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ABSTRACT

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION IN JORDANIAN TELECOMMUNICATIONS COMPANIES: THE MODERATING ROLE OF MENTAL IMAGE

YAHIA SULAIMAN ALAJALEEN

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Main Supervisor : Ts. Mohd Saiful Izwaan bin Saadon, Ph. D

Co-Supervisor 1 : Sarina binti Ismail, Ph. D

Co-Supervisor 2 : Beni Widarman bin Yus Kelana, Ph. D

School/Institute : Faculty of Maritime Studies

The world of telecommunications and technology has undergone a transition, resulting in the rise of numerous national and international telecommunications companies. These companies put in a lot of work and strive to provide the best possible service to their customers in order to gratify them and attract new ones. Despite their best efforts, mobile telecommunications companies have been facing a number of challenges that could jeopardize their long-term viability. By adopting expectancy-value theory, this study aimed to investigate the moderating role of mental image on the relationship between service quality and customer satisfaction towards Jordanian telecommunications companies. The targeted population consisted of customers of Jordanian telecommunications companies. The research adopted a quantitative approach, and through random stratified sampling method, data were gathered from customers of Jordanian telecommunications companies. Questionnaires were distributed online to the customers within the targeted organizations, and 474 completed questionnaires were retrieved. Statistical Package for Social Science (SPSS) equation model was employed in testing the relationship between constructs.

Results showed that service quality was positively and significantly related with customer satisfaction towards Jordanian telecommunications companies. Similarly, the results revealed that mental image moderated the relationship between service quality and customer satisfaction towards Jordanian telecommunications companies. Thus, the study recommends that telecommunications companies make the efforts to increase the satisfaction levels of their customers by improving the level of service quality, owing to the potential significant impact of improved service quality on customer satisfaction and customer loyalty. Additionally, telecommunications companies should consider the needs and interest of customers from various segments, to satisfy them and gain their loyalty. Further, telecommunications sector companies should maintain continuous improvement in their service standards, and introduce new innovative products and services. Finally, telecommunications companies should improve their internal service quality to increase employee satisfaction as this will consequently lead to customer satisfaction and loyalty.

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ABSTRAK

HUBUNGAN ANTARA KUALITI PERKHIDMATAN DAN KEPUASAN PELANGGAN DI SYARIKAT TELEKOMUNIKASI JORDAN: PERANAN PENYEDERHANA IMEJ MENTAL

YAHIA SULAIMAN ALAJALEEN

FEBRUARY 2023

Penyelia : **Mohd Saiful Izwaan bin Saadon, Ph. D**

Penyelia Bersama 1 : **Sarina binti Ismail, Ph. D**

Penyelia Bersama 2 : **Beni Widarman bin Yus Kelana, Ph. D**

Pusat Pengajian/Institut : **Fakulti Pengajian Maritim**

Dunia telekomunikasi dan teknologi telah mengalami peralihan, mengakibatkan kebangkitan banyak syarikat telekomunikasi nasional dan antarabangsa. Syarikat-syarikat ini melakukan banyak kerja dan berusaha untuk memberikan perkhidmatan yang terbaik kepada pelanggan mereka untuk memuaskan hati mereka dan menarik pelanggan baharu. Di sebalik usaha terbaik mereka, syarikat telekomunikasi mudah alih menghadapi beberapa cabaran yang boleh menjejaskan daya maju jangka panjang mereka. Dengan menggunakan teori jangkaan-nilai, kajian ini bertujuan untuk menyiasat peranan penyederhana imej mental terhadap hubungan antara kualiti perkhidmatan dan kepuasan pelanggan terhadap syarikat telekomunikasi Jordan. Populasi yang disasarkan terdiri daripada pelanggan syarikat telekomunikasi Jordan. Penyelidikan ini menggunakan pendekatan kuantitatif, dan melalui kaedah persampelan berstrata rawak, data dikumpulkan daripada pelanggan syarikat telekomunikasi Jordan. Soal selidik telah diedarkan dalam talian kepada pelanggan dalam organisasi yang disasarkan, dan 474 soal selidik yang lengkap telah

diambil. Model persamaan Statistical Package for Social Science (SPSS) digunakan dalam menguji hubungan antara konstruk. Keputusan menunjukkan bahawa kualiti perkhidmatan mempunyai kaitan secara positif dan ketara dengan kepuasan pelanggan terhadap syarikat telekomunikasi Jordan. Begitu juga, keputusan menunjukkan bahawa imej mental menyederhanakan hubungan antara kualiti perkhidmatan dan kepuasan pelanggan terhadap syarikat telekomunikasi Jordan. Justeru, kajian mencadangkan syarikat telekomunikasi berusaha untuk meningkatkan tahap kepuasan pelanggan mereka dengan meningkatkan tahap kualiti perkhidmatan, disebabkan oleh potensi kesan ketara kualiti perkhidmatan yang dipertingkat terhadap kepuasan pelanggan dan kesetiaan pelanggan. Tambahan pula, syarikat telekomunikasi harus mengambil kira keperluan dan minat pelanggan dari pelbagai segmen, untuk memuaskan hati mereka dan mendapatkan kesetiaan mereka. Seterusnya, syarikat sektor telekomunikasi harus mengekalkan peningkatan berterusan dalam standard perkhidmatan, dan memperkenalkan produk dan perkhidmatan inovatif baharu. Akhir sekali, syarikat telekomunikasi harus meningkatkan kualiti perkhidmatan dalaman kerana ini akan membawa kepada kepuasan dan kesetiaan pelanggan.