

The Impact of Service Quality Dimensions upon Customers 'Satisfaction: An Empirical Study Applied in the Jordanian Mobile Telecommunication Sector

Dr. JAMAL M.M. JOUDEH

Marketing Department, Faculty of Economic and Administrative Science,

Applied Science Private University Amman 11931, Jordan

E-mail: jamaljoudeh@asu.edu.jo

Abstract

The current study aimed to examine the impact of service quality dimensions upon customers' satisfaction in the Jordanian mobile telecommunications sector. The researcher examined four (4) dimensions of service quality; communication service, personal interaction, prices and physical environment. The researcher collected the relevant data from three telecommunications companies; Zain, Umniah and Orange. Such data were collected through using a questionnaire. Five hundred and twenty-seven (527) people have responded to this questionnaire. The researcher used several statistical methods to test the hypotheses, such as: factor loading, gender discrimination Cronbach Alpha, correlations, regression analysis, VIF and Mann-Whitney U analysis. The current study's results indicated that the dimensions of service quality have a positive impact on customers' satisfaction together and separately. In addition, with excluding personal interaction and physical environment were found differences, the study's results showed there is no variation between Amman and Zarqa in terms of the impact of other service quality dimensions on the customers' satisfaction.

Key Words: Quality Service, Consumer Satisfaction, Telecommunication, Dimensions, Jordan.

Introduction

The world has been witnessing a revolution in the field of telecommunication and the technology it is associated with. This revolution has led to the emergence of many national and international telecommunication companies. These companies exert many efforts and try to take all the necessary measures to provide their customers with the best possible service quality to satisfy them and attract new customers to them. In spite of all these efforts that are exerted by mobile telecommunication companies, these companies have been facing many challenges which threaten their continuity to exist and survival in the market. The most significant challenges that have been facing mobile telecommunication companies may include having: (a) fears of establishing new companies of such type, (b) many advanced markets in many countries, (c) an intense competition among companies of such type, (d) increase in the needs and wants of consumers, and (e) a rapid technology innovations. With facing these considerable challenges, many mobile telecommunication companies find themselves in an embarrassing position that requires making new changes and developments and increasing their activities in order to survive in the market. It's necessary for mobile telecommunication companies to direct their activities towards meetings the customers' needs and desires through providing them with a high services quality to increase their customers' satisfaction and attract more loyal customers. On the contrary, if such companies ignored their

customers' needs and desires, they will find themselves not capable of keeping up with the competition occurring in the market, and thus customers will transfer their subscriptions to other companies that are capable of meeting their needs. Therefore, focusing on meeting customers' needs and providing them with a high service quality can impact customers' satisfaction and loyalty to their companies.

Statement of the Problem

The problem of the current study is related with customers and mobile companies. For instance, it can be noticed that the customers' main concern is represented in aiming to get a higher service quality by the mobile telecommunication companies. As for the mobile telecommunication companies, they aim at providing the customers with a high service quality to make them feel satisfied. Hence, the researcher conducted the current study in order to provide answers for the following questions:

1. Are the services provided by mobile telecommunication companies considered adequate and able to fulfill their customers' needs?
2. What is the impact of the dimensions of telecommunication service quality such as communication service, price, personal interaction and physical environment upon customers' satisfaction?
3. Do mobile companies provide the same level of service quality in various cities?

Literature Review

Over the past 30 years, researchers' interest in the service sector has increased in order to have more understanding for customers' needs and wants. Researchers have also emphasized three main concepts in their studies that are associated with the concept of service. These three concepts are: service quality, customer satisfaction and customer loyalty. Researcher has also focused on examining the impact of those three upon companies' ability to survive, make profits and compete. Staya (2003) believes that having high customers' satisfaction is important in maintaining customers' loyalty. As for Heskett et al. (1997), they believe that having customers' loyalty is significant because it is highly related and linked with the company's continued survival, and strengthening its future growth. Hence, for a company to maintain a stable profit level when the subscription level has reached the saturation point, the market should be mature, or the competition should be fierce. Having a strategy that aims to retain customers is more important than having an aggressive one, which aims at expanding the size of the overall market by attracting more customers. Opoku et al. (2008) add that when the levels of service quality are high, there are low staff turnovers that benefit them, improvements that are reflected positively upon the employees' morale, cost savings, and increase in the market share and profitability. Hence, Fornell (1992) and Buel et al. (2015) believe that service quality is an important element for having a competitive advantage in all markets. For instance, having a highly competitive market leads to having high levels of service quality, raising competitiveness and that requires from companies to pay attention to the service quality in order to maintain their market share values and their achievements. Berry et al. (1994) believe that having services of excellent quality is considered as a strategy that gains profits. That is because providing such services results in attracting new customers, conducting more business with the current customers, and losing less customers. Providing such services results in providing prices that are consistent with the competition, and committing fewer mistakes which normally require the performing services. Providing services of excellent quality can require motivating people because providing such services requires building an organizational culture in which people are challenged to use their full potentials in and are recognized and rewarded when they do that. Service is a key component of value that generates success to any company. Kotler & Armstrong (1997) argue that succeeding in achieving the organizational objectives depends on determining the needs and desires of the target markets and fulfilling them to satisfy customers in a manner that is more efficient and effective in comparison to other competitors. Furthermore, Kumar et al. (2009) and Morgeson et al. (2015) emphasize the idea that having a high service quality leads to achieving higher customers' satisfaction and customers' loyalty. The relevant literature that has been reviewed in the field of marketing has indicated that the dimension so service quality have a major role in determining the perceived value of

the services provided by the company to the customer. These dimensions play a role in creating a company's image that can eventually lead to raising customers' satisfaction and achieving consumers' loyalty whether that was in a direct or indirect manner (Al-Khattab & Aldhayyat, 2011, Alom et al., 2010, Naeem et al., 2009 & Clemes et al., 2014).

Service Quality

Juran & Goodfrey (1999) define quality as being the product's performance which leads to achieving customer satisfaction in case the product was free from any fault, to avoid customers' feelings of dissatisfaction. Gronroos (2000) defines service as being a process that consists of a series of more or less of intangible activities that normally, but not necessarily, take place in the interactions occurring between the customer and service employees and/or physical resources or goods and/or systems of the service provider which are provided as solutions to problems concerning customers. Bitner et al. (1994) and Cronin & Taylor (1994) define service quality as being a judgment or an overall attitude towards a service that appears as a result of a long-term assessment process. In other words, it is the overall impression through which the consumer feels that the company and its services are superior or not. Fogli (2006) defines service quality as being a global judgment or attitude related to a particular service. In other words, it is the customer's overall impression of the relative inferiority or superiority of the organization and its services. Parasuraman et al. (1985) define service quality as being the discrepancy between consumers' perceptions for the services offered by a particular firm and their expectations. Thus, a good service quality is fulfilled when quality meets or exceeds consumer expectations.

The relevant literature that has been reviewed in the field of marketing has indicated that there are two famous approaches for examining and investigating service quality and its dimensions. These approaches are the most prevalent approaches among researchers and academics for measuring service quality in various service industries. The first approach is obtained from Grönroos (1980) studies, which developed a model in which service quality consists from three dimensions. The first dimension is technical quality (or outcomes) which refer to the results that the customer has obtained through the use of the relevant service. The second dimension is functional quality (or process) which refers to the delivery of the service or the relationship between the customer and the company. As for the third dimension, it is the image quality which is identified as being the company's image resulting from both the technical and functional types of service quality. The beliefs of Gronroos (1980) and his followers have established what's called the Nordic (or European) School. As for the second approach, it is developed by Parasuraman et al. (1985). This approach is called the Gap Model. This model perceives service quality as being the difference between the perceived quality and the expected one. In other words, it perceives service quality as being the difference between the quality that is expected by the consumer before the purchase process and the quality that has been actual received by the same consumer after the purchase process. In another study for Parasuraman et al. (1988), they developed a model that includes five dimensions of service quality within. These five dimensions are: tangibility, reliability, responsiveness, assurance and empathy. They have also developed a scale of twenty two (22) items. This scale- which is called (SERVQUAL) - is considered valid for measuring service quality. The contributions that have been provided by Parasuraman et al. (1988) and their followers have established what's called as American School.

Customers' Satisfaction

The expression of customers' satisfaction has become a commonly used expression in theoretical and empirical studies conducted in the field of marketing. That has resulted from the increasing attention given to consumers who have become the focus of many companies and an indicator to measure of managers' success. Cronin & Taylor (1992) emphasize the importance of service quality perceptions and the relationship between service quality and customers' satisfaction. Luo and Homburg (2007), Anderson & Mittal (2005), Siddiqi (2005), Prabhakaran & Satya (2003) revealed that companies should give more attention to raising customers' satisfaction and meeting their needs. They pointed out that successful

companies are that companies that are capable of letting the customers feels a certain level of satisfaction in order to maintain their loyalty to them and capable of communicating with them. Kotler (2005), Sharma & Ojha (2004) define customer satisfaction as a feeling of happiness or disappointment results from comparing product performance and consumer expectations. They also define it as being the difference/attitude that appeared as a result of evaluating the performance of the service or the product after purchasing or using it and between the expectations that have been built before buying. According to Sivesan (2014), customers' satisfaction is a full compatibility of the consumer's expectations and his satisfaction, feelings that are felt by him after using the product or the service. Oliver (1980) explains that customers' satisfaction occur when the customers compare their perceptions for the actual performance of the product / service with their expectations, and thus, the feelings of satisfaction will develop within them. Customers' satisfaction refers to the discrepancies occurring between the customers' expectations and the performance of the product / service creating a disconfirmation. Oliver (1980) identifies three types of disconfirmation. The first type is the positive disconfirmation which occurs when the performance of the product/service exceeds the customers' expectations and thus, customers would be feeling very satisfied. The second type of disconfirmation is the negative one which occurs when the performance of the product/service that is less than the customers' expectations and thus, customers would feel very dissatisfied. The third type of disconfirmation is zero disconfirmation which occurs when the performance of the product/service equals the customers' expectations. Andreessen (2001) mentions that customers' satisfaction can be viewed as an evaluation that occurs when comparing customers' expectations with their actual experience after using the product / service. Gibson (2005) states that satisfied customers are likely to become loyal customers and thus, that means that they are more likely to spread positive promoting word of mouth about the relevant companies' services or products, which would make it easier to design and deliver offers that are consistent with the market's demands. On other hand, Caruana (2002) mentions that unsatisfied customers tend to create negative word-of-mouth about the relevant companies' services or products and convey their negative impression to other potential customers Therefore, Bitner et al. (1994) suggest that improving the service quality shall have a significant impact upon achieving customers' satisfaction. Parasuraman et al. (1988) have compared between service quality and customers' satisfaction. Service quality is perceived as global judgment or attitude about how excellent the service is. As for satisfaction, it is associated with a specific package. Therefore, customers' satisfaction that is concerned with a particular service needs to review the dimensions of this service constantly because service quality has various impacts on customers' satisfaction.

Thus, service quality, and customers' satisfaction and loyalty are very important concepts that companies must understand if they desire to survive in the market and develop more. In the contemporary competitive environment, delivering a high-quality service is considered a primary key for having a sustainable competitive advantage and satisfying customers. That shall be the foundation of any successful business, because customers' satisfaction leads to achieving loyalty and spreading positive words of mouth. Gibson (2005) believes that identifying the factors that have an influence upon customers' satisfaction facilitates the process of designing and delivering service offers that are consistent with the market's demands. Caruana (2000) argues that consumers' satisfaction and loyalty are considered as a things that result from service quality. He also believes that customers' satisfaction can be used to judge the features and excellence of the relevant service or product. He also believes that customers' satisfaction can be used to identify the ability of the product or service to provide the customers with happiness when consuming it. He also believes that this process requires developing the service quality due to the high impact it has upon customers' satisfaction.

Jordanian Mobile Telecommunications

Jordan- like other countries -has been witnessing a rapid growth in the industry of mobile telecommunication services. Such industry has become one of the most popular and prevalent industries when comparing it with other types of industries. The Jordanian telecommunications market has held the second rank in relation to its competitiveness index among the telecommunication companies that are

located in the region, whereas Saudi telecommunication companies held the first rank. That is because there is much competition between mobile telecommunication companies. The official statistics that was conducted in 2015 showed that the number of effective mobile subscriptions exceeded the number of the Jordanian population with a percentage of 150%. For instance, the estimations of the number of active mobile subscriptions indicated that it exceeded 13.1 million, in comparison to a population that consists of 9.5 million people. The growth in the number of subscriptions is attributed to the competition occurring between mobile telecommunication companies. It is also because each subscriber carries several SIM cards that belong to various companies. Jordanian mobile telecommunication market includes three operating companies within; Zain, Umniah and Orange. As for Zain/Jordan, it is the first mobile telecommunication company in Jordan which was established in 1999. In the aforementioned statistics, this company has held the first rank in relation to the number of subscriptions. For instance, the number of its subscriptions exceeded 4.7 million subscriptions and that represented a percentage of 36% from the total mobile market. As for the second Jordanian telecommunication company, it is Orange Company. It was established in 2005 after establishing Zain Company. The number of Orange subscriptions was around 4.3 million subscriptions which represented a percentage of 33% from the total mobile market. As for the third Jordanian telecommunication company. It is Umniah Company which was established in 2007 after Orange. The number of Umniah subscriptions was 4.1 million and that represented a percentage of 32 % from the total mobile market.

It should be noted that these ratios are only estimations for three large size Jordanian mobile telecommunication companies that exist in the Jordanian market. There is also an intense competition running between them in which they exert much effort. That is done in the aim of persuading potential customers to joining them and benefiting from their services.

The researcher has chosen the dimensions of service quality after holding several discussions with several consumers and experts in the sector of mobile communications. That was done in the aim of making preparations for this study. The researcher has also reviewed theoretical and empirical studies that are relevant to the topic of the current study, such as the study of Seth et al. (2006). They indicated that there is an absence of having a unified and comprehensive model that can be applied for the aim of measuring the dimensions of service quality. They indicated that the quality of service needs to be modified in accordance with the nature of the service being provided. In addition, Goode et al. (2005) believe that most of the studies conducted in the area of customers' satisfaction have given great emphasis to customers' satisfaction as being a result of consumers' expectations. They also believe that there is a lack in the studies conducted on other dimensions and performance expectations and that there is a need for the existence of other dimensions that are in relation with the product and measure consumers' satisfaction, which is developing its own standards, and it is derived from their experience in using the product.

Table (1): Previous Studies in Mobile Telecommunications Sector

S. No	Author, Year	Service Quality Dimensions	Key Findings
1	Kondo et al. (2012)	Utilitarian and Hedonic Services	Positive Impact on Satisfaction and Loyalty
2	Najafaba, M (2012)	Phone Company, Socio-Cultural, Policy, Technical, and Security	Customer Dissatisfied with: Connection, Coverage, Limited Services, Delays, Low Speed of Transferring, Data, Cost.
3	Angelova, Band J. Zekir, (2011)	American Customer Satisfaction Model	the Over-All Service Quality Perceived by the Customers was not Satisfactory
4	Negi, R and E, Ketema (2010)	Communication and Trust, Customer Loyalty, Conflict Handling, Commitment,	Positive Impact on Satisfaction and Loyalty.

		Relationship Quality	
5	Alom et al. (2010)	Brand Image and Perceived Call Rate, Perceived Value-Added Services and Perceived Customer, Net-Work Coverage	Satisfied with Brand Image and Perceived Call Rate, Perceived Value-Added Services and Perceived Customer Services; Dissatisfied with Net-Work Coverage
6	Jahanzeb et al. (2010)	Service Quality, Trust, Staff Loyalty and Switching Cost	Positive Impact on Satisfaction and Loyalty.
7	Vanniarajan, T and P. Gurunathan (2009)	Core Service Quality, Net-work Quality, and Value Added Service Quality	Positive Impact on Customer Loyalty Through the Customer Satisfaction. Perceived Service Quality is a Necessary but not Sufficient for Customer Loyalty.
8	Krishnan, R and M, Kothari, (2008)	Variety of Service, Price, Ads, Employee, Customer Service, Billing and Information	Dissatisfied with the Variety of Service, Customer Service; satisfied with Price, Ads, Employee, Billing and Information.
9	Butt, M and E. de Run. (2008)	Price, Transmission Quality, Usage Ease and Service Support	Positive Impact on Satisfaction
10	Eshghi et al. (2008)	Relational quality, Competitiveness, Reliability, Reputation, Support features, Transmission quality	Positive Impact on Satisfaction and Loyalty.
11	Ranaweera, C (2007)	Long Duration of Stay Effects on Satisfaction, Loyalty, Price, Level of Spend,	Dissatisfied with High Prices and Satisfied Customer are Less Spending.
12	Das, B and S, Mohanty. (2007)	Service Quality, Cost, Service Provider	Dissatisfied with Coverage, Connectivity, Cost, Solving Complaints
13	Aydin. S and G. O'zer(2005)	Cost dimensions, Customer Loyalty. Customer Satisfaction, Trust	Significant Relationship
14	Sharma, N and S. Ojha, (2004)	Network-Based Service Performance, Retailer Related Process Performance, Network Operator Related Process Performance.	Dissatisfied with Network-Based Service Performance, Retailer Related Process Performance, and Network Operator Related Process Performance

After reviewing the relevant literature and previous studies that are in relation to the mobile telecommunication sector that are mentioned in table (2), we can assume that the proposed dimensions of service quality are: communication quality, price, personal interaction and physical environment. We can also notice that such studies have indicated a positive impact upon consumers' satisfaction.

The Study's Objectives

The researcher has conducted the current study in order to achieve the following objectives:

1. Achieving more understanding for the nature of the relationship between mobile companies and customers.
2. Identifying the effect of the dimensions of service quality upon customers' satisfaction.

3. Obtaining more information about customers' satisfaction and the quality level of the mobile services provided by mobile companies.
4. Identifying the various impacts that service quality has upon customers' satisfaction with taking the geographical aspects into consideration.

Methodology of the Study

Data Collection Methods and Sampling

This study was conducted in three Jordanian mobile telecommunication companies; Zain /Jordan, Orange/Jordan and Umniah. The researcher chose two Jordanian cities; Amman and Zarqa. He has chosen those two, because there is a widespread opinion among subscribers that the outstanding services are always available in Amman more than any other city due to being the capital. Amman hold the first rank in relation to the number of its population which is (4.5) million. As for Zarqa, it holds the third rank in relation to the number of its population which is 1 million.

The study's questionnaire was distributed to six hundred (600) people. However, Five hundred and twenty-seven (527) people responded to it. Thus, the responding rate is eighty – seven percent (87%). The researcher distributed three hundred (300) questionnaire forms in the city of Amman. However, two hundred and forty – nine (249) of them were collected. Thus, the responding rate in Amman is eighty three percent (83 %). As for Zarqa, the researcher distributed three hundred(300) questionnaire forms. However, two hundred and seventy eight (278) were collected. Thus, the responding rate in Zarqa is ninety three percent (93 %).

As for the questionnaire, it is divided into two parts. The first part of it includes questions that aim to obtain demographic characteristics and data about the respondents. Such demographic data include: city, age, sex, education, employment, amounts of money that they charged monthly and the number of years in dealing with the mobile company. As for the second part of the questionnaire, it includes questionnaire that are related to the customers' opinion and attitudes towards the dimensions of the mobile service quality. The researcher adopted five Likert scale to assess their respondents' answers. In this scale, five (5) refers to strongly agree, four (4) points for agree, three (3) points for neutral, two (2) points for disagree and one (1) point for strongly disagree.

Results

Table (2) shows that the sample included (527)respondents. Forty seven percent (47%) of them were from Amman, whereas fifty three percent (53%)of them were from Zarqa. As for their respondents' age groups, thirty eight percent (38%) of them were between (20 – 30)years old. In addition, twenty percent (20%) of them were between (31 – 40) years old. Furthermore, sixteen percent (16 %) of the respondents are older than 51 years old and 8 % of the respondents were less than 20 years old. As for the respondents' sex, sixty two percent(62%) of them were males and the others are females. Regarding their educational level, forty five percent of them (45%) held a bachelor degree (BA), and twenty eight percent of them (28%) held a higher secondary certificate or less. Furthermore, twenty percent (20%) of them held a diploma degree, whereas eight percent (8 %) of them held graduate degrees.

Regarding the respondents' occupations, thirty four percent (34%) of them were working in private sector, whereas twenty five percent (25%) of them were still students. Fifteen percent (15 %) of them were civil servants, whereas fourteen percent (14 %) of them had their own business. However, twelve percent (12 %) of them had occupied other kinds of professions.

Regarding the amounts of money that were paying monthly by the respondents, fifty nine percent (59%) of them were paying less than ten (10) JDs, whereas twenty seven percent (27%) of them were paying

ten to twenty Jordanian Dinars (10 – 20JDs). Ten percent(10 %) of them were paying(21 – 30)JDs and three percent (3 %) of them were paying (31 – 40 JDs).Two percent (2 %) of them were paying more than forty one (41 JDs).

Table. (2) Demographic Characteristics of Respondents

City	No.	Percent	Sex	No.	Percent (%)
Amman	249	47	Male	326	62
Zarqa	278	53	Female	201	38
Total	527	100	Total	527	100
Age	No.	Percent	Education	No.	Percent (%)
Less than 20 years	86	16	High Secondary or Less	150	28
20-30	201	38	Diploma	109	21
31-40	104	20	Bachelor	240	45
41-50	96	18	Higher Studies	28	6
51 and More	40	8	Total	527	100
Total	527	100			
Job	No.	Percent	Amount Spending	No.	Percent (%)
Student	132	25	Less than 10 JD	309	58
Civil Servant	81	15	10 – 20	143	27
Private Sector	177	34	21- 30	52	10
Own Business	75	14	31 – 40	15	3
Other Professions	62	12	More than 41	8	2
Total	527	100	Total	527	100
Experience	No.	Percent(%)			
Less than 3 years	103	19			
3 – 6	157	30			
7 – 10	161	31			
More than 11 years	106	20			
Total	527	100			

According to the number of years of dealing with the mobile telecommunication company, thirty one percent (31%) of them had been dealing with their companies for(7 – 10) years, whereas thirty percent (30 %) of them had been dealing with their companies for (3-6 years). Twenty percent (20%) of them had been dealing with their companies for more than (11) years. Nineteen percent (19 %) of them had been dealing with their companies for less than three (3) year.

Table (3). Mean, S.D, Factor Loading, Cronbach Alpha, KMO

S. No.	Communication Service	Cronbach Alpha	Factor Loading	S. D	Mean
1	Fast Communication Service		.681	1.00	4.01
2	Wide Geographic Coverage		.781	1.09	3.75
3	Strong Network		.819	1.10	3.70
4	I don't Face a Communication Problem Under- ground or in Open and Closed Areas		.754	1.27	3.08
5	Rarely I Face a Problem in Connection		.723	1.09	3.54
6	I can Make Easily Calls at all Times	.90	.759	1.19	3.35

7	I can Make Calls from the First Time		.720	1.08	3.58
8	Good Quality of Communication and Sound		.680	0.98	3.80
9	The Company Updates the Network		.647	1.01	3.80
10	Internet Coverage is Strong		.669	1.28	3.34
	Average			.799	3.59
S. No.	Price	Cronbach Alpha	Factor Loading	S. D	Mean
11	Company Provides Suitable Prices		.751	1.07	3.72
12	Company Provides a Competitive Prices		.808	1.06	3.73
13	Company Provides a Variable Prices Offers	.77	.748	.931	3.86
14	I Trust the Accuracy of Calls and Bills Account		.704	1.06	3.60
15	Easily to Know the Balance and Cost of Calls		.599	.903	4.04
16	Rapid Solve Bills Problems when Occurred		.580	.988	3.59
	Average			.682	3.75
S. No.	Personal Interaction	Cronbach Alpha	Factor Loading	S. D	Mean
17	Staff are Characterized of Courtesy and Good Treatment		.719	.774	4.33
18	Staff have Experienced and Qualified		.785	.850	4.12
19	Staff have a Sense of Responsibility and Commitment to Work		.743	.869	3.96
20	Staff Try to Gain the Respect of Customers	.87	.799	.814	4.18
21	Staff Provide Service According to Customer Needs		.730	.887	4.08
22	Staff Give a Customer a Chance to Express his Opinion and Complaints		.802	.852	4.16
23	Enough Staff is Available to Provide Service		.599	1.02	3.92
24	Staff have a Good Appearance		.685	.906	4.12
	Average			.637	4.11
S. No.	Physical Environment	Cronbach Alpha	Factor Loading	S. D	Mean
25	Branches are Good Widespread		.596	.912	4.10
26	Branches are located in Suitable Places		.569	.921	3.98
27	Working Hours is Suitable		.643	.883	3.91
28	Design, Decorations, Furniture is Good		.664	.860	3.95
29	Spaces, Lighting and Ventilation is Available	.85	.690	.663	3.76
30	Equipment for Keeping Queue is Available		.702	.874	3.97
31	Waiting Places is Good and Enough		.712	.874	3.97
32	Waiting Times is Short and Suitable		.691	1.11	3.42
33	No Crowds in Branches		.647	1.14	3.24
34	Branches requite		.654	1.05	3.62
	Average			.635	3.77
S. No.	Consumer Satisfaction	Cronbach Alpha	Factor Loading	S. D	Mean
35	My Choosing this Company was Clever		.791	.940	3.96
36	I am Satisfied with my Decision in Dealing with this Company		.819	..882	4.03
37	My Experience with the Company is Excellent		.770	.876	4.03

38	Services Provided by the Company are Excellent	.87	.770	.876	3.74
39	Company never let me down		.829	1.02	3.57
40	I am Happy with Dealing with this Company		.771	.962	3.80
	Average			.749	3.84

The Study's Reliability and Validity

In order to measure the reliability and validity of the current study, Cronbach Alpha and factor loading tests were used as shown in table No. (2). However, it should be noted that the value of Cronbach Alpha should be more than 0.70. All the dimensions in this study had a Cronbach Alpha value of 0.94. For instance, Cronbach Alpha value for communication service was 0.90, whereas for price, it was 0.77. As for personal interaction, Cronbach Alpha was 0.87, whereas Cronbach Alpha value for physical environment was 0.85. Such value for consumer satisfaction was 0.87. In addition, validity yielded reliability coefficients higher and equal to 0.50 and KMO value was also very much satisfactory at 0.91 (Chi-Square = 11239, df = 780, Sig = 0.000). That indicates a high construct validity. Factor loading of all items of the study were more than 0.57 which should be more than 0.50 as suggested by Stewart (1981).

Hypotheses (1): Dimensions of service quality have a positive Impact that is statistically significant upon customers' satisfaction together (jointly).

Table No. (4): Regression Analysis of the Impact of the Service Quality upon Customers' Satisfaction

	R	R ²	Std. Error	F	Sig.
Service Quality	.675	.46	.555	109	.000

P < 0.05

Table No. (4) shows the results of the regression analysis conducted for the impact of service quality upon customers' satisfaction. In this case service quality would be considered as an independent variable, whereas customers' satisfaction would be considered as being a dependent variable. Regression analysis reveals that (R²) = 0.46, which means that 46% of the overall of customer satisfaction was attributed to service quality and the remaining 54% can be attributed to other factors which weren't examined, because they are not included in the scope of this study. The results indicated that there is a positive correlation between service quality and customers' satisfaction. In addition, the results also showed that the value of F = 109 and Sig. = 0.000 which are less than the level of significance at the 95% of confidence level of P < 0.05 of the study. Thus, hypotheses (1) is accepted as being correct.

Hypotheses (2): Dimensions of service quality have a positive Impact that is statistically significant upon customers' satisfaction separately (solely)

Table No. (5). Regression Analysis of Service Quality Dimensions on Customer Satisfaction

Variables	B	R ²	T	Sig.	Tolerance	VIF
Communication Service	.59	.35	16.83	.000	.611	1.636
Price	.46	.21	11.808	.000	.673	1.485
Personal Interaction	.48	.23	12.59	.000	.651	1.536
Physical Environment	.51	.25	13.33	.000	.546	1.831

P < 0.05

Variance inflation factor (VIF) and tolerance were used to assess multi co linearity for each dimension of the service quality dimensions. As seen in table No. (5), the co linearity test shows that the highest VIF is for physical environment = 1.831, whereas the lowest tolerance = .546 which indicates that there is no- or little-multi co linearity between the dimensions.

Table (5) indicates that the results of the impacts of service quality dimensions upon customers' feelings of satisfaction have been analyzed separately. Regression analysis results in relation to the communication service is (R^2) =.35, prices (R^2)=.21, personal interactions (R^2)=.23 and physical environments (R^2)=.25. The results also show that there is a positive correlation between service quality dimensions and customers' satisfaction, which means that the communication service has attained the highest positive correlation value, followed by physical environment, personal interaction and price respectively. Regression coefficients were used to identify the levels of impact of each dimension of the service quality dimensions upon the overall customers' feelings of satisfaction. The findings indicated that coefficients of the four service quality dimensions were significant at the 95% of confidence level ($P < 0.05$). The results of un standardized coefficients indicated that the impact of communication service dimension is (β =.59, $P < 0.05$), prices (β =.46, $P < 0.05$), personal interaction (β =.48, $P < 0.05$) and physical environment (β =.51, $P < 0.05$). The above results of un standardized coefficients indicated that the dimension of communication service had the highest impact upon customers' feelings of satisfaction, followed by physical environment, personal interaction and prices respectively. Thus, Hypotheses (2) is accepted to be true.

Hypotheses (3): The impact of the dimensions of service quality upon customers' satisfaction differs between Amman and Zarqa.

Table No. (6), Mann-Whitney Test

	City	N	Mean Rank	Sum of Ranks	City Rank	
Communication Services	Amman	249	254.23	63304.00	Second	
	Zarqa	278	272.75	75824.00	First	
	Total	527				
Price	Amman	249	276.94	68957.00	First	
	Zarqa	278	252.41	70171.00	Second	
	Total	527				
Personal Interaction	Amman	249	269.56	67121.00	First	
	Zarqa	278	259.02	72007.00	Second	
	Total	527				
Physical Environment	Amman	249	278.14	69257.00	First	
	Zarqa	278	251.33	69871.00	Second	
	Total	527				
Customer Satisfaction	Amman	249	267.59	66629.00	First	
	Zarqa	278	260.79	72499.00	Second	
	Total	527				
Summary	Communication		Price	Personal Interaction	Physical Environment	Customer Satisfaction
Mann-Whitney U	32179.000		31390.000	33226.000	31090.000	33718.000
Wilcoxon W	63304.000		70171.000	72007.000	69871.000	72499.000
Z	-1.395		-1.853	-.796	-2.021	-.514
Asymp. Sig.	.163		.064	.426	.043	.607

$P < 0.05$

a. Grouping Variable: CITY

In order to test hypothesis 3, a Mann-Whitney U test was used. The test shows that there is no difference between Amman and Zarqa in relation to the dimensions of communication, price and customer satisfaction, whereas the level of Sig. =0.163, Sig. =0.064, Sig. =0.607 respectively which is higher than the level of Sig. <0.05. Hence, there is a difference between Amman and Zarqa in relation to the dimensions of

personal interaction and physical environment, whereas the Sig. level is 0.426 and 0.043 respectively, which is less than the Sig. level of the study sig.<0.05.

Discussion

This study aimed to examine the impact of the dimensions of service quality upon consumers' feelings of satisfaction in the Jordanian mobile telecommunications sector. It also aimed to compare these dimensions between two Jordanian cities. The first city is Amman which is the capital of Jordan and it has a population of 4.5 million people. The second city is Zarqa city which holds the third rank in relation to the number of its population. For instance, its population is 1.3 million people. Five hundred and twenty seven (527) questionnaire forms were retrieved from six hundred (600) respondents. Thus, the response rate was eighty seven (87 %). These questionnaire forms were distributed in Amman and Zarqa. The researcher adopted the discovery standards and chose suitable number of respondents to make sure the study's objectives are achieved. He also did that to increase our understanding the nature of service and consumer satisfaction.

The researcher adopted a model of four dimensions to measure the quality of the service provided by the mobile telecommunication companies. These dimensions are: communication service, prices, personal interaction and physical environment. The results of the current study showed that all the dimensions of the quality service dimensions had a positive impact upon consumers' feelings of satisfaction solely and jointly. The results that this study has conclude are consistent with Kondo et al. (2012), Alom et al. (2010), Jahanzeb et al. (2010), Butt, M and E. de Run. (2008), Eshghiet el. (2008), Vanniarajan, T and P. Gurunathan (2009), and Aydin. S and G.O Zer (2005).

However, there are studies that are not consistent with the concluded results, such as the studies of: Najafaba, M (2012), Angelova and Zekir (2011), Ranaweera, C (2007), and Das and Mohanty (2007). The study's results showed that there is a positive impact for the service quality dimensions varies. In addition, the study concluded that the communication service is the best indicator of such impact ($\beta=59$), and physical environment comes at the second rank ($\beta = 51$) then personal interaction ($\beta=48$) and finally prices ($\beta=46$). The study cleared the importance of comparison of quality service dimensions and its impact on consumer satisfaction between different cities, the results of this study through analysis shows that there is no difference between the dimensions of communication service, prices and customer satisfaction between Amman and Zarqa, but the study shows that there is a difference in dimensions of personal interaction and physical environment.

Conclusion

In addition, companies' managements should be concerned only with providing a high quality, but they should be also concerned with addressing customers' complaints and giving them adequate attention. They should be also concerned with the reasons behind deactivating SIM cards and the reasons that make clients feel unsatisfied and resort to other companies. These matters should be given attention because that provides companies with opportunities to identify reasons for failure in making the customer feel satisfied. Such reason can be external or internal. By internal, I mean reasons that are attributed to matters that occur within the company itself. As for external, they are the reasons which the company are not responsible for. For instance, there may be other companies that are able to satisfy customers more in a certain service. Although the study has showed that the dimensions of service quality has a positive impact upon customers' feeling of satisfaction, but there are differences in their degrees of feeling satisfied that can be attributed to the physical environment. Thus, companies' managements should not investigate the impact of service quality dimensions upon satisfaction in general, but they should investigate them with taking the geographical aspect into consideration. For instance, they should pay attention to the variance between cities in this. They should also take into consideration that customers' needs and wants may differ from one region to another.

Acknowledgement

The author is grateful to the Applied Science Private University, Amman, Jordan, for full financial support granted to this research project (grant No. DRGS-2015-2016-17).

References

- Al Khattab, S. A, and J. S. Aldehayyat (2011). Perceptions of service quality in Jordanian hotels, *International Journal of Business and Management*, 6 (7)
- Anderson, E. W. and V. Mittal (2005). Strengthening the satisfaction-profit chain. *Journal of Service Research*, 3 (2):107-120.
- Alom, K, A. Khan, and A. Uddin (2010). Selection of cellular operations in Bangladesh: An empirical analysis. *IJMM winter*, 5 (2)
- Andreassen, W.T (2001). From disgust to delight: do customer hold a grudge? *Journal of Service Research*, Vol. 4, P: 39-49.
- Angelova, B.& J. Zekiri (2011), *Measuring customer satisfaction with service quality using American customer satisfaction model. International Journal of Academic Research in Business and Social Sciences*, 1 (3)
- Aydin, S. and O'zer, G. (2005). How switching costs affect subscriber loyalty in the Turkish mobile phone market: an exploratory study, *Journal of Targeting, Measurement and Analysis for Marketing*, 14 (2), p. 141–155.
- Berry, L., Parasuraman, A. & Zeithaml, V. (1994).Improving service quality America: lessons learned, *Academy of Management Executive*, 8 (2).
- Bitner, M., Booms, B. & Mohr, L. ((1994). Critical service encounter: the employee's viewpoint. *Journal of Marketing*, 58(4), p.95-106.
- Buell, R.W, D. Campbell, and F. X. Frei (2015). *How do customers respond to increased service quality competition?* Harvard Business School, P.11-084.
- Clemes, M., Shu, X. & Gan, X. (2014).Mobile: a comprehensive hierarchical modeling approach, *Asia Pacific Journal of Marketing and Logistics*, 26 (1), p. 114 – 146.
- Cronin, J.J. and S.A. Taylor (1994). Servperf versus servqual: Reconciling performance based and perceptions-minus-expectations measurement of service quality. *Journal of Marketing*, 58(1): 125-131.
- Cronin, J.J & S. A. Taylor (1992), Measuring service quality: A reexamination and extension, *Journal of Marketing*, 56(3).
- Das, S and Sangeeta, M.(2007). Service usability and users' satisfaction in India: an exploratory study on mobile phone users, *The Icfai Journal of Services Marketing*, 5 (4), p. 53-66.
- Eshghi, A, S. Roy, S. Ganguli (2008). Service quality and customer satisfaction: an empirical investigation in Indian mobile telecommunication services, *The Marketing Management Journal*, 18 (2), 119-144.
- Fogli, L.(2006), *Customer service delivery*, San Francisco: Jossey-Bass.
- Fornell, C. (1992).A national customer satisfaction barometer: the Swedish experience, *Journal of Marketing*, Vol. 56,p. 6-21.
- Gibson, H. (2005b). *Towards an understanding of why sport tourists do what they do, sport in society special issue, Sport Tourism: Concepts and Theories*, 8 (2), p. 198–217.
- Goode, M. H, Fiona, D, Luiz, M and A. Jamal (2005), Determining customer satisfaction from mobile phones: A neural network approach, *Journal of Marketing Management*, Vol. (21), p. 755-778.
- Gronroos, C (1980). *Designing a long-range marketing strategy for services*, long range planning, 13, pp.36-42.
- Gronroos, C (2000), *Service management and marketing: A customer relationship management approach*, 2nd ed. West Sussex: John Wiley & Sons, Ltd.
- Heskett, J. L, Jones, T.O, Loveman, G.W, Sasser Jr, W. E, Schlesinger, L.A (1994), *Putting the service-profit chain to work*, Harvard Business Review, March-April, p.164-174.

- Jahanzeb, S, T. Fatima, M. B. Khan (2010). *An empirical analysis of customer loyalty in Pakistan telecommunication industry*, *Database Marketing & Customer Strategy Management*, 18 (1),5–15.
- Juran, M. J. and Good Frey, A. B (1999). *Juran's quality handbook* (5th ed.), N.Y, McGraw - Hill.
- Kim. M. K. Myeong-Cheol, P, Dong-Heon, J (2004). *The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services*, *Telecommunications Policy*, Vol. 28,p. 145–159.
- Kondo, F. N, H. Ishida, Qazi, Q. M. Ghyas, (2012), *Utilitarian mobile information services are modeled better by the ACSM than Hedonic services on a cross –national comparison*, *IJMM*7, (2)
- Kotler, Philip and Armstrong, Gary (1997). *Principles of marketing*, The Seventh Edition, Prentice Hall of India, New Delhi.
- Kotler, Philip (1998), *Marketing management; analysis, planning, implementation and control*, Ninth Edition, Prentice Hall of India, New Delhi, pp.467.
- Krishnan, R and M. Kothar (2008). Antecedents of customer relationships in the telecommunication sector: An empirical study, *Journal of Services Marketing*, 6 (3), p. 38 –59.
- Kumar, M, Kee, F. T, Manshor, A. T (2009). *Determining the relative importance of critical Factors in Delivering service quality of banks: An application of dominance analysis in SERVQUAL model*, *Managing Service Quality*, 19(2), 211-228.
- Loke, S. P, Taiwo, A. A, Salim, H.M, Downe, A.G (2011). Service quality and customer satisfaction in telecommunication service provider, *International Conference on Financial Management and Economics*, Singapore.
- Luo, X and Homburg, C (2007), Neglected outcomes of customer satisfaction, *Journal of Marketing*, 71 (2): p. 1333-1349.
- Morgeson.F.V, Pratyush, N.S, Tomas.M.H (2015), Cross-National differences in consumer satisfaction: mobile services in emerging and developed markets, *Journal of International Marketing*, 23 (2), p. 1-24.
- Muhammad Mohsin Butt, M. M and E. C. Run (2008). Measuring Pakistani mobile cellular customer satisfaction, *The Icfai Journal of Services Marketing*, 6 (1). P. 41-50.
- Naeem, H., and Saif, I. (2009), Service quality and its impact on customer satisfaction: empirical evidence from the Pakistani banking sector. *The International Business and Economics Research Journal*, 8 (12)
- Najaf abadi, M. O, M. Ahmadi and F. Lashgarara (2012). Identifying requirements of agricultural mobile marketing from experts' perception, *International Journal of u- and e- Service, Science and Technology*, 7(1), p. 113-117.
- Negi, R and E.Ketema (2010).*Relationship between marketing and customer loyalty: The Ethiopian mobile communications perspective*, *IJMM*, 5 (1)
- Sharma, N and Ojha, S. (2004). Measuring service performance in mobile communications, *The Service Industries Journal*, 24 (6), p. 109–128.
- Oliver, R. L. (1997).*Satisfaction: A behavioral perspective on the consumer*, McGraw- Hill, New York.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions, *Journal of Marketing Research*, 17(4).
- Parasuraman, A. Berry, L. L and Zeithaml, V. A (1985), A conceptual model of service, its implications for future research, *Journal of marketing*, 49(4).
- Parasuraman, A. Berry, L. L. and Zeithaml, V. A, (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality, *Journal of Retailing*, 64(1), 12.
- Prabhakaran, S. & Satya, S. (2003). An Insight into service attributes in banking sector. *Journal of Services*, 8 (1), p. 24 - 34
- Ranaweera, C (2007). Are satisfied long-term customers more profitable? Evidence from the telecommunication sector, *Journal of Targeting, Measurement and Analysis for Marketing*, 15,113 – 120.
- Rust, R.T and Oliver, R.L (1994). *Service quality, new directions in theory and practice*. Sage Publications, Thousand Oaks, CA, 1-19.

- Seth, A, Momaya, K & Gupta, H. M (2006). Intra-organizational quality measurement: the case of cellular mobile services, *International Journal of Services Technology & Management*, 7(4), 347-368.
- Siddiqi, K.O. (2011). Interrelations between service quality attributes customer satisfaction and customer loyalty in the retail banking sector in Bangladesh, *International Journal of Business and Management*, 6 (3).
- Sivesan, S (2014), A case study-banking sector in Jaffna district, Sri Lanka, *An International Journal of Akdeniz*, 2(1): p. 30-53.
- Stewart, D. W. (1981).The application and misapplication of factor analysis in marketing research, *Journal of Marketing Research*, Vol. 18, p. 51-62.
- Tan, Q. A and P, Fallon (2014). Service quality and customer satisfaction in Chinese fast food sector: A proposal for CFFRSERV, *An International Journal of Akdeniz University Tourism Faculty*, 2 (1), pp. 30-53.
- Vanniarajan .T & P. Gurunathan (2009).Service quality and customer loyalty in cellular service market: an application of 'Sem', *Journal of Marketing & Communication*, 5 (2), p. 45-54.

