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Customer satisfaction measurement on services which provided by telecommunications companies in Baghdad: Analytical Study about Consumers opinions sample from Baghdad

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Abstract

The research aims to measure customer satisfaction with the services provided by telecommunications companies in Baghdad, by taking the opinions of a sample of consumers of these services in the city of Baghdad and providing the companies' management with the necessary information to improve the level of their services. Also, find out which telecom companies are the most satisfying to consumers. To achieve the objectives of the research, a questionnaire consisting of two axes was used, the first includes the personal data of the sample (gender, age, academic achievement, monthly income level, type of service subscription, name of the company with which the customer subscribes, average monthly use value), while the second axis includes a measure of satisfaction. Customers reported the services of telecommunications companies in Baghdad, and the validity of the tool was verified using the validity of the arbitrators, and the data was analyzed using the Excel statistical program, and the research reached a set of results, including: high prices of telecommunications companies' services in the city of Baghdad, the inadequate financial fees to obtain subscriptions, call tariffs and Internet service with customers' monthly income. Research recommendations, companies need to prepare programs to measure customer satisfaction continuously to monitor the extent of customer satisfaction with their services, analyze the reasons for dissatisfaction, and follow up the rate of customer loss, as it indicates that these companies fail to satisfy their customers.

Keywords: 1. Telecommunication serves 2. customer satisfaction 3. offers and advertising 4. services types

Introduction

The customer is considered one of the assets of the companies and the basis for their survival and continuity of their work in the environment in which they are located, as it represents the focus of marketing activity. Therefore, companies seek to improve the level of their services they provide in order to achieve the satisfaction of their customers, and since achieving customer satisfaction after the sale process depends on the performance of the products or services and the extent of matching them with customers' expectations, if the performance is in line with the customer's expectations, the customer will be satisfied, but if the performance is below the expected, the customer will not be satisfied, and in the event that the performance exceeds expectations, then the customer will be highly satisfied and we find that most companies try to achieve high satisfaction because normal satisfaction may make The customer easily turns to other companies that offer better products or services. As for the highly satisfied customers, it is difficult for them to switch to other companies, and this high satisfaction will turn into high customer loyalty. Accordingly, the customer's satisfaction for companies is a goal and a marketing tool. The companies have come to take the opinions and suggestions of their customers in Its services by defining procedures for customers' complaints and suggestions and dealing with them seriously in order to provide a good level of services that satisfy its customers. Therefore, the study will deal with measuring customer satisfaction with the services provided by telecommunications companies in the city of Baghdad to find out the extent of customer satisfaction with their services.

Research methodology

Research problem

Is there customer satisfaction with the performance of telecommunications companies in Baghdad in providing services?What is the evaluation of the customers of telecommunications companies in Baghdad of the level of actual services provided to them by these companies?

Research goals

- 1- Measuring customer satisfaction with the services provided by telecommunications companies in Baghdad.
- 2- Providing the management of telecommunications companies with the necessary information to improve the level of their services.
- 3- Identify the most important requirements that the customer desires for the services of telecommunications companies and which generate a sense of satisfaction.
- 4- Disclosing the benefits that telecommunications companies can obtain from measuring customer satisfaction with their services and working to develop them, increase market share and maximize profits

Research importance

- 1- The importance of research for the management of telecommunications companies: The importance of this research and its results for the management of telecommunications companies stems from the importance of marketing for the services of telecommunications companies, which helps the administration to improve their sales by knowing the criteria that customers attach importance to when evaluating the companies' services and working on developing them to reach the highest levels of satisfaction For existing customers and attract new customers to increase profitability by improving its services and gaining new market share.
- 2- The importance of research for customers: the importance of research for customers stems from reaching the best service provision by extracting expectations and actual performance of services provided by telecommunications companies from the customers' point of view, which leads to continuous improvement of the level of services and thus the customer will enjoy high-quality and efficient telecommunications services Distinct.

Research limits

This research was applied to a sample of (468) consumers in the city of Baghdad as spatial limits, while the temporal limits of the study were for the period from 1/5/2020 to 1/9/2020.

research assumes

- 1- There is customer satisfaction with the services of telecommunications companies in Baghdad.
- 2- Customers' satisfaction with the services of telecommunications companies varies in the city of Baghdad.

Research methods and tools used

The descriptive analytical approach was used that combines the theoretical and applied side in the interpretation of the research results with the aim of understanding the aspects of the topic, understanding its components and analyzing its dimensions, as many studies, researches and books were used. About the services provided by telecommunications companies in the city of Baghdad to find out their opinions on the subject, and the percentages were used using the Excel program.

An introductory summary of the telecommunications companies in Baghdad

Company 1: It is the main provider of high-quality mobile communication services in Iraq. It was established in 2000 and has 12 million subscribers. It is the first network in Iraq and has achieved coverage for all its parts. In 2011, the Iraqi Ministry of Communications announced that it is the best operator of the Global System for Mobile Communications (GSM) in Iraq. In 2015 it had been granted a fourth-generation operating license. It has many types of services, and several offers in addition to provide internet services.

Company 2: It is an international mobile communications group in Iraq that was established in 1983 as the first operator of mobile telecommunications services in the

Middle East and Africa and is now one of the largest telecommunications companies in the region with a subscriber base of more than 45.2 million subscribers. It works within the framework of satisfying the customer and providing the environment in which moves comfortably to accomplish practical and personal tasks for its customer also, provides fourth-generation services and has several services, offers and Internet services.

Company 3: It is an Iraqi mobile communications company that covers all the governorates of Iraq and provides fourth-generation services. It is a limited liability company registered in Iraq to operate and provide wireless communication services Internet.

Theoretical framework

Firstly:the concept of customer satisfaction and its importance

In the beginning, we must clarify the concept of the customer, as Kotler defined the customer as the main concern that the company's management focuses on and is the key to corporate profitability (Kotler 2006: 140). He is the end user of corporate services, but Al-Bakri defines the customer as the person who buys the commodity or service in order to satisfy his material or psychological needs for him or his family (Al-Bakri, 2004: 23). As for satisfaction, it is a person's feeling of happiness or disappointment that results from comparing the perceived performance of a product or service with his expectations (Kotler, 2006: 144). As for customer satisfaction, it is the feeling generated by the customer as a result of his awareness of the company's effectiveness in providing products that meet his needs and desires after comparing the customer to the performance of the product or service with his expectations about the quality of the product. (Zwain, 2009: 7) Likewise, customer satisfaction is known as a satisfactory psychological condition on the part of the customer as a result of the company's success in achieving the desires and needs of the customer one time (Mansour, 2008: 51). The importance of customer satisfaction stems from the fact that the customer is the focus of the company's interest and the basis for its success And increase its market share in the competitive markets, and accordingly, companies are supposed to focus their attention on the needs and desires of the customer and how to satisfy them, in addition to that it is one of the important criteria in evaluating the performance of companies and their future trends, especially in light of the advanced technology through which services must be provided with the latest technologies in order to improve performance Which in turn leads to an increase in customer loyalty towards the company and reduces the likelihood of the customer going to other competing companies, and a company that cares about customer satisfaction will have the ability to protect itself from competitors (Al-Zoubi, 2011: 63).

Measuring customer satisfaction

Measuring customer satisfaction with services is an expression of a general view of customer satisfaction with the services provided to them in terms of the number of services, the speed of their delivery and the mechanism for resolving the associated problems with the aim of making the necessary adjustments in order to become more responsive to the needs and aspirations of customers. The importance of measuring customer satisfaction lies in the following: (Al-Khafaji, 2016) (Harkiranpal, 2006)

1. Determine the extent of customer satisfaction.
2. It helps diagnose the reasons that prevented achieving the company's goals.
3. It helps in knowing whether the company's management style helps in achieving customer satisfaction or whether it needs revision.
4. Helps the company avoid errors in providing services
5. Assists the company in studying the possibility of developing its services it provides to include other communities.
6. Assists the company in identifying and increasing its market share.
7. A guide to planning organizational resources and employing them to serve the desires and aspirations of the customer in light of his views as a feedback.
8. Tools for monitoring and measuring customer satisfaction

There are four tools that any company can use to measure the degree of customer satisfaction as they lead to results that are considered as a measure of the company's future progress and development, as follows (Abu-Fazaa, 2015) (Kotler, 2000)

- 1- Suggestions and complaints systems: It means that companies provide the necessary facilities to customers in order to receive their complaints and suggestions about the company's services in order to collect information on the level of customer satisfaction. These facilities are either traditional or modern by using modern communication technologies. The monitoring of customer indicators through the complaints and suggestions system provides the company with easy flow of information generating ideas that develop better strategies to translate the desire to satisfy customers into action that leads the company to lead the company towards the market it seeks.
- 2- Customer satisfaction surveys: The company uses surveys periodically and poses a variety of questions to measure customer satisfaction whether it is high or low towards the company's services. It obtains direct measures of customer satisfaction through conducting surveys from time to time by sending questionnaires or conducting Phone calls to a random sample with new customers and asking them whether they are satisfied or dissatisfied with the company's services, in addition to asking questions about the intention to repurchase, as it is an important indicator of customer satisfaction with the company's services.
- 3- Hidden or ghostly shopping: the company assigns individuals who act as customers of the company to follow up on the actions of the company's workers with customers and also fabricate a specific problem to test the extent of the ability of the sellers in the company to deal with it well and report to the management on the strengths and weaknesses that can be observed, and the companies must That not only resort to appointing undercover shoppers (ghost marketing), but rather they have to leave their offices from time to time and live the conditions of the company and its sales so that they can know how to deal with customers.
- 4- Analysis of loss of customers: companies are supposed to contact customers who stopped buying or switched to other companies to find out what changed their orientation and determine the reasons for that to overcome those errors in addition to monitoring the rate of loss of the company to customers as the evaluation of the purchase is very important because the feedback resulting from use The actual

product or service affects the likelihood of future purchase and then determines the extent of customer satisfaction with the company's services.

Characteristics of customer satisfaction

The characteristics of customer satisfaction are represented by the following (Bu Annan, 2010: 113-114):

- 1- Self-satisfaction: It is the satisfaction related to the nature and level of the personal expectations of the customer and the self-perception of the services provided to him because the customer who thinks that the service provided to him is better than the services of competing companies may be seen by another customer as less than the level of services of competing companies, meaning that the customer's satisfaction is based on his personal perception. Not according to reality.
- 2- Relative Satisfaction: It relates to a relative appreciation. Each customer is compared through his outlook to market standards, despite self-satisfaction, but it changes according to expectations levels, two customers may use the same service under the same conditions, but their opinion of the service may differ because their basic expectations about the service are different and also different needs. For each of them, it is not important to be the best, but rather to be the most compatible and compatible with the expectations and needs of customers.
- 3- Evolutionary satisfaction: Here, customer satisfaction changes through a standard development in the level of expectation and the level of perceived performance. Over time, customer expectations can develop as a result of the emergence of new services or the development of standards for the services provided with increasing competition.

Second: the concept of service

The service is defined as the performance of any intangible activity or benefit provided by one party to another party whose production may or may not be related to a physical product or it is the amount of comfort and psychological, physical and social satisfaction that the consumer gets (Kotler, 2000: 467), and it is also known as the activities or benefits that It is offered for sale because it is related to a specific commodity (Damour, 2002: 20). Stanton defined service as the intangible activities that achieve the satisfaction of desires (Al-Taie et al., 2000: 214)

Service characteristics

The service has several characteristics, which can be explained by the following (Damour, 2005: 33) (Issa, 2016: 72) (Najm, 2010: 241):

- 1- Intangibility: it is difficult to measure the service due to the non-tangibility of the service in general except after its consumption, i.e. the inability to have a tangible physical evidence by which the level of the service provided can be measured.
- 2- Conjunction (non-separation): it means the interconnectedness of the production and consumption of the service at the same time, and the service cannot be separated from the person providing because the time of production of the service is the same as the time of its consumption. The service is the same as providing the service.

- 3- Heterogeneity in the outputs: it means that the service is affected by the behavior of the provider because it is not possible to make the final outputs of the service the same level and quality, meaning that each type of service has different methods of measuring it.
- 4- The inability to store: that is, the inability to keep the service in the form of stock, because the service consumes the time of its production.
- 5- Ownership: it means that ownership of the service cannot be transferred from the product to the customer and that only the customer can use the service for a specified period.
- 6- Offering services: Since the needs and desires of customers are constantly changing, it is assumed that new services are innovated and developed or the procedures for presenting services are simplified in order to satisfy the needs and desires of customers.
- 7- Communication with the customer: it means the customer's intervention in the timing and method of providing the service and controlling it because of his presence and participation in providing the service. This makes it impossible to provide a standard type of services.

Methods of providing the service

The process of providing the service is related to the person who provides the service, and accordingly, his psychological state or personal formation is what controls the level of service he provides, so it is possible to distinguish between four basic types when providing services, namely (Linda, 2012: 40) (Belhassan, 2012: 23):

The practical framework

First: Description of the research community This topic describes the research community that has been applied to through:

1- Description of the research sample

The research was applied to a sample of consumers in the city of Baghdad, and the number of the sample was (468), chosen randomly. The following table shows the characteristics of the research sample. It is noted from Table (2), which includes the distribution of the sample members according to personal variables, that with regard to the gender variable, we find that the largest percentage is the proportion of males, which accounted for approximately (72.9%), and that the percentage of females is the least, as it formed (27.1%), and it is noticed that the age group is (26) -35) represents the largest part of the sample members at a rate of (45.1%), while the age group (66 years and over) is the least part of the sample members at a rate of (0.4%), while it is noticed that the bachelor's category for academic achievement occupied the largest percentage of the sample members with a percentage of (59.2% As for the higher diploma category, the lowest percentage of the sample members occupied (1.7%), and the place of residence (Rusafa) formed the largest percentage of the sample members, reaching (39.5%), while the place of residence (other), intended by the outskirts of Baghdad, was the lowest percentage

of the sample members As it reached (26.9%), as for the income level, the largest percentage was for those with middle income, as it was (57%) It is noted from Table (3), which includes the distribution of the sample members according to the variables, subscribing to the services of telecommunications companies, that with regard to the name of the provider, it has been found that the largest percentage was with service provider A, which is approximately (61.8%), followed by (35%) and (3.2%) for the service provider B and C. It has been noticed that the type of pre-paid subscription represents the largest part of the sample members at a rate of (94.9%). As for the subscription to the invoice, it is the lowest part at a rate of (5.1%), while it is noticed that the average monthly usage value is For the study sample individuals (more than \$ 20), the largest percentage of the sample was occupied by (25.9%), while we find that (\$ 5) is the lowest percentage and reached (14.1%). As for the purpose of subscribing to send and issue calls, the largest percentage was (61%) As for the period of participation for the period (11-15 years), the largest percentage of the sample members reached (42%), while the period (less than 5 years) formed the least percentage of the sample members, reaching (9%).

3- Results of the field study

It is noted from the data in Table (4) regarding the frequency distributions, percentages, the arithmetic mean, and the standard deviation of customer satisfaction with the prices of services provided by telecommunications companies in the city of Baghdad that the highest percentage of the sample members do not agree with the appropriateness of the financial fees to obtain subscriptions and call tariffs as their percentage reached 93%), while we find that only (4%) are satisfied with it and (89%) of the sample members are dissatisfied with the prices of Internet services provided by telecommunications companies, while we find that only (4%) of the sample members are satisfied with it, and among the most prominent variables that contributed In enriching the study variables are:(X2, X6, X9). This indicates that the financial fees of the telecommunications companies in the city of Baghdad are not appropriate to obtain subscriptions and call tariffs and are not compatible with the monthly income of customers. These answers came with a mean of (1.2) and a standard deviation of (0.51).

It is noticed from the data in Table (5) on the frequency distributions, percentages, the arithmetic mean, and the standard deviation of customer satisfaction with the services provided by the telecommunications companies in the city of Baghdad in terms of the continuity of dealing with the company that the highest percentage of the sample members do not agree with the feeling of stability in dealing with the company as it reached Their percentage is (73%), while we find that only (7%) agree with the feeling of stability in dealing with the company and (73%) of the sample members do not have a strong loyalty and motivation to deal with the company, while we find that only (6%) of the sample members agree with that. (73%) also do not advise friends and family to deal with the company, while we find that (7%) do so, and among the most prominent variables that contributed to

enriching the study variables are: (X11, X14). On the other hand, we find that the highest percentage of customers agree with that the number is the property of the customer and he is entitled to keep it in the event of changing the company, as their percentage reached (59%), while we find that (31%) only do not agree with that and that (41%) are individuals The sample agrees with thinking of switching to the services of another company. This indicates that most of the customers are not satisfied with the services of telecommunications companies and do not feel stable in dealing with these companies and may turn to the services of another company. These answers came with a mean (1.63) and a standard deviation of (0.71).

It is noted from the data in Table (6) on the frequency distributions, percentages, the arithmetic mean, and the standard deviation of customer satisfaction with the services provided by telecommunications companies in the city of Baghdad in terms of problems and the mechanism used by companies to solve these problems that the highest percentage of the sample members do not agree with the solutions that The companies present them with regard to the problems facing the customer, as their percentage reached (74%), while we find that only (6%) are satisfied with them, and (62%) of the sample individuals are dissatisfied with the speed of the companies 'response to customers' problems, while we find that (14%) only individuals The sample is satisfied with it, and among the most prominent variables that contributed to enriching the study variables are: (X20, X22)

This indicates that customers are not satisfied with the speed of the companies' response to solve the problems they face and are not satisfied with the solutions presented to them by the companies. These answers came with a mean of (1.53) and a standard deviation of (0.71). It is noted from the data in Table (7) regarding the frequency distributions, percentages, the arithmetic mean, and the standard deviation of customer satisfaction with the services provided by telecommunications companies in the city of Baghdad in terms of offers and advertisements that the highest percentage of sample individuals do not agree with that the content of the advertisement matches the actual services provided to the customer. Their percentage reached (72%), while we find that only (8%) agree with them and (71%) of the sample members are dissatisfied with the promotional means of services provided by telecommunications companies, while we find that (8%) of the sample members agree with them and that (71%) %) Of the sample individuals are dissatisfied with the text messages that they receive on the phone about services and offers in terms of content and frequency, while only (11%) of the sample members are satisfied with them, and among the most prominent variables that contributed to enriching the study variables are: (X23, X26))

This indicates that customers are not satisfied with the promotional means used by telecommunications companies to promote their services, as the content of the advertisement is not identical to the actual services provided to customers and also that customers are not satisfied with the text messages that reach them over the phone about services and offers in terms of content and frequency about, and this came Answers with a mean (1.41) and a standard deviation of (0.66). It is noted from the data in Table (8) on the frequency distributions, percentages, the arithmetic mean, and the standard deviation of customer satisfaction with the

services provided by telecommunications companies in the city of Baghdad in terms of quality that the highest percentage of the sample members do not agree with the fact that the company provides services that exceed customers' expectations as their percentage has reached (92%), while we find that only (3%) agree with them and (90%) of the sample members are dissatisfied with the speed of internet service, while we find that (4%) of the sample members are satisfied with it and (85%) of the sample members are not satisfied. About the speed of services provided to them by telecommunications companies, while only (4%) of the sample members are satisfied with it, and among the most prominent variables that contributed to enriching the study variables are: (X29, X32 X38, X39, X41). This indicates that customers are not satisfied with the speed of services provided by telecommunications companies and the speed of Internet

It is noted from the data in Table (9) of the frequency distributions, percentages, the arithmetic mean and the standard deviation of customer satisfaction with the services provided by telecommunications companies in Baghdad in terms of the company, workers and coverage areas that the highest percentage of the sample individuals are dissatisfied with the equipment available in the company used to provide Services, as their percentage reached (72%), while we find that only (7%) are satisfied with them, and (63%) of the sample members are dissatisfied with the coverage areas covered by the services of telecommunications companies, while we find that (15%) of the sample members are satisfied with it. On the other hand, we find (56%) of the sample members agree that the company's employees are polite and deal well with the customer while only (15%) of the sample members do not agree with them. Among the most prominent variables that contributed to enriching the study variables are: (X46, X50).

This indicates that the customers are dissatisfied with the areas of coverage of telecommunications companies in the city of Baghdad and with the equipment available in the company and used in providing services, but most of the sample members are satisfied with the company's workers because they are polite and have good dealings with the customer. These answers came in the middle of my calculation (1.81) And a standard deviation of (0.73). When calculating the general average of the answers of the study sample, we find that (12%) of the sample, amounting to (468), are satisfied with the services of telecommunications companies in the city of Baghdad, and that (20%) of them were neutral. As for the largest percentage, they were dissatisfied with the services of telecommunications companies in the city of Baghdad. It reached (68%).

Conclusions

- 1- The high prices of telecommunications companies' services in the city of Baghdad and the inadequate financial fees to obtain subscriptions, call tariffs and Internet service with customers' monthly income.
- 2- Lack of strong loyalty to customers of telecommunications companies and motivation to deal with these companies, and this leads to instability in dealing with corporate services.
- 3- Customers' dissatisfaction with the speedy response of the telecommunications companies to their questions and inquiries, in addition to the inadequacy of the solutions provided by the telecommunications companies regarding the problems that the company's customers face.
- 4- The content of advertisements provided by telecommunications companies does not match the actual services provided to the customer, in addition to the inappropriate promotional means used by these companies.
- 5- Customers are dissatisfied with text messages that reach corporate customers over the phone about services and promotional offers.
- 6- It is found that the number is the property of the customer and he is entitled to keep it in the event that the company with which the customer participates is changed.
- 7 - There is a big gap between customers' expectations and the services provided to them, as companies do not provide services that meet the needs of customers.
- 8- Customers are not satisfied with the existence of a period for the validity of the balance despite the lack of exhaustion of the balance and this forces the customer to purchase additional credit to be able to make the call
- 9- There is a weakness in the coverage of communication networks, as there are areas where communication is weak or difficult.
- 10- The treatment of employees of telecommunications companies is polite and good.
- 11- Customers' dissatisfaction with the non-matching of the recharge price for the balance with the actual value of the balance, as the recharge price is to be paid in US dollars and the balance value is in Iraqi dinars

Recommendations

- 1- Increasing interest in promotion programs and advertising campaigns for the company's services in a manner that is more attractive to the customer by highlighting the advantages and characteristics of services compared to the services of other companies.
- 2- The necessity for telecommunications companies to narrow the gap between customers' expectations of the level of services and what is actually provided to them.
- 3- The necessity of having systems to deal with customers' complaints and suggestions in a better and faster way.
- 4- The companies set up programs to continuously measure customer satisfaction to monitor the extent of customer satisfaction with their services, analyze the reasons for dissatisfaction, and follow up the rate of customer loss, because increasing this rate means the companies fail to satisfy their customers.
- 5- The necessity of reducing the prices of telecom companies' services to suit the monthly income level of the company's customers and improving the quality and speed of communications.
- 6- The necessity to reconsider the amount and content of text messages that reach the company's customers about services and promotional offers.
- 7- Cancellation of the credit validity period due to its negative impact on forcing customers to purchase additional credit in order to be able to make the call.
- 8- Expanding the coverage areas of the telecommunications companies' networks to cover more areas and improving the quality of communication.
- 9- The necessity of matching the recharge price for the balance with the actual value of the added balance.
- 10- Considering the number as the property of the customer, so that he is entitled to retain the number when he wishes to change the subscription with another company.

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Table 1 Methods of providing the service

Method	The procedural aspect of providing the service	The personal side of the service	The message to the customer
1. Cold service method	Slowservice Disorganized and chaotic uncomfortable	Not Transparent The specific procedures are poorly understood and unclear Service is tepid Low, not good, and far from comfortable It is not wanted by the customer.	No message
2- The factory's way of service	Come at the right time Consistent Far from purpose	Not transparent low Not desired by the customer	You are just numbers and we are here to treat you
3- The pink garden way of service	Slow service Inconsistent and uniform for all irregular	They are friendly and loving in the presentation Attractive and well done The method of providing the service is good and desirable by the customer	We are trying our best but we don't quite know what we're doing
4- The quality of customer service	Provide the service in a timely manner Consistent and regular The service provided is standardized for all customers	Characterized by friendliness and love in presentation The methods of service delivery are adept Attractive and eye-catching service delivery methods The service provided is desired by the customer	We take care of you and strive to serve you

Table (2) Distribution of the sample according to personal information

sex											
Male						Female					
Freq			%			Freq			%		
341			72.9			127			27.1		
age											
18-25Y		26-35Y		36-45Y		46-55Y		56-65Y		Over 66	
Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
78	16.7	211	45.1	116	24.8	46	9.8	15	3.2	2	0.4
Academic achievement											
Secondary school		Diploma		Bachler		Higher Diploma		MSc/PhD			
Freq	%	Freq	%	Freq	%	Freq	%	Freq	%		
86	18.4	39	8.3	277	59.2	8	1.7	58	12.4		
residency											
Al-karkh			Al-risafa			others					
Freq	%		Freq	%		Freq	%				
157	33.6		185	39.5		126	26.9				
Income level											
good			Intermediate			Very good					
Freq	%		Freq	%		Freq	%				
165	35.3		267	57		267	57				

Table (3) Distribution of the sample members according to the participation in the services of the telecommunications companies

Service provider									
A				B			C		
Freq	%		Freq	%		Freq	%		
289	61.8		164	35		15	3.2		
The type of subscription to the service									
Prepaid					Invoice				
Freq	%				Freq	%			
444	94.9				24	5.1			
Average monthly usage value									
\$5		\$10		\$15		\$20		More than 20\$	
Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
66	14.1	120	25.6	79	16.9	82	17.5	121	25.9
The purpose of the subscription									
Internet access		Make and receive calls			Make calls			Receive calls	
Freq	%	Freq	%		Freq	%		Freq	%
72	15.4	286	61		77	16.5		33	7.1
You have subscribed to the telecommunications service since									
Less than 5 Y		6-10Y			11-15Y			16 Y and above	
Freq	%	Freq	%		Freq	%		Freq	%
42	9	136	29.1		197	42		93	19.9

A, B and C are service provider nickname

Table (4) the frequency distributions, percentages, and standard deviation of the customer satisfaction variable for the services provided by telecommunications companies in terms of prices

Questions	Response scale						Mean	Standard error	standard deviation
	Agree		neutral		Disagree				
	Freq	%	Freq	%	Freq	%			
1- Are you satisfied with the adequacy of the fees for subscriptions and call tariffs	19	4	15	3	434	93	1.11	0.02	0.43
2- Do you think that the price of services is proportional to the monthly income	21	5	39	8	408	87	1.17	0.02	0.48
3- Are you satisfied with the price of services compared to the prices of other companies' services	32	7	54	12	382	82	1.25	0.03	0.57
4- Are you satisfied with the degree of stability of services prices with market fluctuations	21	5	70	15	377	80	1.24	0.02	0.52
5- Are you satisfied with the economic cost of connecting within the network	25	5	42	9	401	86	1.2	0.02	0.52
6- Are you satisfied with the economic cost of calling outside the network	20	4	40	9	408	87	1.17	0.02	0.48
7- Are you satisfied with the economic cost of international calling	15	3	60	13	393	84	1.19	0.02	0.47
8- Do you have confidence in the financial deductions for calling, messaging and the Internet	29	6	59	13	380	81	1.25	0.03	0.56
9- Are you satisfied that the price of top-up does not match the actual value of the balance	36	8	29	6	403	86	1.22	0.03	0.57
10- Are you satisfied with the prices of Internet services provided by telecommunications companies	19	4	34	7	415	89	1.15	0.02	0.46
Average	23.7		44.2		400.1		1.2		0.51

Table (5) The frequency distributions, percentages, and standard deviation of the customer satisfaction variable for the services provided by the telecommunications companies in terms of the continuity of dealing with the company

Questions	Response scale						Mean	Standard error	Standard deviation
	Agree		Neutral		Disagree				
	Freq	%	Freq	%	Freq	%			
1-Do you feel comfortable making the decision to do business with the company	33	7	119	25	316	68	1.4	0.03	0.62
12- Do you advise your friends and family to deal with the company	35	7	91	20	342	73	1.34	0.03	0.61
13 - Do you feel stable in dealing with the company	32	7	95	20	341	73	1.34	0.03	0.6
14 - You will continue to deal with the company	71	15	157	34	240	51	1.64	0.03	0.73
15- Do you have a strong loyalty and drive to do business with the company	30	6	96	21	342	73	1.33	0.03	0.59
16- Do you think in switching to the services of another company?	190	41	116	25	162	35	2.06	0.04	0.87
17-Do you think that the number is your property and that you have the right to keep it in the event of changing the company?	275	59	48	10	145	31	2.28	0.04	0.91
Average	95.2		103.1		269.7		1.63		0.71

Table (6) the frequency distributions, percentages, and standard deviation of the customer satisfaction variable regarding the services provided by telecommunications companies in terms of problems

Questions	Response scale						Mean	Standard error	Standard deviation
	Agree		Neutral		Disagree				
	Frequency	%	Frequency	Frequency	%	Frequency			
18- Does The company responds to customers' problems quickly	64	14	114	24	290	62	1.52	0.03	0.72
19 -If you have a problem, the company is ready to discuss the problem with you	96	21	126	27	246	53	1.68	0.04	0.79
20 -Are you satisfied with the waiting time to respond to your questions and inquiries	65	14	123	26	280	60	1.54	0.03	0.73
21 Are you satisfied with the solutions provided by the company for the problems facing the customer	31	6	91	20	346	74	1.33	0.03	0.59
22 -Contacting the company via phone and via e-mail is easy	71	15	138	30	259	55	1.6	0.03	0.74
Average	65.4		118.4		284.2		1.53		0.71

Table (7) The frequency distributions, percentages, and standard deviation of the customer satisfaction variable regarding the services provided by telecommunications companies in terms of offers and advertisements

Questions	Response scale						Mean	Standard error	standard deviation
	Agree		Neutral		Disagree				
	Freq	%	Freq	%	Freq	%			
23 -You are satisfied with the company's announcements of its new services	58	12	110	24	300	64	1.48	0.03	0.71
24-You are satisfied with the promotional means for the services provided by telecommunications companies	39	8	99	21	330	71	1.38	0.03	0.63
25-You believe that the content of the advertisement matches the actual services provided to the customer	36	8	97	21	335	72	1.36	0.03	0.62
26 -Are all the offers made by the telecom company real and can actually be applied	40	9	116	25	312	67	1.42	0.03	0.64
27-You are satisfied with the text messages that you receive over the phone about the services and offers in terms of content and frequency	52	11	84	18	332	71	1.4	0.03	0.68
Average	45		101.2		321.8		1.41		0.66

Table (8): Frequency distributions, percentages, and standard deviation of the customer satisfaction variable for the services provided by telecommunications companies in terms of service quality

Questions	Response scale						Mean	Standard error	standard deviation
	Agree		Neutral		Disagree				
	Freq	%	Freq	%	Freq	%			
28- You are satisfied with the speed of services provided by telecommunications companies	20	4	49	11	399	85	1.19	0.02	0.49
29-You are satisfied with the company's services in terms of innovation and renewal	30	7	76	16	362	77	1.29	0.03	0.58
30-You are satisfied with the speed and quality of the international connection	37	8	111	24	320	68	1.4	0.03	0.63
31-You are satisfied with the speed of the internet service	18	4	31	7	419	90	1.14	0.02	0.45
32-You are satisfied with the companies' services in times of crisis	29	6	86	18	353	76	1.31	0.03	0.58
33- You are satisfied with the electronic packaging service for telecommunications companies	99	21	154	33	215	46	1.75	0.04	0.78
34- You are satisfied with the ownership transfer service for lines	79	17	91	19	298	64	1.53	0.04	0.77
35-You are satisfied with the service of purchasing validity for lines	42	9	82	18	344	74	1.35	0.03	0.64
36-You are satisfied with the educational platforms services that telecommunications companies provide to students as a special initiative to continue studying in times of crisis	95	20	136	29	237	51	1.7	0.04	0.79
37- The company fulfills its promises to provide services to customers	28	6	114	24	326	70	1.36	0.03	0.59
38- You are satisfied with the way the company uses to provide services	25	5	73	16	370	79	1.26	0.03	0.55
39- The company offers a	29	6	84	18	355	76	1.3	0.03	0.58

variety of services that meet your needs									
40- The company provides services that exceed customers' expectations	12	3	24	5	432	92	1.1	0.02	0.38
41-You are satisfied that there is a validity period for the balance, even though the balance has not run out	30	6	47	10	391	84	1.23	0.03	0.55
42-You are satisfied with the electronic packaging service for telecommunications companies	99	21	154	33	215	46	1.75	0.04	0.78
43- You are satisfied with the website of the company in terms of clarity of services	46	10	160	34	262	56	1.54	0.03	0.67
Average	43.13		92		331.11		1.39		0.61

service, and that these companies do not provide services that exceed customers' expectations. These answers came with a mean of (1.39) and a standard deviation of (0.61).

Table (9) the frequency distributions, percentages, and standard deviation of the customer satisfaction variable for the services provided by the telecommunications companies in terms of the company, employees and coverage areas

Questions	Response scale						Mean	Standard error	standard deviation
	Agree		Neutral		Disagree				
	Freq	%	Freq	%	Freq	%			
44- You are satisfied with the coverage areas covered by the services of telecommunications companies	69	15	106	23	293	63	1.52	0.03	0.74
45-There is more than one branch of the company that meets the needs of customers	111	24	176	38	181	38	1.85	0.04	0.78
46-You are satisfied with the external appearance of the company	77	17	174	37	217	46	1.7	0.03	0.73
47- You are satisfied with the equipment available in the	30	7	100	21	338	72	1.34	0.03	0.59

company used to provide services									
48- The company's employees are polite and treat the customers well	262	56	135	29	71	15	2.41	0.03	0.74
49 The company's employees have the knowledge to serve customers	162	35	183	39	123	26	2.08	0.04	0.78
50- Company employees do not hesitate to find the necessary time to provide the best services	90	19	192	41	186	40	1.79	0.03	0.74
the average	114.43		152.3		215.6		1.81		0.73