A STATISTICAL ANALYSIS OF CUSTOMER SATISFACTION ON INTERNATIONAL DIRECT DIALING PREPAID CALL CARDS IN SRI LANKAN MARKET

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Dissertation submitted in partial fulfillment of the requirements for the degree Master of Science in Business Statistics

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May 2016
DECLARATION OF THE CANDIDATE

I hereby certify that this dissertation does not incorporate, without acknowledgement, any material previously submitted for a Degree or Diploma in any University and to beat the best of my knowledge and belief, it does not contain any material previously published or written by another person or myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations.

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DECLARATION OF THE SUPERVISOR

I have supervised and accepted the dissertation titled “A Statistical Analysis of Customer Satisfaction on International Direct Dialing Prepaid Call Cards in Sri Lankan Market” for submission of the degree.

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Satisfying customers is an essential element to staying in business in this modern world of global competition. Hence, it is the key to the profitability of business sectors. Therefore, companies should have gained better understanding of the importance of customer satisfaction. International Direct Dialing (IDD) plays a major role in telecommunication industry in Sri Lanka as various IDD services are available for the customers. Therefore, at present the prepaid IDD call card market is one of the most competitive areas in the telecommunication industry in Sri Lanka. This research study, therefore mainly focused on to identify the association among demographic variables (gender, age group, marital status, employment status) with customer satisfaction variables (quality, perceived value, customer loyalty and customer support) also that with overall customer satisfaction and to identify the factors affected by the IDD prepaid call card market. The required data were acquired through a structured questionnaire and sampling method was purposive random sampling with a sample size of 222. To attain the customer satisfaction five different brands of prepaid IDD call cards were used. The chi-square analysis for 2-way categorical data confirmed that customer satisfaction with IDD prepaid cards was not significantly influenced by demographic variables. Each of the individual customer satisfaction variables were significantly positive correlated (p < 0.05) with overall customer satisfaction with IDD prepaid call cards. Furthermore, it revealed all four variables perceived quality, perceived value, customer loyalty and customer support have a positive significant effect and each variable increase the level of customer satisfaction. Factor Analysis found that irrespective of the significance the IDD customer satisfaction variables can be explained by three common factors, namely Customer Loyalty, Value for Money and User Friendly. The percentage of overall satisfaction of the IDD prepaid call cards is 93.2%, irrespective of any demographic variables.

Keywords: Customer Satisfaction, Factor Analysis, International Direct Dialing, Prepaid Call Cards
ACKNOWLEDGEMENTS

Apart from the hard work of mine, the success of the dissertation depends largely on the encouragement and guidelines of many others. I wish to express my gratitude to a number of people who contributed to this study.

At first, I wish to put forward my deepest gratitude to Prof. T.S.G Peiris, Professor in Applied Statistics and Head of the Department of Mathematics, Faculty of Engineering, University of Moratuwa, who is my supervisor and guided me throughout this dissertation by keeping up the real encouragement at every time.

I want to extend my great appreciations to other lecturers and staff of the Department of Mathematics who supported me during the course of my Master degree.

My special thanks go to all representative and professionals of the Sri Lankan Telecommunication industry for helping me in many ways, such as sharing their experiences, valuable thoughts and helping me to distribute questionnaire. It is a pleasure to pay tribute to all who were humble enough to offer some of their scarcely available time to complete the questionnaire.

Finally, I should not forget my husband, parents and family members who deserve appreciation for understanding, tolerating and as they gave me every support throughout my higher studies and also a constant support to achieve my success on this dissertation.
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<tr>
<td>ACSI</td>
<td>American Customer Satisfaction Index</td>
</tr>
<tr>
<td>CBSL</td>
<td>Central Bank of Sri Lanka</td>
</tr>
<tr>
<td>CFA</td>
<td>Confirmatory Factor Analysis</td>
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<tr>
<td>DS</td>
<td>Divisional Secretariats</td>
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<tr>
<td>EFA</td>
<td>Exploratory Factor Analysis</td>
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<tr>
<td>EGO</td>
<td>External Gateway Operator</td>
</tr>
<tr>
<td>FA</td>
<td>Factor Analysis</td>
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<tr>
<td>IDD</td>
<td>International Direct Dialing</td>
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<td>IVR</td>
<td>Interactive Voice Response</td>
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<tr>
<td>KMO</td>
<td>Kaiser-Meyer-Olkin Measure</td>
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<tr>
<td>MSA</td>
<td>Measuring of Sampling Adequacy</td>
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<tr>
<td>PC</td>
<td>Principal Component</td>
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<td>SLT</td>
<td>Sri Lanka Telecom</td>
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<tr>
<td>SPSS</td>
<td>Statistical Package for the Social Sciences</td>
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<td>TRCSL</td>
<td>Telecom Regulatory Commission in Sri Lanka</td>
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