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CUSTOMER PERCEIVED QUALITY OF MOBILE BROADBAND SERVICE IN SRI LANKA

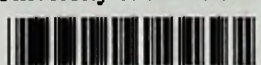
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of Business Administration in Management of Technology

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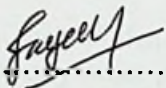
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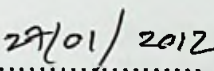
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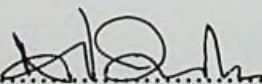

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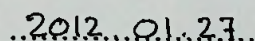

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ABSTRACT

Service quality is a very important concept that organizations should recognize in order to remain competitive and grow. In today's competitive environment delivering high quality service is the key for a sustainable competitive advantage.

Mobile Broadband has been a highly important technology for everybody's life in today's world. This technology delivers wireless, high-speed internet access almost anywhere. Currently Mobile Broadband service is rapidly growing and spreading in Sri Lanka. This study aimed to find out level of importance of different quality parameters of Mobile Broadband service and measure customer perceived quality of Mobile Broadband service in Sri Lanka. Furthermore it recommends strategies required for improving quality of Mobile Broadband service in Sri Lanka.

In this study, indicators of quality of service are measured quantitatively. A questionnaire was used for an online survey to collect the predetermined data from the mobile broadband users. Collected data were analyzed using descriptive statistics in order to identify relative importance of QoS dimensions and quantify service quality gap. Considering those findings, strategies were recommended to improve quality of service of mobile broadband service. Scope of the study has been narrowed down to mobile broadband users subscribed to Mobile operators with WCDMA based 3G technologies. Reliability and validity of the findings were ensured using statistical methods including Principle Component Analysis and Cronbach's Alpha.

Findings suggest that *Reliability* is the most important dimension for Mobile Broadband users as many other previous studies related to different services suggested. In this study, *Reliability* includes delivering promised data speed, network coverage, perceived congestion and accuracy of billing. Further Mobile Broadband users in Sri Lanka are slightly dissatisfied about the mobile broadband service quality, especially regarding *Reliability* of the service. Also this study proposes that importance of service quality dimensions depends on demographic factors of the customers.

Mobile broadband service providers are recommended to improve the aspects of *Reliability* of the service mainly through delivering promised data speeds and expanding network coverage.

Keywords: *Mobile Broadband, Service Quality, Sri Lanka*

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LIST OF ABBREVIATIONS

Abbreviation	Description
3G	Third Generation
3GLTE	Third Generation Long Term Evolution
CDMA	Code Division Multiple Access
EVDO	Evolution-Data Optimized
HSPA	High Speed Packet Access
ICT	Information Communication Technology
IMT-2000	International Mobile Telecommunications – 2000
IP	Internet Protocol
ISDN	Integrated Services Digital Network
ITU	International Telecommunication Union
ITU-R	International Telecommunication Union – Radio communication
MI	Mobile Internet
OFDM	Orthogonal Frequency Division Multiplexing
QoS	Quality of Service
SIM	Subscriber Identity Module
TRCSL	Telecommunication Regulation Commission of Sri Lanka
UMB	Ultra Mobile Broadband
UMTS-TDD	Universal Mobile Telecommunications System – Time Division Duplexing
WCDMA	Wideband Code Division Multiple Access
WiMAX	Worldwide Interoperability for Microwave Access

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