

Doctor of Philosophy Research Thesis

Determinants of Customer Satisfaction towards Etisalat Products and Services

INTRODUCTION CHAPTER

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Abstract— *Customer gratification and reliability is a vital factor of success in any business firm. Modern expansion in the telecommunication industry of United Arab Emirates designate that the workers involve in numerous marketing activities in order to guarantee that their subscribers are gratified and of brand. Nevertheless, utmost subscribers moan related to the class of services and few changes the service providers. Thus, this analysis inspected the actions that affect customer gratification and the aspects that affect the satisfaction of customer in the industry.*

This chapter highlights the introduction to the research, which includes purpose, objectives, questions, problem statement.

Keywords; Communication, Services, Customer, Satisfaction

Introduction

The Success of every business firm relies on the satisfaction of customers. At whatever beginning point of a business, customer satisfaction comes first before the business can realize profit. Those organizations that are focusing on satisfying the customers' needs typically have a competitive brand. Today's business organizations have realised that customer gratification is the vital segment for the business success. Therefore, organisations consider customer satisfaction an imperative part to extending their brand value.

Customers are the ones who buy products and investments from the brand or corporate that discourse their problem and necessity. Customers purchase products that meet their needs as far as value for money is concerned. Consequently, organizations ought to decide their evaluation with the excellence of the product, pulls in the customer and keeps up their long-term standards and objectives. The organization should confirm that they are providing the complete administration, identical to their sector-value. This will increase the number of customers and establish the long-lasting association between the organization and the customer. In

addition, the current number of customers will pull in the fresh customers by giving or revealing the products related data and administrations of the organizations. Gratification refers to the feeling of contentment with the product or service that meets what the person needed or wanted."

It is difficult to find out either the customers are happy with the accessibility of the product or by the administrations. Along these lines, customer is not a simple matter to comprehend due to this distinctive factor. Currently, competition can be perceived between the corporations and commercial centers all over and has been the examination happenings for organizations. Although it is by all accounts intense in the rising corporate sector, candidates are developing their advertising channels successfully."

An important perspective to assure the deliberation of the customers is to provide the finest and the ideal products at this competing brand. A customer satisfaction's is made, at that point, it is certain that customer faithfulness will likewise join it. Additionally, without the customer, a corporation cannot exist. To generate the customers' numbers, customer gratification is primary. To the extent that objectives of accomplishing corporate, these two terms are important. Subsequently, the relationship between customers and the corporations or brand is, in this way, the utmost primary one."

Telecommunication is characterized as the bridging of the communication gap between people and organizations by transmission, telephone or broadcasting. Therefore, telecommunication simply refers to the transmission of data. In Dubai, city in the United Arab Emirates (UAE), the sector of Telecommunication was established in the year 1976 by the Emirates Telecommunications Company, with the exclusive name of trade Etisalat. Etisalat is a United Arab Emirates-based telecommunications administrations supplier. It has extended operations to eighteen countries including Africa, Asia, and the Middle East. In the month of February of year 2011, "Etisalat" was the 16th "biggest mobile network operator, with an aggregate customer base in excess of 135 Million. The point and target of this study are to evaluate the association between customer gratification and business success in the long-term.

Background of the Study

The development of the UAE is a terrific case for the entire world for its unparalleled speed and sectorial coverage. The telecommunication division is a standout amongst the most vital parts, which helped the development of the general economy. Specialized sectors over the most recent years have conveyed radical changes to the telecommunications industry all throughout the world. The joining of communication, data, and internet developments have furnished the licensees with the capacity to offer their customers numerous new services. There are two vital specialist cooperation in the country with the two most outstanding brand names being Etisalat and Du. The depiction of the source and operational highlights of these two specialist organizations as a major aspect of this study."

Emirates Telecommunications Organization, branded name of trade Etisalat, is a United Arab Emirates-based telecommunications administrations supplier. The organization was established in the year of 1976 as a business body between an English Corporation, and local partners. The proprietorship structure was changed in 1983 as the government of UAE held a 60% ownership in the corporation, and the remaining 40% were traded on an open brand."

The year of 1991 was also a historical moment for Etisalat as the central government of UAE provided Elected Law No. 1, provided the partnership the privilege to give the telecommunications wired and remote administrations in the country and among UAE and different countries. Additionally, it provided the corporation the honour to produce licenses for possessing, bringing in, and utilizing, working or assembling Telecommunication gear. This new law provided both control and administrative powers to the Etisalat which finished the syndication of the telecommunication sector in the United Arab Emirates. With a precise goal to defend the country's financial improvement, the law decided for the marketing of the Telecommunication in the country. The development of trade lines from 36,000 in the year of 1976 to more than 737,000 by the year of 1998 was the primary gauge of Etisalat system's development and improvement. A primary breakthrough was the Etisalat's beginning of worldwide activities in the month of January of the year 2001, when it began working out in Pakistan under the brand name of Fine. Now, Etisalat is at the 140th among the Main 500 Companies in the sector as far as brand capitalization are concerned. It is also situated by The Middle East magazine as the 6th biggest corporation in the Middle East to the extent that incomes and capitalization are concerned."

The Partnership is the biggest donor except the division of oil and gas to improve development of the United Arab Emirates Country Government. Etisalat" consolidated some of the extra non-telecommunication specialty units of Etisalat Administrations Holding LLC. These units bolster the corporation's activities and even provide administrations, such as training and consultancy

services to different organizations and operators. Etisalat Institute provides SIM/shrewd card assembling, instalment arrangements while Enticer, data clearinghouse administrations (EDCH) offers peering/voice, and data travel services. Emirates Internet Trade – EMIX provides call focus (The Contact Centre), cable television (e-vision offices administration (EFM), and submarine link laying administrations. eMarine Etisalat is a noteworthy speculator in Thuraya, which is a satellite geo-mobile correspondence frameworks supplier."

In the year of 2006, Etisalat began a noteworthy rebuilding program that brought about the de-merger of a considerable number of non-centre specialty units working under the organization's unified and direct administration. Centre administrations were solidified and efficient, mirroring the organization's operations from a technology driven telecommunication to a customer-centred administrations supplier. As a feature of the program, Etisalat had propelled a re-branding effort, discharging another corporate logo and personality in May 2006. The rebuilding finished in the consolidation of Etisalat Administrations Holding LLC, which, starting in 2008 regulates the activity of Etisalat's non-telecommunication specialty units with strategic actions towards overcoming adversity."

Etisalat International Speculations is the specialty unit of "Etisalat" that works remote to the United Arab Emirates and deals with the organization's risks in telecommunications transporters in these countries;

Afghanistan, Benin, Burkina Faso, the Central African Republic, Gabon, India, Indonesia, Iran, the Ivory Drift, Egypt, Niger, Nigeria, UAE, Sudan, Tanzania, Togo, Sri Lanka and Pakistan.

Problem Statement

The vast majority of the customers whether they are pre-paid or post-paid versatile customer are disappointed with the current telecommunication administrations. The high costs of versatile handsets, levies and Internet, showcase re-education, infrastructure, and limitations on some mobile administrations including moral issues and social issues, which are real difficulties influencing the UAE. These factors are fundamental issues of current investigations (Srivastava, 2005). This absence of rivalry can adversely affect shoppers' utility as it confines the decisions the individual purchaser has on very few offers and establishments. The costs of cellular telephones and their administrations are high. Notwithstanding, because of the high Gross domestic product level, a critical number of people claim in excess of one cell telephone (Sabri et al., 2011).

It is imperative to examine the effect of demonstrating the quality of administration, coverage of network, and SMS quality, mobile data internet, customer profit, marketing schemes and the part of the monopoly of telecommunication industry in UAE. This aspect is to guarantee that customers get the best advantages from the telecommunication profits

as the part they are spending on learning situations. Henceforth, it is critical to dissect customer satisfaction of Telecommunication industry in UAE. It also influences the evaluating techniques and the last costs offered to customers and restrains the selections of other offers purchasers can have" (Freedomhouse, 2015).

Research Gaps

Over the past decade, analysts have attempted to distinguish the association between the customer gratification and business revenues with management. However, no progress has been made up to date outlining a coordinated system, which encompasses multidimensional systems, customer satisfaction and the attitude and social segments of it. This is apparent from the hypothetical and experimental examinations delineated in the previous literature study areas" (Percy et al., 2010, Wang et al., 2004, Ravald and Gronroos, 1996; Heskett et al. 1994, Watchman, 1985, Slater, 1997). "Sánchez Fernández et al., (2009) pointed out that no consensus has been arrived at especially with regard to management.

The Worldwide Telecommunication Organization (2013) conducted a study that expressed the need to advance the private sector investment, as well as permitting remote speculations. Specifically, allowing foreign investment will enhance development in the telecommunication area and influencing it to open to advancements in technology. Customer satisfaction has advanced from being a one-dimensional to a multidimensional system consisting of products and management, among other aspects. A few analysts such as "Andreassen and Lindestad (1998), Ball et al. (2004), Eggert and Ulaga (2002)" have called attention to the effect of one-dimensional incentives on customer loyalty. Similarly, researchers such as "Liang and Wang (2004), Spiteri and Dion (2004), and Wang et al. (2004)," have indicated that extant literature is rare regarding the examination of the effect of multidimensional incentive on customer loyalty. Available literature demonstrates that customarily uni-dimensional incentives have advanced to multi-dimensional factors. Observational works likewise exist as far as scale advancement endeavours to quantify apparent factors. A preliminary research indicates an upsurge in efforts to increase the customer satisfaction in the corporate world. Despite this growth, most studies are focusing on these aspects on a general level, thereby creating a gap in research on determinants of customer gratification with regard to specific corporate entities such as Etisalat. It is this gap that this research aims at filling. The difference between this research and existing research is that it is specific to the Etisalat Company with investigation mostly based on the UAE context. Therefore, this research will play a huge role in giving valuable information to other scholars on the determinants of customer gratification on the UAE

context in general and on the Etisalat Company in specific.

Objectives of the research

- To evaluate the effects of determinants on customer gratification in Etisalat
- To evaluate the effects of determinants or factors of Etisalat business success
- To evaluate the relationship between services, pricing, quality, value-added facility and customer gratification in Etisalat.

Research Questions

- What are the determinants of customer gratification in Etisalat?
- What are the determinants of business success in Etisalat?
- Do service, pricing, excellence, and value-added facility have a significant affirmative impact on customer gratification in Etisalat?

Study Significance

This research will add value and noteworthy responsibility to the comprehension of the customer satisfaction and its effect on the success of Etisalat. This question will contribute in the accompanying hypothetical and down to earth responsibilities. The research also provides some suggestions to scholars including some literature considering the impacts of direction on telecommunication marketing and accentuations absolutely on cost diminishment or change on the methodology developed worldwide. However, there is little research on countries such as the UAE. The specialist cooperation is generally presenting or improving new products albeit with constrained development. As indicated by observational schoolwork of which analyst ready to discover taking a gander at product marketing and Telecommunications control such as Mueller (1993), explored direction that has led to failure and deregulation, and aspects speeding new administration introduction."

There are a couple of studies evaluating the impact of support direction on process development. Moreover, Taylor, Zarkadas and Zona (1992), Greenstein, McMaster and Spiller (1995), and Ai and Sappington (1998)" all found that support control of different structures (value tops, income sharing, and so forth.) for the most part speeds the dissemination of Telecommunications foundation contrasted and customary rate of return direction.

Suggestion to showcase upset: The specialist organizations have new difficulties with new telecommunications unrest to customer technology, and increment data activity has incredibly expanded because of the introduction of the Internet of Thing (IOT) technology, or machine-to-machine correspondence (M2M). Today, the quantity of chip is

estimated to be roughly 16 billion, which is significantly higher than the number of people on the designed-answered to associate with 8 Billion starting in 2017 (Goleniewski, 2001). This unrest and activity changes prompt a tremendous spine data transmission prerequisite, and the telecommunication operators that can satisfy this necessity without influencing the costs or quality of administration will pick up customer satisfaction with no uncertainty.”

On the other hand, any discharge for any administration will require an endorsement from TRA before discharge services. The analyst will endeavor to answer the question: what is the connection between telecommunication development and administrative and controls advance development in a quickly developing Telecommunications industry? Along these lines, in this research, we will know the effect of customer satisfaction and attempt to contemplate what the factors that influence customer Satisfaction are and what the conceivable methods for amplifying it are.”

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