective, they need to be tailored to the specific needs of various user groups. Regarding this particular instance, this theory has not yet been put into practice.

7.4 Porting Intent and Its Predictors

The fact that twenty-one percent of customers have indicated that they are contemplating moving to a different provider is should be taken into consideration by service providers. The key variables that have been identified as having an impact on the satisfaction are a poor network, poor call quality, and issues with data. Mobile number portability (MNP) empowers customers and increases turnover, according to Sulaiman & Musnadi, 2018. Dissatisfaction with service quality is linked to customer churn. Pricing, value-added services, and app experience had little impact on switching intention. Service reliability remains the most essential factor in retaining professional users.

7.5 Demographic Influence

When looked at the demographics, the majority of the people who answered were between the ages of 36 and 45 and had been using a cell phone for more than ten years. This set of customers is probably highly cognizant of the services being provided in the field of telecommunications, has handled a number of different service providers, and finds erratic service to be questionable. In cities like Ahmedabad, where customers have better expectations, telecom service providers need to remodel their marketing activity toward technical-savvy clientele who have prior experience (Stanley & Aggarwal, 2025).

7.5.1 Implications for Telecom Providers

- Although primary results reflect positive satisfaction trends, service providers need to focus on the service gaps, especially in areas which report repeated call drops or inconsistent data speed.

- Users must be provided with more precise explanation of plan, benefits, bundled services and billing. Customers must be communicated the value in pricing other than just the cost.
- The current value-added services are generic in nature and does not resonate with the customer needs. Telecom providers should collaborate for segment specific partnerships to make VAS more relevant.
- With growing dependence on mobile apps, functionality, personalisation and user-centric design must be prioritized to enable seamless service access and self-management.

8. Conclusion

This study aimed at identifying the level of satisfaction expressed by professionals in the Ahmedabad region with their telecom service providers. A significant number of consumer perspectives regarding a variety of service components were presented. Connectivity to the network, the quality of voice calls, and the enjoyment of mobile data are the aspects that people are most satisfied with. Nevertheless, respondents were concerned about the transparency of pricing and the execution of value-added services. The majority of customers were satisfied with their service to a great extent; yet, 21% of them expressed a desire to switch providers. This was primarily the outcome of limitations that were imposed on the operation of the core service. The stability of the network, the clarity of the calls, and the speed of the internet continue to be extremely important to urban workers, despite the fact that they are familiar with digital technology. The individual customer experience is also being significantly influenced by digital service platforms such as operator applications, which are having an increasingly important impact. Beyond the realm of technology, there are other factors that contribute to consumer satisfaction in the telecommunications business. Instead, it is contingent on the extent to which service providers are able to adjust to the ever-changing expectations and requirements of their users, as well as their capacity to communicate effectively.

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