

**SERVICE QUALITY MEASUREMENT OF A
TELECOMMUNICATION SERVICE PROVIDER IN
SRI LANKA (MTT NETWORKS PRIVATE
LIMITED)**

**MASTER OF BUSINESS ADMINISTRATION
IN
MANAGEMENT OF TECHNOLOGY**



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**DEPARTMENT OF MANAGEMENT OF TECHNOLOGY
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**SERVICE QUALITY MEASUREMENT OF A
TELECOMMUNICATIONS SERVICE PROVIDER IN SRI
LANKA (MTT NETWORKS (PRIVATE) LIMITED)**

By

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A research study submitted in partial fulfillment of the requirement for the degree of
Master of Business Administration.



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DECLARATION

"I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any University to the best of my knowledge and belief it does not contain any material previously published, written or orally communicated by another person except where due reference is made in the text."



Signature of the Candidate

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To the best of my knowledge, the above particulars are correct.



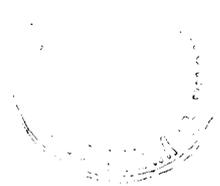


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Abstract

The global economy is now dominated by services and the delivery of high quality service is a strategy to increase competitiveness. Therefore, assessing the present service quality by assessing how far the service achieves customer satisfaction will be an important process for determining an appropriate strategy.

After the deregulation and especially after its breakneck transformations of Sri Lanka's telecommunication sector over last few years, the country is now in the era of high expectations and huge growth. Now the telecommunication industry is one of the most competitive service sector in which there are several operators fiercely fighting each other for their share of the customer base. To survive and to be successful in this competitive environment service providing operators must follow very good strategic approach for their business. Service providers have focused on marketing activities to attract new customers, but they have not paid much effort on service quality and customer satisfaction of existing customers. This paper focuses on the measurement of Quality of Service, relationships among the service quality, customer satisfaction, repurchase intention for the telecom services, and it shows the influence of quality attributes on customer satisfaction and repurchase intention, and ultimately on business success.

Due to the time and resources limitations I have limited my study focus to MTT Networks private limited. I have developed a model to measure the service quality of a Telecommunications Service Provider in general by modifying the popular QOS measuring tool called "SERVQUAL". By applying this model to the MTT the quality of service of MTT has been measured and, by analyzing these results management can think of new strategies to look for the improved performances in the future. This method of measuring all dimensions relevant to service production is essential for a service company. With the customers interacting with the service provider and being an integral part of the service production, the need to measure the customer's perceptions on dimensions is apparent. Just as essential is the ability to distinguish these aspects from each other and to evaluate them separately. This is because the company may be

performing well in one area but not in another. By using distinct measures, firms can identify the most appropriate and action and resources can be allocated more efficiently along the service production process.

In the last chapter, a few recommendations are suggested upon the analysis of the research results to improve on MTT' service quality.



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Contents

<i>Abstract</i>	<i>i</i>
<i>Acknowledgement</i>	<i>ii</i>

Chapter 1

1. Introduction	1
1.1 Motivation	2
1.2 Research objectives and Aims	3
1.3 Research Framework	4

Chapter 2

2. Literature Review	6
2.1 Introduction	6
2.2 What is a Service	7
2.3 The Concept of Service Quality	7
2.4 The measurement and evaluation of Service Quality	8
2.5 Service Quality of Communications Services	16

Chapter 3



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3. Telecommunication industry in Sri Lanka and MTT's position within it	19
3.1 Current Trends in Global Telecommunication Industry	19
3.2 Telecom Industry's Value Chain	21
3.3 Business Drivers	22
3.3.1 Industry Consolidations, Partnerships and collaborations	23
3.4 Current Local Industry Situation	23
3.4.1 Telecom Operators in Sri Lanka	24
3.4.2 Subscriber Profile	25
3.5 MTT Networks Private Limited.	26
3.5.1 MTT Services	27
3.5.2 MTT Coverage	27
3.5 MTT Data Communication Solutions	29
3.6 MTT current service Levels	29

Chapter 4

4. Methodology	30
4.1 Dimension Development	30
4.2 Questionnaire Development	31
4.3 Sample Selection	31

4.4 Procedure	32
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Chapter 5

5. Discussion	33
5.1 Adapted Model for Measuring Service quality of MTT	33
5.2 Application of the Adapted Model to MTT	34
5.3 Analysis using the SERVQUAL	42

Chapter 6

6. Conclusion & Managerial Implications	43
6.1 Conclusions from the application of the adapted model to MTT	43
6.2 Managerial Implications	44
6.3 Directions for Further Research	46

References

Appendix



List of Tables and Figures

Figure 1.3.1 Research Frame work	5
Figure 2.4.1 Kano's model of customer satisfaction as a function of need fulfillment.	15
Figure 3.1.1 World Telecommunication Indicators	19
Figure 3.2.1 Telecom industry's value chain	21
Figure 3.5.2.1 MTT coverage map	28
Table 2.4.1 Five Dimensions of SERVQUAL Model	9
Table 2.4.2 survey results	16
Table 2.5.1 QoS components based on telecommunication services	17
Table 3.4.2.1 Subscriber profile as at end of 2002	25
Table 4.3.1 Responses for the questionnaire	32
Table 5.2.1 Customer expectations on Tangibles	35
Table 5.2.2 Customer perceptions on Tangibles	35
Table 5.2.3 Customer Expectations on Responsiveness	36
Table 5.2.4 Customer perceptions on Responsiveness	36
Table 5.2.5 Customer Expectations on Reliability	37
Table 5.2.6. Customer perceptions on Reliability	38
Table 5.2.7 Customer expectations on Assurance	38
Table 5.2.8 Customer perceptions on Assurance	39
Table 5.2.9 Customer expectations on Empathy	40
Table 5.2.10 Customer perceptions on Empathy	40
Table 5.2.11 Customer expectations on technical Quality	40
Table 5.2.12 Customer perceptions on Technical Quality	41
Table 5.2.13 Means, Ranges and Gaps for customer Responses	42