

**FACTORS AFFECTING CUSTOMERS' LOYALTY TOWARDS MOBILE
TELECOMMUNICATION SERVICE PROVIDERS IN DAR ES SALAAM**

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled: “*Factors Affecting Customers Loyalty Towards Mobile Telecommunication Service Providers in Dar es salaam*”, in partial fulfillment of the requirements for the Degree of Master of Business Administration in Marketing Management (MBA) of the Open University of Tanzania.

.....

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.....

Date

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DECLARATION

I, **Yonah Daniel Msengi**, declare that, the work presented in this dissertation is original. It has never been presented to any other university or institution. Where other people's works have been used, references have been provided. It is in this regard that I declare this work as originally mine. It is hereby presented in partial fulfillment of the requirement for the Degree of Master of Business Administration (MBA).

.....

Signature

.....

Date

DEDICATION

First of all, I would like to thank Almighty God who gives me life, knowledge, wisdom and understanding.

Secondly to my wife Aurelia Joseph encouraged and inspired me to be strong in every aspect of life.

Thirdly to my children: Lightness, Neema and Nathaniel who gave me sustainable moral support throughout.

Lastly, to all my friends, colleagues as well as researchers.

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ABSTRACT

With the increasing competition in the market, customer loyalty has become a decisive factor in long-term business profits. Customer loyalty influences the high entry barriers for the competitor to enter the market, and it significantly contributes to the reduction in marketing costs. This study was undertaken to assess factors influencing customers' loyalty towards mobile telecommunication service providers in Dar es Salaam. The mobile service providers under this study were; Vodacom, Airtel, Tigo, Halotel, Zantel, and Tanzania Telecommunication Company Limited (TTCL). The study had four objectives, which were formulated to answer the general problem of the research study. A conceptual framework was drawn from the literature review to guide the study in the area of service quality, service prices, brand image and customer satisfaction. A total of 400 respondents were sampled, data was collected by using a self-administered Swahili version questionnaire. Statistical Package for Social Science (SPSS) was used for analyzing the data, descriptive statistics comprising of percentages and tables were used for data presentation and interpretation. Findings have revealed that the majority of the respondents pointed out that their loyalty to the mobile telecommunication service provider is influenced by; quality of services, low price of services and brand image. Further analysis has also shown that satisfaction is a necessary step in loyalty formation. Based on these findings it is recommended that mobile service providers improve and maintain good customer care and service in particular to build customer loyalty against the other competitors in the market

Keywords: Customer Loyalty, Mobile Telecommunication Industry & Service Quality

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LIST OF ABBREVIATIONS AND ACRONYMS

DSL	Digital Subscriber Line
MNP	Mobile Number Portability
MTNs	Mobile Telecommunication Networks
ODT	Optimal Distinctiveness Theory
QTY	Quantity
SMS	Short Messages Services
SPSS	Statistical Package for Social Sciences
TCRA	Tanzania Communications Regulatory Authority
TTCL	Tanzania Telecommunication Company Limited
TZS	Tanzania Shilling

CHAPTER ONE

INTRODUCTION AND BACKGROUND OF THE STUDY

1.1 Introduction and Background to the Study

With the increasing competition in the market, customer loyalty has become a decisive factor in long-term business profits. Customer loyalty influences the high entry barriers for the competitor to enter the market, and it significantly contributes to the reduction in marketing costs (Nkordeh, et al., 2017; Rizomyliotis, et al. 2018). Customer loyalty is the act of choosing one company's products and services consistently over its competitors. When customers are loyal to one company, they aren't easily swayed by price or availability. They would rather pay more and ensure the same quality service and product they prefer (Chepkemoi, 2017).

It has been mentioned by Kabu and Soniya (2017) and Swe (2019) that the number of loyal customers as a sign of market share is more meaningful and significant than the total number of customers. More loyal customers translate to high profits. Loyal customers continue to purchase or receive the product or service from the same enterprises and they are willing to pay higher prices for quality products and first-class services, thereby increasing sales revenue.

Currently, the Tanzania telecommunication industry is occupied by seven service providers. These are Vodacom, Airtel, Tigo, Halotel, Zantel, Smile and Tanzania Telecommunication Company Limited (TTCL). All these companies provide similar services which are voice calls, Short Messages Services (SMS), mobile data for web browsing and social networking, video call, mobile money transfer services, and

banking money transfers. Due to the similarity of the services, there is strong competition among these companies; every company strives to perfect its services and attain customer loyalty; through the use of different marketing strategies that appeal to new customers and preserve existing ones (Mtenzi, et al., 2018). It is wise to note that, other telecom companies tried to enter in Tanzania telecommunication industry but failed to thrive following incompetence. These companies operated between 2005 and 2017; they are Sasatel, and Benson telecom companies (Sydney, 2020).

In Tanzania According to the latest telecoms statistics for Quarter two of 2019 published by the Tanzania Communications Regulatory Authority (TCRA), overall mobile network subscriptions in the country reached 43,670,675 in June 2019. This represents an addition of 49,176 subscriptions compared to the 43,621,499 mobile subscriptions registered in December 2018, with a growth of +0.1% (TCRA, 2019).

Vodacom remains the largest mobile operator with 14,392,174 subscriptions by June 2019 (14,143,657 in December 2018), followed by Tigo with 11,675,809 subscriptions by June 2019 (12,583,640 in December 2018), and Airtel with 11,538,358 subscriptions by June 2019 (10,954,621 in December 2018). Together these three mobile operators accounted for 37,606,341 mobile subscriptions or 84.1% of all the subscriptions, while the remained operators accounted for 24.9% of the subscription.

On the other hand, Smile is a telecom company with very few subscribers and a 0.002% market share (TCRA, 2019). Table 1.1 illustrates the market share of the six mobile telecommunication companies currently operating in Tanzania.

Table 1.1: Tanzania Telecommunication Market Shares by June 2019

Company	Vodacom	Tigo	Airtel	Halotel	Zantel	TTCL	Smile
Market share	31%	27%	26%	13%	2%	1%	0.002%

Source: TCRA (2019)

Analysis of empirical studies made in the course of the literature review for this study revealed that there is a lack of consensus on which factors impact customer loyalty. Different countries have different factors that affect their customer loyalty in the mobile telecommunication industry. Of which, Tanzania telecommunication industry is different from telecommunication industries of other countries. Thus, there is a need to understand the peculiarities of factors on which the loyalty of mobile telecom users hinges.

The importance of customers' loyalty in the development of business has been identified by many researchers and academicians in different commercial enterprises in the past years (Chi, 2005; Chen and Wang, 2009; Belás and Gabčová, 2016). This importance in no doubt does not exclude the telecommunication industry and by extension the Tanzania telecommunication Industry. Izogo (2017) asserted that the telecommunication companies are endlessly forced to consider how to create a loyal customer base that can increase their market shares.

Similarly, Imbug, et al., (2018) reported that the focus of all telecommunication service providers in today market is on marketing management aspects to improve customer loyalty in order to gain the competitive advantage in the face of rival companies.

Mobile telecommunication industries have experienced a great increase of service providers; as a result, there is a severe competition amongst telecommunication service providers. In this competitive industry, customers have been opting to migrate from one service provider to another in searching to for the better telecommunication services. This is evidenced by the attainment of multiple SIMs cards by the consumers (Chepkemoi, 2017; Ramadania, 2018).

As the mobile telecommunication market is being saturated, the growth rate is not higher than it used to be sometimes ago. The situation makes mobile telecommunication companies not only to promote their service quality, but also change their marketing core strategy from expansion to holding their existing customers by enhancing and optimizing the customers' loyalty. (Strenitzerováand Gana, 2018; Swe, 2019)

1.2 Statement of the Problem

There is an ideological misunderstanding on which factors exactly influence customer loyalty. This is because customer loyalty differs from industry to industry (i.e. factors that cause customer loyalty in the hotel industry are different to those in the telecom industry), from market area to market area (i.e. customer loyalty factors in Europe are different to those in Africa) and from period to period (factors which were considered in previous years may be quite different to currently factors) (Comviva, 2019; Bengtsson, et al., 2020).

Culture of the society and level of development has been reported to shape customer preference and satisfaction toward products which directly impact to the degree of

loyalty (Deep, 2017). Other factors are structure, status and saturation of the market (Söderlund, 2018). Actors in this industry are seeking the most profitable markets throughout the world (Hossain, Suchy 2013).

Brand image is more than just a logo that identifies business, product or service. Today, it is a mix of the associations consumers make based on every interaction they have with business. Building customer loyalty towards business is of paramount importance and the reality, though, is that brand image matters Solomon Timothy

The quality product is not always the number one reason why a consumer might make a purchase, in many cases, it's actually brand image that's going to encourage customers to stick around, make repeat purchases, and tell their friends and family. (Hampfrey 2019)

Organizations are increasingly being customer centric and are embracing customer-driven initiatives that seek to understand, attract, retain and build intimate long term relationship with profitable customers (Kotler, 2006; Grönroos, C 1994; Narver and Slater, 1990). Modern organizations are much interested not just in acquiring new customers, but more importantly, retaining existing customers.

This is perhaps because it costs more to attract new customers than to retain existing ones. It is believed that the average business spends six (6) times more to attract new customers than to retain old customers. Again it is more profitable retaining an old customer who is more likely to re-purchase or re-use a company's products/services

and recommend them to others. Customer satisfaction (CS) is central to the customer-centric paradigm shift, and has gained much attention from scholars and practitioners as it has become one of the cardinal means for achieving quality improvement programs, and one of the crucial foci of strategic marketing management in business organizations that have long-term perspective for growth.

In Tanzania, it is normal to find a person who has more than two mobile telecom lines. This shows that customers have been shifting from one telecom service provider to another. This being the fact, there is an increased business competition among mobile telecommunication service providers to the extent that some providers have been found guilty of performing fraudulent acts (i.e. surreptitiously charging extra money from their services) to increase their income. In December 2020, Tigo was charged Tshs 13 Billion by TCRA for deception deliberately practices in the telecommunication industry to secure unfair or unlawful gains. In January 2021, Vodacom and Halotel have been charged TSH 7.8 Billion and 3.4 Billion respectively on a similar accusation.

In such a case it can be accepted that if factors affecting customer loyalty in this industry would be known; providers would use them to formulate customer-winning strategies that would create a good ground for operating a genuine business with fair competition. It is important to study factors that affect customers' loyalty in the telecommunication industry for the service providers to be able to attract and maintain their customers without damaging the telecommunication services ecosystem with fraud actions.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective for this proposed study was to assess the factors affecting customers' loyalty towards mobile telecommunication service providers in Dares Salaam.

1.3.2 Specific Objective

Specifically, the study dealt with the following objectives:

- (i) To identify whether service quality influences the customers' loyalty in the telecommunication industry.
- (ii) To identify whether service price influences the customers' loyalty in the telecommunication industry.
- (iii) To identify whether the brand image influences the customers' loyalty in the telecommunication industry.
- (iv) To determine the effects of customers' satisfaction on the customers' loyalty in the telecommunication industry.

1.4 Research Questions

The study had general and specific questions as shown in the subsequent sections.

1.4.1 General Research Question

What are the factors affecting customers' loyalty towards telecommunication service providers in Dar es Salaam?

1.4.2 Specific Research Questions

Below were the research questions that the researcher used to achieve the answer to the research problem:

- (i) How does service quality influence customers' loyalty in the telecommunication industry?
- (ii) How does service price influence customers' loyalty in the telecommunication industry?
- (iii) How does brand image influence customers' loyalty in the telecommunication industry?
- (iv) What is the effect of the customers' satisfaction on the customers' loyalty in the telecommunication industry?

1.5 Significance of the Study

The study had a meaningful impact on the different groups of people and companies.

The following is the direct significance of this proposed study:

1.5.1 To the Mobile Telecommunication Service Providers

Knowing factors that influence customer loyalty helps mobile telecommunication service providers to set out strategies for ensuring that customers are loyal to their services, customer loyalty influences the high entry barriers for the competitor to enter the market, and it significantly contributes to the reduction in marketing costs.

1.5.2 To the Policy Makers

This study has provided useful information to the policy maker that will help them to know the effectiveness of the existing communication and business policies in creating a fair competitive business within the mobile telecommunication industry.

1.5.3 To the Literature and Future Researcher

The study can be used as a supplement to the present literature on customer loyalty in the mobile telecommunication industry in Tanzania. For researchers wishing to perform further studies in this area or other related areas; this study has established a basis of reference material for forthcoming researchers or other related subjects.

1.6 Scope of the Study

Scope of the study can be defined as particulars that are dealt with in a research project. According to Saunders, et al (2009), the scope clearly defines the degree of content that will be covered in the research to achieve more coherent conclusions and deliver convincing and appropriate feedback to the research questions. This study has developed quantitative data were gathered from mobile telecommunication customers. All data are means toward understanding the factors influencing customer loyalty in mobile telecommunication service providers.

The study focused on the six mobile telecom companies in Tanzania, which are Vodacom, Tigo, Airtel, Halotel, Zantel and TTCL. These companies have great competition in several aspects towards retaining their customers; and therefore, they are an important source for attaining accurate information and comparison of data cornering factors for building customers' loyalty.

The study was carried out in the Dar es Salaam region of Tanzania, as it is the region where all headquarters of the mobile telecommunication operating in Tanzania are located. This region has the greatest number of mobile service users in the country.

1.7 Organization of the Proposal

The study is organized into five chapters; chapter one has presented the introduction of the study, background, research problem, research objectives, as well as research questions, additionally, the significance of the study and a highlight on scope and limitation to the study together with the organization of study has been presented.

Chapter two presents the literature that discusses issues regarding customer loyalty towards mobile telecommunication service providers. Chapter three contains a description of the research methodology and procedures while data analysis, discussions of the findings are in chapter four. The last chapter five presents the summary, conclusion, recommendations, limitations and the suggested areas for further research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter intends to provide literature material related to the study problem as associated with the specific objectives of the study. The chapter will show the readers how this proposed study fits into a wider field of knowledge. Additionally, the chapter aimed at providing a thorough description of previous studies to identify the gap existing in the literature.

2.2 Definitions of Terms

This section provides definitions of the major terminologies that will be used in this proposed study. These terms include customer loyalty and mobile telecommunication services.

2.2.1 Customer Loyalty

Customer loyalty is defined as the phenomenon in which a customer remains faithful to the brand or company regardless of how others perceive the products' features (i.e. quality, price, quantity) offered by that particular brand or company (Abdul-Aziz, et al., 2014). Customer loyalty indicates commitment and faithfulness leading to a persistent relationship between a customer and a seller (Abu-Alhaija, et al., 2018). Four consecutive phases in evolving customer loyalty have been acknowledged by Ranabhat (2018). Customer loyalty is a significant objective of executing relationship marketing accomplishments (Awuor, 2012).

The study was done by Schmidt (2006) cited in Amin (2012) on the importance of loyal customers in business enterprises including the telecommunication sector established the following facts: - the typical company gets 65% of its business from its loyal customers.

It costs 5 times more to find a new customer than to keep an existing customer happy; It takes 12 good service experiences to overcome a single bad one; 7 out of 10 customers who switch to the competition do so because of poor service; 91% of unhappy customers will not buy again from the company that displeased them, and unhappy customers will not only defect, they will grumble up to 9 of their friends. The proposed study defines customer loyalty as the recurrence purchase of telecommunication services.

2.2.2 Mobile Telecommunication Services

This is defined as the exchange of concepts, information and opinions by the use of mobile telephone or wireless network (Martins, 2016). According to the World International Property Organization (2017), a mobile telecommunication service refers to any communication service that allows wireless communication once consumers are roaming within the service area.

This proposed study defines mobile telecommunication services as the services provided by telecommunication companies that aid the course of sending, spreading and getting information over a distance to communicate. This form of signal communication occurs with the help of mobile devices such as cellular phones, computers, or other wireless devices.

2.3 Theoretical Literature Review

This section presents theories that were used to comprehend and analyze the idea of this proposed study in the upcoming chapter four. The theories discussed in this section were strictly centred on customers' loyalty towards certain products.

2.3.1 Optimal Distinctiveness Theory

According to Optimal Distinctiveness Theory (ODT), individuals strive to maintain a balance between the need to be assimilated by their peers and family, and the need for autonomy and differentiation (Sorrentino et al, 2009). Therefore, purchasing or utilization of certain brand products/services is stimulated among consumers in the social contexts. The distinctiveness of product features (e.g., price, quality, quantity celebrity endorsement, media reviews, brand colour and popularity) that are consistently associated with emotional expressions plays the strongest role in the buying behaviour among consumers. Some theorists suggest that the perception of a person on his/her personality is a distinctive and salient trait that differentiates behaviour. Individuals who have a high social standing and are adaptive to change in lifestyle are driven by the brand demonstrations and quality of the products unlike low-status individuals (Arpan and Peterson, 2008).

The distinctiveness theory supports the notion that social contexts can influence the consumer purchasing decision. Therefore, regarding this theory one of the principal drivers of consumer behaviour towards the brand product(s) is the dominance of social interactions. This support what have been reported by some scholars, such as (Selesho and Naile, 2014), that customer loyalty is influenced by social factors and not only products factors. Pinheiro (2008) argued that the involvement of consumers in a

brand's product(s) depends not only on their perceptions but also on peers' response to their personality and change proneness. The relation between product and identity is perceived by the consumers from the perspective of their values generated in various social interactions.

2.3.2 SERVQUAL Model

Parasuraman, et al., (1985), developed a SERVQUAL model of service quality after carrying out a study on four service settings: retail banking, credit card services, electrical appliances, and telephone services. This model represents service quality as the discrepancy between a customer's expectations of service offering and the customer's perceptions of the service received (Parasuraman et al., (1985).

What this model strives to measure exactly is the consumer perception of the service quality which depends on the size of the gap between expected service and perceived service which in turn, depends on the gaps under the control of the service provided such as the delivery of service and marketing (Auma, 2013). This measurement of service quality is based on how a consumer evaluates the service delivery process and the outcome of the service (Auma, 2013). Good service quality is considered as one, which meets or exceeds the consumer's expectation of the service.

The SERVQUAL model was made by ten dimensions of service quality: - tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer, and access to the service/product (Parasuraman et al., 1985). But later on, these dimensions were reduced to five because some dimensions were overlapping. The new dimensions mainly focus on the human

aspects of service delivery (responsiveness, reliability, assurance, and empathy) and the tangibles of service.

2.4 Empirical Review

There are numerous kinds of literature conducted on this topic; the studies have been directed in diverse scopes and also through many sectors of learning. Below are some of the studies that were done by other scholars across the world on the same field of knowledge.

2.4.1 Influence of Service Quality on The Customers' Loyalty

Agyei and Kilika (2013) examined the relationship between service quality and customer loyalty in the Kenyan mobile telecommunication service sector. The SERVQUAL model was adopted in the study. The sample consists of Kenyatta University students drawn from five of its campuses. Data were obtained using a questionnaire and semi-structured interviews. A substantial relationship was found between service quality and customer loyalty.

A study by Ojo (2014) investigated the relationship between quality of service offered and customer retention in the Mobile Telecommunication Networks (MTNs) in Nigeria. Data for the study was collected through questionnaires from customers and employees of MTNs. Regression analysis and Pearson correlation coefficient were used to test the study hypotheses.

The study results revealed that service quality has a major effect on customer retention and that there is a positive relationship between quality of service offered and

customer satisfaction. The study suggested that to guarantee a high level of customer retention, MTNs should understand the expectations of their customers and how they can achieve those expectations.

Iddrisu et al., (2015) did a study to examine the correlation between cellular companies' service quality and customer loyalty in Ghana, the study was conducted after the initiation of the Mobile Number Portability (MNP) system. The SERVQUAL model was applied to measure the correlation between service quality and customer loyalty among cellular service providers. Data were obtained from 311 respondents (mobile telecommunication users). The results showed that service quality variables such as tangibles, responsiveness, reliability, assurance and empathy have a positive effect on customer loyalty. The result further showed customer satisfaction has a direct relationship with customer loyalty.

2.4.2 Influence of Price on the Customers' Loyalty

Stephanie and Mohd (2011) in their study which adopted five dimensions of SERVQUAL instruments in the Malaysian mobile telecommunication industry. Results showed that pricing structure, value-added services and convenience of access the mobile telecommunication services were positively influenced customers' loyalty to a particular network.

A study by Amin et al. (2012) aimed at determining the causative factors to customer loyalty towards mobile telecommunication service providers in Malaysia. The outcomes indicated that there was a positive relationship between services 'charges and customer loyalty. Customers were most probably committing to a network that

offers cheaper services. This, therefore, provided proof that the price of services offered by telecommunication networks influenced customer loyalty.

Khizindar, et al. (2015) did a study on factors affecting customer loyalty in Mobile Telecommunication Networks (MTNs) in the Kingdom of Saudi Arabia. Findings from the study portrayed that price was one of the vital factors that reflected the customer's commitment decision. Other important variables were mentioned to be responsiveness shown by employees of MTNs to the customers and brand image. The researchers concluded that price charges were one of the main significant factors in the customer's decision to commit to a particular MTN or not. The study recommended that MTNs have to maintain a delivery higher value at a rather reasonable price to retain available customers and evade the jeopardy of customers switching to other competitors.

2.4.3 Influence of Brand Image on the Customers' Loyalty

Imbuget al. (2018) mentioned that one of the substantial steps to achieve brand loyalty is through brand image. A decent brand image insight of the service quality makes a brand more attractive. Ahmad and Thyagaraj (2015) used documentary research and compared the outcomes of the studies reviewed. The study reported that branding activities (i.e. advertisements and social responsibility) were stimulating customer preferences and loyalty toward services offered by telecommunication companies.

Kuang, et al. (2009) cited in Imbug et al. (2018) explored the effects of brand awareness, perceived quality, and brand loyalty among customers. Study samples were collected from cellular phone users living in Hong Kong, China. The results

stipulated that there was a significant relationship between brand awareness and brand loyalty. Similarly, perceived quality had positive significance with the customer loyalty to the brand.

Also, it was noted that perceived quality would mediate the effects between brand awareness and purchase intention. The study suggests that cell phone manufacturers should promote their brand awareness through sales promotion, advertising, and other marketing activities to increase brand loyalty for their products in society. Hassan and Kaynak (1994) had highlighted that when brand awareness is high, brand loyalty would also increase.

2.4.4 Relationship between Customers' Satisfaction and Customers' Loyalty

Motaher and Nusrat (2013) in their study examined the impact of customer satisfaction on customer loyalty in the context of Bangladesh. Results revealed that five customer satisfaction factors which are communication, price structure, value-added services, convenience and customer care hold the affirmative relationship with customer loyalty in the telecommunication industry. Abdul-Aziz (2014) evaluated customer satisfaction with the service delivery by MTNs Ghana. The binary logistic regression model was used. Samples of 1200 respondents were chosen from mobile subscribers across the city of Accra via stratified sampling.

The results indicated that factors such as call quality and network coverage of the mobile networks statistically influenced overall customer satisfaction of the services delivered by the MTNs in Ghana, which furthermore influence the loyalty of the customer to the particular network.

A study by Chong et al. (2015) aimed at examining and comparing customer satisfaction with customer loyalty towards mobile telecom networks in China. The study engaged the judgment sampling method. The information was collected by using a self-reporting questionnaire developed and distributed to 500 respondents. The outcomes showed that all of the prompting factors that considerably and positively correlated with customer satisfaction contributed greatly towards customer loyalty to the networks. The researchers recommended that the mobile telecom operators should come up with suitable strategies in satisfying their customers as well as disabling their weaknesses by learning from one another.

2.4 Research Gap

Customer loyalty is of prime importance for business organizations. However, relationship between customers' satisfaction and perceived service quality with customer 's loyalty is not clear as per the reviewed literature. Literature shows that, there is a positive relationship between customer 's satisfaction and customer's loyalty as well as between perceived service quality and customer loyalty. Further, there are other empirical findings, which show that, there is no relationship between perceived services quality and customer 's loyalty.

Furthermore, literature reports other factors, which are also responsible for creating customer 's loyalty apart from customer satisfaction and perceived service quality. It seems that, these factors are context and cultural specific. Due to these confusions and predictions, this research was put in place in order to contribute into these knowledge gaps. It was predicted that, the study would come up with different context specific factors, which influence customer loyalty. For the case of the relationship between

dependent and independent variables as defined here, there was also expectations of contributing, into the existing debate regarding the nature and extent of relationship between the factors.

2.5 Conceptual Framework

A conceptual framework signifies the synthesis by showing how all variables of the research/study connect. It offers an outline for comprehending the study findings. In short, a conceptual framework clarifies ideas and endorses connections among the ideas in a study.

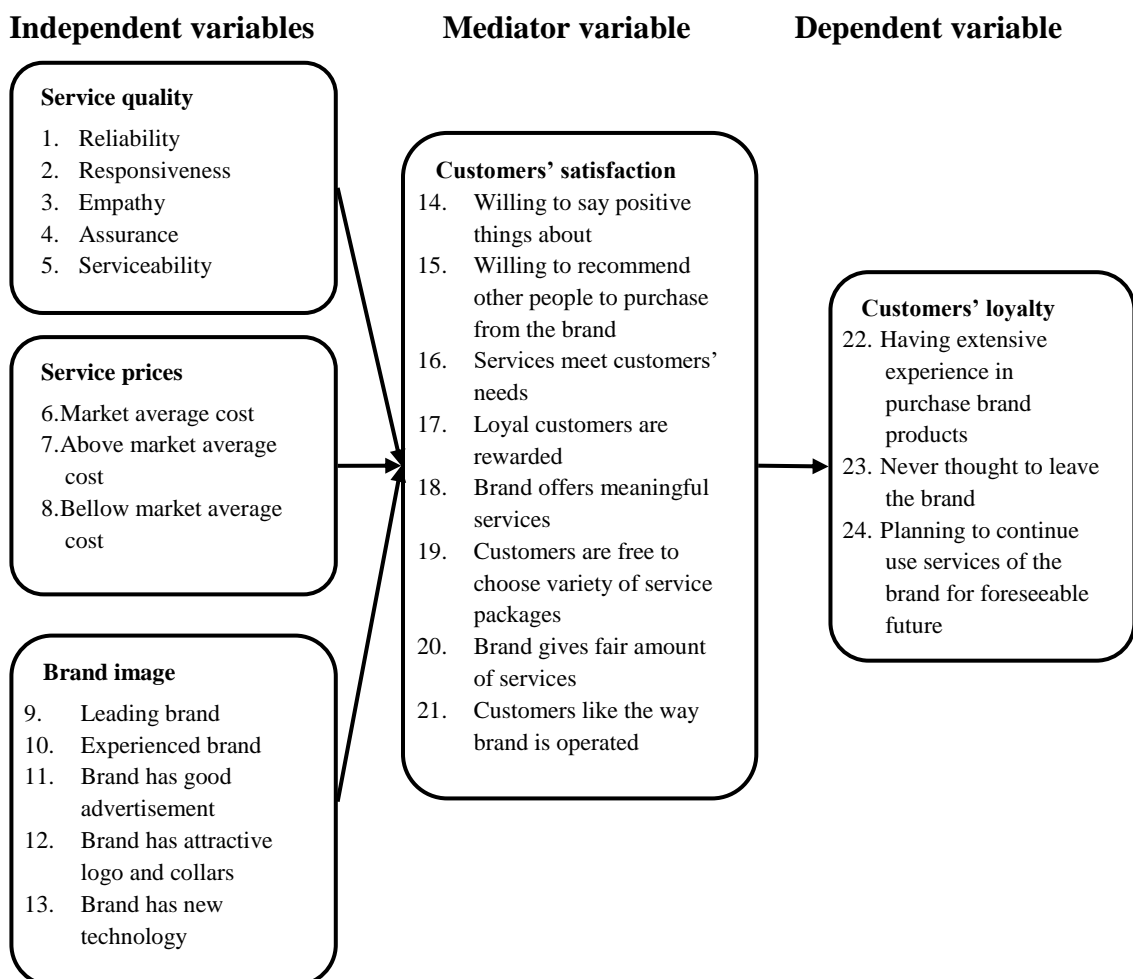


Figure 2.1: Conceptual Framework

Source: Conceptualized from literature review (2021)

In this study, the aforementioned study questions in chapter one were considered in the framework these are: -how does service quality influence customers' loyalty in the telecommunication industry? How does service price influence customers' loyalty in the telecommunication industry? How does brand image influence customers' loyalty in the telecommunication industry? And what are the effects on the customers' satisfaction to the customers' loyalty in the telecommunication industry?

Concerning independent variables, the study will have three sets of factors/variables, which are service quality of the services offered by the brand, prices of those services and brand image. The study will have to find out how those sets of variables affect customer loyalty in telecommunication industry. From the literature the three factors have been mentioned to influence customer loyalty.

Service quality: the proxies for this variable/factor will be reliability, responsiveness, empathy, assurance and serviceability of the services offered by telecommunication companies. Service providers can generate competitive benefit by offering high level of service quality (Söderlund, 2018). Customers most likely to maintain business relationship with companies that are reliable in terms of services provided; companies that are well known, with enough tangible equipments, customer empathy and good responsiveness to their customers. All these influences a customer to believe in the quality of services provided by a particular company and in turn generate loyalty. There is hence an affirmative correlation between service quality and customer loyalty as it has been documented in the literature. The study will test the following hypothesis.

Hypothesis 1: there is significant relationship between service quality and customer loyalty in the mobile telecommunication industry.

Service prices: in this variable the study will use the following proxies; services sold at market average cost, services sold at above market average cost and services sold at below market average cost. It has been reported that price has the impact on the customer purchasing decision, therefore can affect customer loyalty at extent. According to Bengtsson, et al., (2020) price rivalry in the telecommunication industry has become very intense and thereby it plays a major role mainly for mobile telecommunication service providers. Usually clients are most likely to compel to a company that offers cheaper services; but there some people who are also attracted by high price. Izogo (2017) proposed that a price control mass telecommunication market and creates an environment for customers to bearing more options and ability to compare price packages from diverse service providers. The study will test the following hypothesis.

Hypothesis 2: there is significant relationship between service price and customer loyalty in the mobile telecommunication industry.

Brand image: concerning brand image the study will use the following proxies: - being a leading brand, being an experienced brand, brand has good advertisement, brand has attractive logo and collars and brand has new technology. According to Kalantari and Khalili (2017), customers are more inclined to trust familiar brands. Brand image is a significant factor which influences customer loyalty and is considered a vital factor for creating, building and preserving relationships. There is also augment that most customers are likely to subscribe to a well-known and reputable telecommunication service company, but this does not guarantee a customer

being loyal to it (Ahmad and Thyagaraj, 2015). A brand image can attract customers but not necessarily retain them.

The hypothesis assumed is as follow.

Hypothesis 3: there is significant relationship between brand image and customer loyalty in the mobile telecommunication industry

Concerning mediator variable, the study will consider customers' satisfaction as the factor that amplify (mediate) effects of the independent variables to the dependent variables. In identify level of customers' satisfactory with the services of mobile telecommunication companies in the country; the study will involve the following proxies. Willing of the customer to say positive things about the brand, willing of the customer to recommend other people to purchase from the brand, whether services offered meet customers' needs, whether loyal customers are rewarded by the brand, whether brand offers meaningful services, whether customers are free to choose variety of service packages from the brand, whether brand gives fair amount of services, and whether customers like the way brand is operating. From the empirical review it was show that there is a positive association between customer satisfaction and loyalty (Ayaga and Nnabuko, 2019. Once a customer is satisfied with the services, he or she is deemed to be loyal to a company. The following hypothesis is assumed.

Hypothesis 4: customers' satisfaction mediates between service quality, service price, brand image and customers' loyalty in the mobile telecommunication industry.

Concerning dependent variable, the study will assess loyalty of the users of mobile telecommunication services by looking on whether each of the selected customers has

extensive experience in purchase brand products in certain company, whether had never thought to leave the brand to which they usually buy telecommunication services and whether the person plan to continue use services of the brand for foreseeable future.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the procedure and methods that were applied to take on the study. It covers the research nature research design and strategy, study area, study population, sampling design, sampling procedure, data collection and techniques that will be used in the collection and analysis of the study data.

3.2 Research Paradigm

A research approach can be either qualitative, quantitative or mixture of the two (qualitative and quantitative). Qualitative research is mostly an investigative research. It conveys perceptions into the problem and assists to come up with thoughts for potential quantitative research (Cropley, 2019). Whereas; quantitative research is used to quantify the problem by generating statistical data that can be changed into practical figures. It uses quantifiable data to deliver facts and reveal patterns in a research. Since the study seeks to assess the relationship between customer loyalty and aforementioned study exploratory variables (service quality, service price and brand image); the suitable research design is quantitative design. The quantitative design will enable to quantify and establish a model/equation for predict level of customers' loyalty by using the mentioned exploratory factors/variables. This will be hand in hand with testing hypothesis of put forward for this proposed study.

3.3 Research Design

The study is explanatory in nature. Explanatory research pursues to create and explain why and how there is an association between two aspects of a situation or

phenomenon (Boru, 2018). This type of study explains why certain things occur the way they do. This explanatory research will be used because this proposed study aims to find out whether there is existing significant relationship between customer loyalty and service quality, service price as well as brand image in the telecommunication industry. This study nature will allow collection of numerical data that will produce objective picture of how the mentioned exploratory variables correlate with dependent variable.

3.4 Research Strategy

Research strategy is a general plan of how the researcher can go about answering the research questions (Saunders, et al., 2009). It is how the researcher goes through attaining the research objectives. A research strategy is a stage-by-stage plan of action that gives a route allowing the researcher to carry out a study systematically and on schedule to get excellent results and thorough reporting.

This study applied a survey research strategy. The survey allows several approaches in selecting the sample, collection of large amounts of data from different sources. Through survey strategy, the bulky amount of quantitative data was obtained from a large number of respondents; the customers of different telecommunication companies in the country.

3.5 Study Area

The study was carried out in the city of Dar es Salaam which is geographically located between latitudes 6.36 and 7.00 to the south of Equator and longitudes 39.00 and 33.330 to the east of Greenwich. The city is bordered by the Indian Ocean to the East

and by the Coastal region in the North, Western and Southern parts. Dar es Salaam has five districts namely, Ubungo, Kinondoni, Temeke, Kigamboni and Ilala districts. The City covers an area of approximately 1,800 square kilometres and it is Tanzanian's business centre with the first highest population growth rate within the country. In the 2012 population census conducted in Tanzania, Dar es Salaam was seen to have a population of around 4.36 million people equivalent to the 10% of all Tanzanians.

3.6 Study Population

A study population is a group of individuals that were involved and findings have helped to draw a conclusion and recommendations. The study included users of the mobile telecommunication services (customers) within the study area. It should be noted that it is hard to predict how many residents of Dar es Salaam own and use mobile telecom services. According to TCRA statistics of 2019/2020, there are approximately 43,670,675 mobile network subscribers in the whole of Tanzania. Since Dar es Salaam accommodates 10% of all Tanzanians, it was assumed that 4,367,067 of the subscribers are located in Dar es Salaam.

3.7 Sample Design

According to Bryman (2015), a sample design is a plan that aids as the basis for the selection of a sample and impacts other important aspects of a study as well. Both eligible/inclusive and non-eligible/exclusive criteria for the individual to be selected to take part in this proposed study was considered. The first inclusive criterion was the subscribers of the mobile telecommunication networks in Tanzania namely; Vodacom, Tigo, Airtel, Halotel, Zantel and TTCL). A second criterion was residents of Dar es

Salaam with more than 18 years old (adults). The study target adults because they are legally responsible for working and cater for their utility bills (i.e. telecommunication bills). However, adults are free to purchase things that they want. A third inclusive criterion was the willingness of the person to participate in the study; hence the study excluded those who were not willing to participate in the research. The fourth criterion was those who know how to read and write; thus, illiterate people were excluded from the study.

3.7.1 Sample Procedure and Sample Size

The study used a stratified random sampling method. This method permits each element of the sample population to have an equal opportunity of being chosen in the sample. This method permits for the standardization of the sample from the subgroups (Alvi, 2016). In this study, there were six subgroups of respondents. These are the subscribers of Vodacom, Tigo, Airtel, Halotel, Zantel and TTCL. In case an individual is subscribed to more than one network (e.g. in Tigo and Airtel); he/she was asked to respond about the network he/she firstly subscribed to.

In calculating sample size, a researcher must outline a sampling frame that indicates the population of interest, from which a sample is to be obtained. It has been noted that they are about 4,367,067 mobile network subscribers in Dar es Salaam (the study area). The study used the following formula for the known population to calculate sample size from each group at a 95% level of confidence.

$$n = \frac{N}{1 + Ne^2}$$

Where by:

n= sample size

N= total population

e = margin of error (100% - 90% = 10%)

$$n = \frac{4,367,067}{1 + 4,367,067 \times 0.05^2} = 399.96 \approx 400$$

The study selected a total of 400 subscribers of mobile networks in the study area. These subscribers have been allocated to the six mobile networks, which are currently operations in the market (except smile that have only a 0.002% market share). The allocated sample size has been given in table 3.1.

Table 3.1: Allocated Sample Size

Telecommunication Companies	% Of Market Share	Sample Size
Vodacom	31%	124
Airtel	27%	108
Tigo	26%	104
Halotel	13%	52
Zantel	2%	8
TTCL	1%	4
Total	100%	400

Source: Researcher computation (2021)

3.8 Methods of Data Collection

Boru (2018) defines data collection as the systematic procedure of gathering and information from various sources to achieve a complete and exact picture of an area of interest. Proper data collection techniques permit the researcher to respond to research

questions, assess outcomes and make assumptions about the solution to the study problem. The research data was collected using a self-administered Swahili version questionnaire that contained structured questions.

3.8.1 Questionnaires

Under this method of data collection, a sequence of questions was administered to the respondents through a Swahili version questionnaire. The method is preferred due to several merits such as its administering is cheaper, an enormous number of respondents can be achieved and it is more convenient for collecting information because respondents are free to respond and hence it is proved to be reliable in obtaining information.

The questionnaire had two sections in which the first section captured respondents, particularly while the second section contained questions relating to the study-specific objectives. All respondents received a similar copy of the questionnaire and were asked to respond to the questions and submit a filled copy to the researcher or research assistants.

3.9 Methods of Data Analysis

Data analysis is the process of logically applying arithmetical and rational techniques to define, illustrate, summarize, and evaluate data, it also refers to a variety of procedures that a researcher applies to a database to come up with assumptions and make substantial decisions regarding information gathered from the research ground. This study used descriptive research analysis to conclude the study. Statistical Package for Social Sciences (SPSS version 26) was used to compute the mentioned analyses of the study.

Descriptive analysis was used to narrate the characteristics of the respondents as well as the nature of the study variables to organize information in an operative and meaningful way. The study applied frequencies, percentages, the mean and standard deviation in computing descriptive analysis.

3.10 Ethical Considerations

An introduction letter was provided by the Open University of Tanzania to the Dar es Salaam Region Administrative Secretary requesting permission of the researcher to conduct the research. The researcher was granted permission by RAS to research five District councils Dar es Salaam namely; Ilala, Ubungo, Kigamboni, Temeke and Kinondoni. The research assistants collected data with the highest regard to the ethical considerations, respondents were not identified by their names, their views and responses were confidentially treated and the self-administered questionnaires were filled in a private environment. Participation in this study was voluntary, the respondents were requested to provide their consent to participate in the study. The typology of consent however was verbal. During the filling in the questionnaires, the participants were free to skip any question, which they deem sensitive. There were no direct and immediate benefits of participating in this study.

3.11 Validity of the Study

This study ensured validity by gathering information from several mobile telecommunication service subscribers of different networks. This eliminated biases and ensured ample information since customers from six telecommunication companies will be involved. Information obtained was analyzed and interpreted and finally, conclusions and recommendations were provided.

The researcher used a Swahili version of the questionnaire to collect data since the majority of Tanzanians are fluent and very comfortable with Swahili. This was done to ensure respondents are fully corporative in answering study questions without any language barrier.

3.12 Reliability of the Study

In the quantitative study, reliability was observed by performing reliability tests. There are different tests of reliability and in this study; Cronbach's Alpha method to test the reliability of collected data was used. The best consistency is the one with Cronbach's Alpha above or equal to 0.7. In the study, Cronbach's Alpha of more than 0.7 was considered non-contradictable or reliable.

Table 3.2: Reliability Test Result

Variable	Cronbach's	Information
Service Quality	0,904	Reliable
Service Price	0,870	Reliable
Brand Image	0,869	Reliable
Customer Satisfaction	0,833	Reliable

Source: Primary data Processed

Based on Table 3.2 Reliability Test Result, the variables in this research were declared reliable. This can be seen from the Cronbach's alpha value of each variable which has value of above 0.6, where value of the Cronbach's alpha on service quality was 0.904, value of Cronbach's alpha on price was 0.870, value of Cronbach's alpha on brand image was 0.869 and the value of Cronbach's alpha on customer satisfaction was 0.833.

3.13 Limitation of the Study

Various limitations to this study may include My bias (as a researcher), respondent bias and missing data might have impacted the results. The awareness of this possibility from my perspective was moderated by being focused on the objective of the study.

Limited expertise on the subject matter may be another constraint, also errors and biases might exist due to limited information concerning what has been possible factors attracting customers' loyalty in the past within the Tanzania telecommunication industry. Efforts were made to eliminate errors and biases by asking questions where additional information was needed.

To grab respondents' commitment and avoid situations where they were not being able to collaborate sincerely, explanations were provided that the study aimed not to make an investigation but to study their opinions and experiences.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

In this chapter, the qualitative data is analyzed, interpreted and presented based on the research objectives as well as a hypothesis. The presentation is divided into two parts. The first part presents the respondent's profile or general information while the second part specific findings as related to specific objectives.

4.2 General Information

This part presents the background information of the respondents who participated in the study. The purpose of this background information was to find out the characteristics of the respondents and show the distribution of the population in the study. Data on this part was analyzed under the demographic characteristics of the respondents as to gender, age, academic level, type of mobile telecommunication service subscription as well as respondent's locations in Dar es Salaam at the time of interview.

4.2.1 Gender of Respondents

Analysis of the data shows that female respondents were 51.8% and male respondents were 48.3% as summarized in Table 4.1 below, this finding shows that the percentage difference between males and females is only 3%.

Table 4.1: Gender of Respondents

Responses	Frequency	Percentages	Valid Percent	Cumulative
Male	193	48.3	48.3	48.3
Female	207	51.8	51.8	100

Source: Field Data (2021)

4.2.2 Age of Respondents

Analyzing the data obtained from the questionnaire, Table 4.2 below shows that respondents between 19-24 years representing 23.3%, 25-29 years representing 26.8%, 30-34 years representing 17.7%, 35-39 years representing 15.4%, 40-44 years representing 13.3% and Above 45 years representing 3.5%. Findings have also revealed that a large number of respondents were aged between 25-29, which comprise 26.8% of the total respondents.

Table 4.2: Age of Respondents

Responses	Frequency	Percentages	Valid Percent	Cumulative
19-24	93	23.3	23.3	23.3
25-29	107	26.8	26.8	50.1
30-34	71	17.7	17.7	67.8
35-39	62	15.4	15.4	83.3
40-44	53	13.3	13.3	96.7
45 and Above	14	3.5	3.5	100

Source: Field Data (2021)

4.2.3 Level of Education

Participants were asked to select their level of education, analysis shows that the highest level of education was master's level 2.3% and the minimum level was primary education whose percentage is 17.8%. The majority of the respondents 43.3% were at the secondary level of education, followed by the diploma level that comprised 28% while the degree level was 8.8%. These findings are shown in the Table 4.3.

Table 4.3: Level of Education of Respondents

Responses	Frequency	Percentages	Valid Percent	Cumulative
Primary school	71	17.8	17.8	17.8
Secondary School	173	43.3	43.3	61.1
Diploma	112	28	28	89.1
Degree	35	8.8	8.8	97.9
Masters	9	2.3	2.3	100

Source: Field Data (2021)

4.2.4 Type of Mobile Telecommunication Service Usage by Respondents

Base on the sample size of this study and percentage of market share for each type of mobile telecommunication the number of samples taken for each was as follows: Vodacom 124 (31%), Airtel 108 (27%), Tigo 104 (26%), Halotel 52 (13%), Zantel 8(2%) and TTCL 4(1%).

Table 4.4: Respondent's Mobile Telecommunication Subscribers

Responses	Frequency	Percentages	Valid Percent	Cumulative
Vodacom	124	31	31	31
Airtel	108	27	27	58
Tigo	104	26	26	84
Halotel	52	13	13	97
Zantel	8	2	2	99
TTCL	4	1	1	100

Source: Field Data (2021)

4.2.5 Distribution of Respondents in Dar es Salaam District Councils

Table 4.5 shows that from each district 80 (20%) of respondents were selected to participate in this study. This implies an equal number of participants was selected from each district in Dar es Salaam.

Table 4.5: Distribution of Respondents in Five Districts/Councils in the Dar es Salaam Region

Respondents' District/Council	Frequency (N)	Percentages
Ilala	80	20
Temeke	80	20
Kinondoni	80	20
Kigamboni	80	20
Ubungo	80	20

4.3 Findings as Per Study Objectives

This section analyzes the findings of the study about the four research objectives and questions presented in the first chapter of this study. The four objectives were to identify whether; service quality, service price, brand image and customer's satisfaction influence customer loyalty towards mobile telecommunication service providers in Dar es Salaam.

4.3.1 To Identify Whether Service Quality has an Influence on the Customers' Loyalty Towards Mobile Telecommunication Service

The study assessed the level of service quality; the respondents were asked some questions in the area of service reliability, service responsiveness, service assurance as well as service empathy. For each of the questions, the respondents were asked to state whether they strongly agree, agree, neither agree nor disagree, disagree or strongly disagree.

4.3.1.1 Mobile Telephone Communication Service Reliability

To access the level of mobile service reliability, participants were given some questions to respond, findings from table 4.6 below show that; 65.8% strongly agreed

that the brand provides fast and efficient services, 24.3% agreed, 6.3% neither agreed nor disagreed, 3.8% disagreed and none of the respondents strongly disagreed. The high proportion of respondents who strongly agreed and who agreed with this part of the question suggests that service reliability is of paramount importance.

Regarding network stability of the mobile service, analysis has revealed that 25% of the respondents strongly agreed that the network system of the brand has little problems, 50% agreed, 10% neither agreed nor disagreed, 8.3% disagreed and 6.8% strongly disagreed.

One question was set to assess if consistency in mobile service contributes to respondents' loyalty to the type of their mobile of choice, table 4.6 indicates that 61.8% of respondents strongly agreed that the brand always consistently provides service and 33.3 agreed.

In addition, the last part question assessed respondents' rating on the mobile telephone network coverage, findings have revealed that; 198 (49.5%) strongly agreed that their brand of choice has large network coverage, 195 (48.8%) agreed, 2 (0.5%) were neutral, 5 (1.3%) disagreed and none of the respondents who strongly disagreed.

Table 4.6: Participant's Responses on Mobile Service Reliability

Responses	Strongly	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
The brand provides fast and efficient services as promised	263 (65.8%)	97 (24.3%)	25 (6.3%)	15 (3.8%)	0
The network system of this brand has little problems	100 (25%)	200 (50%)	40 (10%)	33 (8.3%)	27 (6.8%)
The brand always provides service in a consistent manner	247 (61.8%)	133 (33.3%)	10 (2.5%)	7 (1.8%)	3 (0.8%)
The brand has large network Coverage	198 (49.5%)	195 (48.8%)	2 (0.5%)	5 (1.3%)	0

Source: Field Data (2021)

4.3.1.2 Mobile Telephone Communication Service Responsiveness

To understand their views on mobile telecommunication service responsiveness, respondents were asked to rate different aspects of service responsiveness that were listed in the specific question.

Table 4.7 show the following:

68% of the respondents strongly agreed that “officials of this brand respond quickly to customers’ requirements”, 23.8% agreed, 8.3% neither agreed nor disagreed. When the respondents were asked whether their brand collect customers’ feedback about service findings on this have revealed that 49.3% strongly agreed, 27.8% agreed, 7.3% were uncertain, 9.5% disagreed and 6.3% strongly disagreed.

Again respondents were asked to rate their views on how fast does their customer complaints are handled by officials, has been pointed out that 25% strongly agreed that customer complaints are handled very fast, 50% agreed, while 10% were uncertain to the answer of this question, 8.3% disagreed and only 6.8% strongly disagreed.

When respondents were requested to rate if their mobile service providers normally notify them as to when service will be provided or not provided, the respondents’ views were as follows; 51.3% strongly agreed that their mobile telephone brand tells customers exactly when the services will be provided or not provided, 34.5 agreed, 4.3% were uncertain with their views, while 7.3% disagreed and only 2.8% strongly disagreed.

Table 4.7: Participant's Responses on Mobile Service Responsiveness

Responses	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
Official of this brand respond quickly to customers' requirements	272 (68%)	95 (23.8%)	33 (8.3%)	0	0
The brand always collects customers' feedback about services delivery.	197(49.3%)	111(27.8%)	29 (7.3%)	38 (9.5%)	25 (6.3%)
Official of this brand handle customers complains very fast	99 (25%)	200 (50%)	37 (10%)	34 (8.3%)	30 (6.8%)
The brand tells customers exactly when the services will be provided or not provided	138(34.5%)	205(51.3%)	17 (4.3%)	29 (7.3%)	11 (2.8%)

Source: Field data (2021)

4.3.1.3 Mobile Telephone Communication Service Assurance

Analysis from table 4.8 below shows that when participants were asked how they would rate mobile telecommunication security their responses were as follows: 173 (43.3%) strongly agreed that their effective network security in this band, while 185 (46.3%) agreed, 13 (3.3%) were uncertain, 22 (5.5%) disagree and 7 (1.8%) strongly disagreed.

301(75.3%) of the participants strongly agreed that the brand is reassuring when problems arise, 80 (20%) agreed, 9 (2.3%) were uncertain, 10(2.5%) disagreed while none of the respondents strongly disagreed.

Additionally, regarding customer complaints, findings have revealed that 100 (25%) participants strongly agreed that customer complaints are well handled, 200 (50%) agreed, 40 (10%) were uncertain, 32 (8.3%) disagreed and 29 (6.3) strongly disagreed.

Table 4. 8: Participant’s Responses on Mobile Service Assurance

Responses	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
There is effective network security in this band	173 (43.3%)	185 (46.3%)	13 (3.3%)	22 (5.5%)	7 (1.8%)
The brand is reassuring when problem arise	301 (75.3%)	80 (20%)	9 (2.3%)	10 (2.5%)	0
Customers’ complaints are handled well	100 (25%)	200 (50%)	40 (10%)	32 (8.3%)	29 (6.3)

Source: Field data (2021)

4.3.1.4 Mobile Telephone Communication Service Empathy

Table 4.9 presents respondent’s rating of the service empathy, findings indicate that 133 (33.3%) of the participants strongly agreed that officials of the brand are polite and are friendly in handling complaints, 219 (54.8%) agreed, 8 (2%) neither agreed nor disagreed, 33(8.3%) disagreed and 9(1.8) strongly disagreed.

Another question was set to assess respondents’ views on officials understanding of customer needs, the results have shown that 244(61%) strongly agreed that officials of their brand demonstrate a good understanding of customer needs, 123 (30.8) agreed, 10 (2.5%) were neutral, 22 (5.5%) disagreed and 1 (0.3%) strongly disagreed.

Finally, respondents were asked to rate how officials of their brand provide information of offered services, analysis on this has indicated that 181 (45.3%) strongly agreed that, an official of this brand provide information to the customers on how to use telecommunication services, 112 (28%) agreed, 9 (2.3%) neither agreed nor disagreed, 91 (22.8%) disagreed and only 6 (1.5%) strongly disagreed.

Table 4.9: Participant's Responses on Mobile Telecommunication Services**Empathy**

Responses	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
Officials of this brand are polite and friendly in handling complaints	133 (33.3%)	219 (54.8%)	8 (2%)	33 (8.3%)	9 (1.8)
Officials of this brand demonstrate good understanding of customer needs	244 (61%)	123 (30.8)	10 (2.5%)	22 (5.5%)	1 (0.3%)
Official of this brand provide information to the customers on how to use telecommunication services they off	181 (45.3%)	112 (28%)	9 (2.3%)	91 (22.8%)	6 (1.5%)

Source: Field data (2021)

4.3.2 To Identify Whether Service Price has an Influence on the Customers' Loyalty Towards Mobile Telecommunication Service

To address this objective, respondents were asked to rate price aspects that influence their loyalty to the mobile telecommunication service that they are using. Findings from Table 4.10 shows that; 310 (77.5%) strongly agreed that low service price influences their loyalty, whereas 55 (13.8%) agreed, 3(0.8%) were neutral, 19 (4.8%) disagreed and only 3(0.8%) strongly disagreed.

Regarding the question of whether service price has no any influence on their loyalty, the findings show that 101 (25.3%) strongly agreed that service price does not influence their loyalty, 91 (22.8%) agreed, none of the participants neither agreed nor disagreed, 118 (29.5%) disagreed and (22.5%) strongly disagreed.

Participants were further asked to assess whether their loyalty is influenced by promotional prices, findings on this have shown that; 230 (57.5%) strongly agreed that low service price influences their loyalty, whereas 134 (33.5%) agreed, 8(2%) were neutral, 35 (8.75) disagreed and none of the participants who strongly disagreed.

Table 4.10: Participant's Responses on Price Influence on Customer Loyalty

Response	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
Low service price influences my loyalty to this mobile telecommunication	310 (77.5%)	55 (13.8%)	3 (0.8%)	19 (4.8%)	3 (0.8%)
Service price does not influence my loyalty to this mobile telecommunication	101 (25.3%)	91 (22.8%)	0 0%	118 (29.5%)	90 (22.5%)
Promotional price influences my loyalty to tis mobile telecommunication	230 (57.5%)	134 (33.5%)	8 (2%)	35 (8.8)	0 0%

Source: Field data (2021)

4.3.3 To Identify Whether Brand Image has an Influence on the Customers' Loyalty Towards Mobile Telecommunication Service

Respondents were asked how they would rate mobile telecommunication brand image their responses were as follows: 150 (37.5%) strongly agreed that "It is the leading brand in the telecommunication market", 182 (45.5%) agreed, 31 (7.8%) were neutral, 25 (6.3%) disagree and 12(3%) strongly disagreed.

Further analysis has shown that 197 (49.3%) of the respondents strongly agreed that, it is the experienced brand in the telecommunication market, 159 (39.8%) agreed, 28 (7%) neither agreed nor disagreed and only 11(2.3%) disagreed and 5 (1.3%) strongly disagreed.

Regarding their perceptions on brand advertisements; It has been noted out that 126 (31.5%) of respondents strongly agreed that good advertisements influenced them, 135 (33.8%) agreed, 3 (0.8%) were uncertain, 95 (23.3%) disagreed while 41 (10.3%) strongly disagreed.

On the attractiveness of the logo, findings have revealed that 112 (28%) strongly agreed that the brand has an attractive logo, 185 (46.3%) agreed, 15 (3.8%) were neutral, 43 (11.3%) disagreed and 47 (11.8%) strongly disagreed.

Table 4.11: Participant’s Responses on Brand Image Influences on Customer Loyalty

Response	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
It is the leading brand in the telecommunication market	150 (37.5%)	182 (45.5%)	31 (7.8%)	25 (6.3%)	12 (3%)
It is the experienced brand in the telecommunication market	197 (49.3%)	159 (39.8%)	28 (7%)	11 (2.3%)	5 (1.3%)
The brand has good advertisements	126 (31.5%)	135 (33.8%)	3 (0.8%)	95 (23.3%)	41 (10.3%)
The brand has attractive logo	112 (28%)	185 (46.3%)	15 (3.8%)	43 (11.3%)	47 (11.8%)

4.3.4 To Determine Effects of Customers’ Satisfaction to the Customers’ Loyalty Towards Mobile Telecommunication Service

When respondents were requested to indicate their perceptions in five items which are associated with their level of customer satisfaction findings from below table 4:11 have revealed the results as follow:

Item one: “I am willing to say positive things about this brand” When respondents were asked to rate this statement, findings have revealed that 209 (52.3%) strongly agreed, 140 (35%) agreed, while 13 (3.3%) were uncertain, 31 (7.8%) disagreed and 7 (1.8%) strongly disagreed.

Item two: “I am willing to recommend other people to purchase services from this brand” When respondents were asked to rate this statement, findings have revealed that 260 (65%) strongly agreed, 92 (23%) agreed, 23 (5.8%) neither agreed nor disagreed, 12 (3%) disagreed and 13 (3.3%) strongly disagreed.

Item three: “The brand offers meaningful services” this aimed at assessing whether meaningful services that are offered in mobile services satisfy respondents, analysis of this have revealed that; 247 (61.8%) strongly agreed, 114 (28.5%) 5 (1.3%) were uncertain, 24 (6%) disagreed while 10 (2.5%) strongly disagreed.

Item four: “Customers are free to choose a variety of service packages in this brand” this item was set to ascertain whether the variety of service packages influences their satisfaction with their brand of choice. Findings on shows that; 290 (72.5%) strongly agreed, 77 (19.3%) agreed, 21 (5.3%) disagreed and 12 (3%) strongly disagreed.

Table 4.12: Participant’s Responses the Effects of Customer’s Satisfaction to the Customer Loyalty

Response	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
I am willing to say positive things about this brand	209 (52.3%)	140 (35%)	13 (3.3%)	31 (7.8%)	7 (1.8%)
I am willing to recommend other people to purchase services from this brand.	260 (65%)	92 (23%)	23 (5.8%)	12 (3%)	13 (3.3%)
The brand offers meaningful services.	247 (61.8%)	114 (28.5%)	5 (1.3%)	24 (6%)	10 (2.5%)
Customers are free to choose variety of service packages in this brand	290 (72.5%)	77 (19.3%)	0 0%	21 (5.3%)	12 (3%)

Source: Field Data (2021)

4.4 Findings Discussion

This chapter presents a discussion of the findings and a comparison with other studies. The study aimed at assessing the factors affecting customers’ loyalty towards mobile telecommunication service providers in Dares Salaam; the specific objectives were; to

identify whether service quality influences customers' loyalty, to identify whether service price influences customer loyalty, to identify whether the brand image has an influence towards customer loyalty and to determine mediating effects of customers' satisfaction to the customers' loyalty towards mobile telecommunication service. This discussion of findings was done based on specific objectives as follows:

4.4.1 Influence of Service Quality on Customers' Loyalty Towards Mobile Telecommunication

The aim was to assess service quality; the respondents were asked some questions in the area of service reliability, service responsiveness, and service assurance as well as service empathy.

In the area of service reliability findings have shown that 65.8% strongly agreed that their brand provides fast and efficient services, 50% agreed the fact that network stability is the reason for their loyalty, while 61.8% mentioned that service consistent and 49.5% pointed out that network coverage that influences their loyalty to the type of mobile telecommunication service which they are using. Regarding service responsiveness, 68% pointed out customer complaints are handled very fast, and 51.3% mentioned that their loyalty is influenced by appropriate information as to when service will be available or not available.

Another important aspect of service quality is service assurance; this study has shown that 75.3% of respondents agreed that their brand is reassuring them whenever related problems arise. Further analysis of this objective has revealed that 54.8% of the respondents agreed that officials of the brand are polite and are friendly in handling customer complaints.

The above findings are supported by the study which was done by Iddrisu et al., (2015) did a study to examine the correlation between cellular companies' service quality and customer loyalty in Ghana, the study was conducted after the initiation of the Mobile Number Portability (MNP) system. The SERVQUAL model was applied to measure the correlation between service quality and customer loyalty among cellular service providers.

Data were obtained from 311 respondents (mobile telecommunication users). The results showed that service quality variables such as tangibles, responsiveness, reliability, assurance and empathy have a positive effect on customer loyalty. The result further showed customer satisfaction has a direct relationship with customer loyalty.

The findings are also supported by a study that was done by Ojo (2014) that investigated the relationship between quality of service offered and customer retention in the Mobile Telecommunication Networks (MTNs) in Nigeria. Data for the study was collected through questionnaires from customers and employees of MTNs. Regression analysis and Pearson correlation coefficient were used to test the study hypotheses.

The study results revealed that service quality has a major effect on customer retention and that there is a positive relationship between quality of service offered and customer satisfaction. The study suggested that to guarantee a high level of customer retention, MTNs should understand the expectations of their customers and how they can achieve those expectations.

4.4.2 Influence of Service Price on Customers' Loyalty Towards Mobile Telecommunication Service

According to the data analysis of this objective findings have been established that there is a relationship between low service price and customer loyalty because 77.5% of the respondents strongly agreed that low service price influences their loyalty to the type of mobile telecommunication service that is used. This study is supported by a study that was done by Amin et al. (2012) aimed at determining the causative factors to customer loyalty towards mobile telecommunication service providers in Malaysia. The outcomes indicated that there was a positive relationship between services 'charges and customer loyalty. Customers were most probably committing to a network that offers cheaper services. This, therefore, provided proof that the price of services offered by telecommunication networks influenced customer loyalty.

In this study, it has also been established that 25.3% of the respondents strongly agreed service price does not influence their loyalty while 22.8% agreed, this finding shows that loyal customers are not influenced by the prices of the service. It has also been mentioned by Kabu and Soniya (2017) and Swe (2019) that the number of loyal customers as a sign of market share is more meaningful and significant than the total number of customers. More loyal customers translate to high profits. Loyal customers continue to purchase or receive the product or service from the same enterprises and they are willing to pay higher prices for quality products and first-class services, thereby increasing sales revenue.

Another study done by Izogo (2017) proposed that a price control mass telecommunication market and creates an environment for customers to bear more

options and the ability to compare price packages from diverse service providers. Findings from this study objective are per hypothesis 2 that stated that; “There is a significant relationship between service price and customer loyalty in the mobile telecommunication industry”

4.4.3 Influence of Brand Image on the Customers’ Loyalty Towards Mobile Telecommunication Service

The aim was to assess the influence of brand image on the customers’ loyalty towards mobile telecommunication services, findings have revealed that the majority of respondents are attracted by brand image because 31.5% strongly agreed that good advertisements influenced their loyalty and 33.8% agreed on that fact. Furthermore, this study has revealed that 46.3% of the respondents are influenced by the attractiveness of the logo of the brand. These findings do not support previous research done by Ruyter (1998) which reported that brand image has no direct impact on customer loyalty, but an indirect impact on customer loyalty through customer satisfaction, he further pointed out that Malaysia customers prefer to purchase any retail films regardless of the brand image but only consider the product’s price, location and product’s quality.

However, findings from this research support the research findings that were done by Imbuget *al.* (2018) who mentioned that one of the substantial steps to achieve brand loyalty is through brand image. A decent brand image insight of the service quality makes a brand more attractive. Furthermore, a study done by Ahmad and Thyagaraj (2015) used documentary research and compared outcomes of the studies reviewed and reported that branding activities (i.e. advertisements and social responsibility)

were stimulating customer preferences and loyalty toward services offered by telecommunication companies.

According to Kalantari and Khalili (2017), customers are more inclined to trust familiar brands. Brand image is a significant factor that influences customer loyalty and is considered a vital factor for creating, building and preserving relationships. Findings from this study objective correlate with the proposed hypothesis 3 that stated that;

“There is a significant relationship between brand image and customer loyalty in the mobile telecommunication industry”

4.4.4 Influences of the Effects of Satisfaction to the Customers’ Loyalty Towards Mobile Telecommunication Service

Under the research objective above, analysis was done to determine whether the mediating effects of customers’ satisfaction influence customer loyalty, respondents were asked to rate different items related to their satisfaction, the findings have revealed that; 65% rated that they are willing to recommend the brand for others to purchase, 52.3% rated that they are willing to say positive things about the brand, 61.8% rated that the brand offers meaningful services and 72.5% rated that they are free to choose a variety of services package of the brand. Findings of this support a study was done by Chong et al. (2015) that aimed at examining and comparing customer satisfaction to customer loyalty towards mobile telecom networks in China.

The study engaged the judgment sampling method. The information was collected by using a self-reporting questionnaire developed and distributed to 500 respondents. The outcomes showed that all of the prompting factors that considerably and positively

correlated with customer satisfaction contributed greatly towards customer loyalty to the networks. The researchers recommended that the mobile telecom operators should come up with suitable strategies in satisfying their customers as well as disabling their weaknesses by learning from one another.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This study was implemented to fulfill four objectives, which were, to identify whether service quality influences customers' loyalty, to identify whether service price influences customer loyalty, to identify whether the brand image has an influence on customer loyalty and to determine the effects of customers' satisfaction to the customers' loyalty towards mobile telecommunication service. The previous chapter presented the main findings of the study as guided by the research objectives. This chapter provides a summary of findings, conclusions and recommendations based on the findings. Finally, the chapter ends by showing the limitations of the study and suggestions for further research.

5.2 Summary of the Main Findings

This part represents the above findings in summary.

5.2.1 Influence of Service Quality on the Customers' Loyalty Towards Mobile Telecommunication Service

In this study, it has been found that service quality influences customer loyalty towards mobile telecommunication in the areas of service reliability, service responsiveness, service assurance as well as empathy of service providers to their customers.

The majority of respondents accepted the fact that fast and efficient mobile services, network stability and network coverage contribute to their loyalty towards the mobile

service telecommunication that they are loyal to. Further findings have revealed that when customer complaints are handled timely and in a polite and friendly manner makes a customer loyal to the mobile service that they are using.

Customers perceive the quality depending on how well the provided services meet their expectations (Weitz & Wensley, 2002, 340). Thus, SERVQUAL was exerted to assess the perceived service quality to their loyalty in mobile telephone subscriptions, according to their perceptions; mobile network coverage, responsiveness and reliability are the three most important dimensions when considering the quality of mobile telecommunication services.

5.2.2 Influence of Service Price on the Customers' Loyalty Towards Mobile Telecommunication Services

To build loyalty to their customers' mobile telephone service providers have to consider maintaining their service price to as lowest as possible, the reason for this is that some of the subscribers are attracted by lower prices and the lower price may influence loyalty to their brand. This research study has established that there is a relationship between low service price and subscribers' loyalty because 77.5% of the respondents strongly agreed that low service price influences their loyalty to the type of mobile telecommunication service that is used.

5.1.3 The Influence of Brand Image on Mobile Subscribers

The majority of the respondents in this study have pointed out that good brand advertisement as well as log attractiveness influences and their loyalty towards their subscriptions to their brand of choice.

5.2.4 Influences of the Customer Satisfaction to the Subscribers' Loyalty Towards Mobile Telecommunication Service

From this study finding, it has been evidenced that there is a positive relationship between mobile telephone subscribers' satisfaction and their loyalty. This means that, when mobile subscribers are satisfied, they are highly likely to become loyal. The majority of the satisfied and loyal respondents have shown that they are willing to recommend to others to purchase the same brand that they are using, they are willing to say positive things about the brand and that they are free to choose a variety of services package of their brand of choice.

5.3 Implication of the Study Findings

5.3.1 To the Mobile Telecommunication Service Providers

Knowing factors that influence customer loyalty helps mobile telecommunication service providers to set out strategies for ensuring that customers are loyal to their services, customer loyalty influences the high entry barriers for the competitor to enter the market, and it significantly contributes to the reduction in marketing costs.

5.3.2 To the Policy Makers

This study has provided useful information to the policy maker that will help them to know the effectiveness of the existing communication and business policies in creating a fair competitive business within the mobile telecommunication industry.

5.3.3 To the Literature and Future Researcher

The study can be used as a supplement to the present literature on customer loyalty in the mobile telecommunication industry in Tanzania. For researchers wishing to

perform further studies in this area or other related areas; this study has established a basis of reference material for forthcoming researchers or other related subjects.

5.3 Conclusion

From the above summary, the following can be concluded from this study:

Mobile telephone subscribers' build their loyalty to the service providers when the quality of service is effectively and efficiently provided in the areas of network stability, network coverage, timely handling of their complaints as well as politeness and friendliness of employees during provision of service.

There is a relationship between low service prices and subscribers' loyalty. Low price and promotions have a positive influence on subscribers' loyalty towards a particular telecommunication service

Attractive brand logos, as well as appropriate advertisements, have a major contribution in building mobile telecommunication loyalty

Satisfied and loyal subscribers are willing to say positive and recommend to their fellow to purchase the same mobile service.

5.4 Recommendations

Based on the findings documented, this study is making recommendations to the mobile telecommunication service providers as follows:

Mobile service providers need to improve and maintain good customer care and service particularly in this harsh competition where service providers hold a proprietary technology in the mobile telecommunication market, enhancing quality

customer service is a pivotal strategy to build customer loyalty against the other competitors. Mobile service providers should emphasize more on soft skills training for staff force which deals directly with their customers, the skills of customer care, promotion, communication and negotiation are of paramount importance in building sustainability and loyalty to their subscribers.

Mobile telecommunication service providers should maintain their service prices to the minimum market price possible to attract more subscribers to build loyalty to the service they offer.

Designing attractive brand logos as well as appropriate brand advertisements are the stepping stones for mobile service providers towards concurring more subscribers to build brand loyalty.

Satisfied mobile subscribers are willing to say positive and recommend to their fellow to purchase the same mobile service therefore it is of paramount importance for mobile service providers to frequently conduct/measure the level of their customer satisfaction and set appropriate strategies to ensure full customer satisfaction is achieved.

5.5 Limitations and Areas for Further Research

This research has some limitation in terms of the time frame and financial resources, the results did not cover all regions in Tanzania, at the same time comparing with the population of Tanzania, the number of respondents is very limited, therefore the results inevitably has some partialities. If the disposition of respondents was distributed equally in the entire Tanzania with larger volumes, the results would be

more accurate. This drawback should be considered for further research of mobile telecommunication service providers or to whoever decides to conduct the same research like this.

This study did not consider socioeconomic, demographics or cultural backgrounds as factors that might influence customers' loyalty to mobile telecommunication services. This was due to the small size sample, financial constraints and time limit therefore it would be interesting for future researchers to assess the influence of these factors in subscribers' loyalty to the mobile service providers.

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APPENDICES

Appendix I: English Version – Questionnaires

Hello! I am by the names of _____, a postgraduate student at Open University of Tanzania. I am currently undertaking an academic research which aimed at assessing factors affecting customers' loyalty towards mobile phone networks. The questionnaire will take less than 30 minutes of your time. Fill free to answer any question you are comfortable to. In case you need more clarification don't be uncertain to communicate with me via 0756916113 Or 0735 916 113.

SECTION A

1. Select telephone network you currently use very regularly (Choose one).

MobileTelecommunication Network	Selection
Vodacom	1
Airtel	2
Tigo	3
Halotel	4
Zantel	5
TTCL	6

2. Select your gender

Gender	Selection
Male	1
Female	2

3. Select your age group

Age group	Selection
18-25	1
26-33	2
34-41	3
42-49	4
50-57	5

4. Select the District/Council that you are from

District/Council	Selection
Ilala	1
Temeke	2
Kinondoni	3
Kigamboni	4
Ubungo	5

5. Select your education statuses

Level of Education	Selection
Primary School	
Secondary School	
Diploma	
Degree	
Masters	

SECTION B: Customers' loyalty

6. Do you have extensive experience in purchase telecommunication products of the brand you selected in the question 1?

No, I have just started to use this brand	No, but I had used this band some time back	Maybe	Yes, but not always	Yes, I have use it always
1	2	3	4	5

7. Do you have a plan to leave the telecommunication brand you selected in the question 1 above and use services of other bands in a foreseeable future?

Yes, I want to leave this brand.	Yes, but I'll continue your even this one	Maybe	No, but I'll also try others	No, I do not want to use other brands
1	2	3	4	5

SECTION C: Service quality

8. The study wants to assess level of service quality in the telecommunication brand you have selected in the question 1 above. You have been given number of items that will enable thereof; please shows how you would agree with those items by selecting the answers that highly represent your view in each item.

#	ITEMS	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
RELIABILITY						
i.	The brand provides fast and efficient services as promised	1	2	3	4	5
ii.	The service charges of this brand do not change frequently	1	2	3	4	5
iii.	The service utilization time is reasonable	1	2	3	4	5
iv.	The network system of this brand has little problems	1	2	3	4	5
v.	Records are kept accurate in this brand	1	2	3	4	5
vi.	The brand provide service independently	1	2	3	4	5
vii.	The brand always provide service in a consistent manner	1	2	3	4	5
viii.	The brand always offers competitive price of service	1	2	3	4	5
ix.	The brand has large network coverage	1	2	3	4	5
x.	There are variety of telecommunication services in this brand	1	2	3	4	5
xi. RESPONSIVENESS						
xii.	Official of this brand respond quickly to customers' requirements	1	2	3	4	5
xiii.	The band always collect customers' feedback about services delivery and reflect on improvement of the services	1	2	3	4	5
xiv.	Level of management at this brand is comprehensive	1	2	3	4	5
xv.	Official of this band handle customers complains very fast	1	2	3	4	5

xvi.	Official of this band are willing to help customers at any time	1	2	3	4	5
xvii.	The brand tells customers exactly when the services will be provided or not provided	1	2	3	4	5
xviii.	ASSURANCE					
xix.	There is effective network security in this band	1	2	3	4	5
xx.	The brand is reassuring when problem arise	1	2	3	4	5
xxi.	Customers' complaints are handled well	1	2	3	4	5
xxii.	Official of this brand possess the required skills and knowledge relating to telecommunication services	1	2	3	4	5
xxiii.	EMPATH					
xxiv.	Officials of this brand are polite and friendly in handling complaints	1	2	3	4	5
xxv.	Officials of this brand demonstrate good understanding of customer needs	1	2	3	4	5
xxvi.	Official of this brand provide information to the customers on how to use telecommunication services they offer	1	2	3	4	5
xxvii.	Brand users are immediately informed on every change introduced	1	2	3	4	5

SECTION D: Service price

9. Show how you would rate the prices of telecommunication services offered by the brand you selected in the question 1 above.

Very low than average market price	Low than average market price	Equal to average market price	Higher than average market price	Very high than average market price
1	2	3	4	5

SECTION E: Brand image

10. The study wants to assess brand image of the telecommunication brand you selected in the equation 1 above. Please show how you would rate the following variable/item of brand image with regard to the brand you selected.

#	ITEMS	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
i.	It is the leading brand in the telecommunication market	1	2	3	4	5
ii.	It is the experienced brand in the telecommunication market	1	2	3	4	5
iii.	The brand has good advertisements	1	2	3	4	5
iv.	The brand has attractive logo and collars	1	2	3	4	5
v.	The brand has new technology	1	2	3	4	5

SECTION F: Customers' satisfaction

11. The study wants to capture level of customers' satisfaction. Please show how you would rate the items/variable given below with regard to the brand you selected in the first question.

#	ITEMS	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
i	I am willing to say positive things about this brand	1	2	3	4	5
ii	I am willing to recommend other people to purchase services from this brand	1	2	3	4	5
iii	Services meet customers' needs	1	2	3	4	5
iv	The brand rewards loyal customers	1	2	3	4	5
v	The brand offers meaningful services	1	2	3	4	5
vi	Customers are free to choose variety of service packages in this brand	1	2	3	4	5
vii	The brand gives fair amount of services	1	2	3	4	5
viii	I like the way this brand is operated	1	2	3	4	5

Thanks for your cooperation

Appendix II: Dodoso la Kupata Taarifa

Habari yako, Mimi ninaitwa **Yonah Daniel Msengi**, ni Mwanafunzi wa Shahada ya Uzamili Katika Chuo Kikuu Huria Cha Tanzania. Ikiwa ni sehemu ya Masomo yangu kwa sasa ninafanya Utafiti wenye lengo la kujua sababu zinazowafanya baadi ya watumiaji mitandao ya simu kupendelea/kupenda huduma zinazotolewa na Kampuni/mtandao mmoja wa simu ikilinganishwa na mitandao mengine.

Ninakuomba ushiriki wako katika utafiti huu kwa kujaza dodoso hili lenye maswali machache, naomba ujisikia huru na amani katika kujaza dodoso hili, na endapo utahitaji ufafanuzi wowote tafadhali usisite kupiga simu kwenye namba zangu ambazo ni **0756916113 au 0735916113**. Asante kwa Ushiriki wako.

SEHEMU A

1. Chagua aina ya mtandao wa simu unaoutumia mara kwa mara.

Aina ya Kampuni/Mtandao	Chaguo
Vodacom	1
Airtel	2
Tigo	3
Halotel	4
Zantel	5
TTCL	6

2. Chagua Jinsia yako ni:

Mwanaume	Mwanamke
1	2

3. Umri wako ni kati ya:

Umri miaka	Chaguo
18-25	1
26-33	2
34-41	3
42-49	4
50-57	5

4. Chagua jina la Wilaya unaoyoishi hapa Dar es salaam

Jina la Wilaya	Chaguo
Ilala	1
Temeke	2
Kinondoni	3
Kigamboni	4
Ubungo	5

5. Chagua kiwango chako cha elimu

Kiwango	Chaguo
Shule ya Msingi	
Shule ya Secondary	
Ngazi ya Chuo	
Chuo Kikuu	

SEHEMU B: Kiwango cha uaminifu wako kwa mtandao unaoutumia

6. Je una uzoefu wa kutosha katika kununu na kuutumia aina ya mtandao wa simu uliouchagua katika swala namba 1?

(Chagua jibu sahihi moja kati ya namba 1 hadi 5)

Sina uzoefu sana lakini ndiyo nimeanza kuutumia hivi karibuni	Sina uzoefu sana kwakuwa nimeanza kuutumia siku si nyingi sana	Sina uhakika sana na uzoefu wangu	Nina uzoefu lakini siutumii mara kwa mara	Nina uzoefu na nina utumia mara kwa mara
1	2	3	4	5

7. Je unategemea kuuacha kutumia mtandao huu wa simu unaoutumia hivi sasa na kuanza kutumia mitandao au mtandao wowote mwingine wa kampuni ya simu?

(Chagua jibu sahihi moja kati ya namba 1 hadi 5)

Ndiyo ninataka kuachana na mtandao huu wa simu .	Ndiyo ninatarajia kuachana nao lakini nitakuwa nautumia	Sina uhakika kama nitakuja kuuacha au la	Sitegemei kuuacha lakini nitatumia na mitandao mingine	Sitegemei kuuacha na wala sitarajii kuitumia mitandao mingine ya simu
1	2	3	4	5

SEHEMU C: Ubora wa Huduma za Mtandao

8. Lengo la utafiti huu ni kutaka kubaini ubora wa huduma zinazotolewa na mitandao ya simu uliochagua katika swali namba 1 hivyo unaombwa kujaza jedwali hili katika kila kipengele umepewa kuchagua namba mojawapo kati ya 1 hadi 5 kwa kadiri unavyokubaliana na kipengele hicho kwa kusoma juu ya jedwali.

Na	Aina	Sikubali ani kabisa	Sikubali ani	Neutra l	Naku balia na	Nakuba liana kwa sana
UPATIKANAJI WA MTANDAO						
i.	Mtandao huu wa simu unatoa huduma za haraka na kwa ufanisi wa hali ya juu.	1	2	3	4	5
ii.	Gharama za huduma za mtandao huu wa simu hazibadiliki mara kwa mara	1	2	3	4	5
iii.	Muda wa matumizi wa mtandao huu wa simu unaridhisha	1	2	3	4	5
iv.	Mtandao huu wa simu unapatikana kwa urahisi na kwa kuridhisha	1	2	3	4	5
v.	Mtandao huu wa simu unazitunza taarifa zangu kwa usalama na siri bila kuzitoa kwa wengine	1	2	3	4	5
vi.	Mtandao huu wa simu unatoa huduma kwa kujitegemea bila kutegemea mitandao au kampuni zingine.	1	2	3	4	5
vii.	Mtandao huu wa simu unatoa huduma endelevu bila kukatikatika au kuzitisha huduma	1	2	3	4	5
viii.	Mtandao huu wa simu una gharama za nafuu sana ikilinganishwa na	1	2	3	4	5

	mitandao mingine ya simu.					
ix.	Mtandao huu wa simu unapatika kiurahisi sehemu zozote unapokuwa	1	2	3	4	5
x.	Mtandao huu wa simu unazo huduma nyingi	1	2	3	4	5
xi.	UPATIKANAJI WA HUDUMA					
xii.	Huduma za mtandao huu zinatolewa kwa haraka na watoaji huduma	1	2	3	4	5
xiii.	Mtandao huu wa simu huwa unafuatilia wateja wake na kuwauliza namna wanavyoridhishwa na huduma ili maboresho yafanyike	1	2	3	4	5
xiv.	Huduma za mtandao huu wa simu zinasimamiwa kwa kiwango kizuri	1	2	3	4	5
xv.	Watoa huduma wa mtandao huu wanatoa huduma kwa haraka na kwa wakati	1	2	3	4	5
xvi.	Watoa huduma wa mtandao huu wa simu huwahudumia wateja na kuwasaidia wakati wowote ule inapohitajika.	1	2	3	4	5
xvii.	Mtandao huu wa simu huwajulisha wateja wake ni wakati gani mtandao upo vizuri na wakati gani mtandao utakuwa na matatizo	1	2	3	4	5
xviii.	UHAKIKA NA USALAMA WA HUDUMA					
xix.	Huduma za mtandao huu wa simu ni za uhakika na usalama.	1	2	3	4	5

xx.	Mtandao huu wa simu huwahakikishia wateja uhakika wa huduma kila linapotokea tatizo la kwenye mtandao	1	2	3	4	5
xxi.	Mtandao wa simu huyatatua malalamiko ya wateja kwa ufanisi.	1	2	3	4	5
xxii.	Watoa huduma wa mtandao huu wa simu wana weledi wa kutosha kuhusiana na huduma za simu wanazozitoa.	1	2	3	4	5
xxiii.	HUDUMA YENYE UZINGATIAJI					
xxiv.	Watoaji huduma wa mtandao wa simu wana toa huduma kwa adabu na uzingatiaji wa malalamiko ya wateja wao kwa kwa umakini	1	2	3	4	5
xxv.	Watoa huduma wa mtandao huu wa simu wanao uelewa wa mahitaji ya wateja wao.	1	2	3	4	5
xxvi.	Watoa huduma wa mtandao huu hutoa maelekezo ya namna ya kuzitumia huduma zinazotolewa na mtandao huu.	1	2	3	4	5
xvii.	Wateja wa mtandao huu hujulishwa mara moja kila mabadiliko ya huduma yanapobadilika.	1	2	3	4	5

SEHEMU D

9. Tumia jedwali hili hapa chini kwa kulinganisha gharama za mtandao wa simu unaoutumia na mitandao mingine ya simu

(Chagua jibu sahihi moja kati ya namba 1 hadi 5)

Nafuu sana ikilinganishwa na wastani wa gharama za soko	Nafuu ikilinganishwa na wastani wa gharama za soko	Zipo sawa ikilinganishwa na wastani wa gharama za soko	Ni kubwa ikilinganishwa na wastani wa gharama za soko	Ni kubwa sana ikilinganishwa na wastani wa gharama za soko
1	2	3	4	5

SEHEMU E: TASWIRA YA MTANDAO/KAMPUNI WA SIMU

10. Tumia jedwali hili hapa onyesha jinsi onyesha mtazamo wako wa taswira ya kampuni mtandao wa simu uliouchagua katika swali namba 1

(Chagua jibu sahihi moja kati ya namba 1 hadi 5)

Na	Maelezo	Sikubaliani kabisa	Sikubaliani	Sikubaliani na upande wowot w.	Nakubaliana	Sikubaliani
i.	Ndiyo kampuni/mtandao wa simu unaoongoza kwenye soko	1	2	3	4	5
ii.	Ndiyo kampuni/mtandao wa simu wenye uzoefu mzuri wa huduma kwenye soko.	1	2	3	4	5
iii.	Ndiyo kampuni/mtandao wa simu wenye matangazo mazuri sana kwenye soko	1	2	3	4	5
iv.	Mtandao/kampuni ya simu ina nembo inayovutia sana.	1	2	3	4	5
v.	Mtandao/kampuni ya simu inatumia teknolojia za kisasa katika huduma zake.	1	2	3	4	5

SEHEMU F: Kuridhika na huduma ya mtandao/kampuni

11. Katika jedwali hili onyesha jinsi gani unavyoridhika na huduma inayotolewa na kampuni/mtandao wa huduma ya simu unaoutumia (uliouchagua katika swali namba 1)

(Chagua jibu sahihi moja kati ya namba 1 hadi 5)

Na	Maelezo	Sikubaliani kabisa	Sikubaliani	Sikubaliani na upande wowotw	Nakubaliana	Sikubaliani
i	Nipo tayari kuisifia/kusema mazuri kuhusu kampuni/mtandao wa simu ninaoutumia	1	2	3	4	5
ii	Ninaweza kuwashawishi watu wengine kuutumia mtandao huu wa simu ninaoutumia	1	2	3	4	5
iii	Huduma za kampuni/mtandao huu wa simu zinakidhi matarajio ya wateja	1	2	3	4	5
iv	Kampuni/mtandao huu wa simu huwapa motisha wateja wake	1	2	3	4	5
v	Kampuni/mtandao huu wa simu unatoa huduma nzuri na zenye maana kwa wateja.	1	2	3	4	5
vi	Katika kampuni/mtandao huu wa simu wateja wana uhuru wa kijichagulia wenyewe huduma wanazozihitaji	1	2	3	4	5
vii	Kampuni/mtandao wa simu unatoa huduma zake kwa haki.	1	2	3	4	5
viii	Ninapenda namna kampuni/mtandao huu wa simu unavyofanya kazi/unavyojiendesha.	1	2	3	4	5

Asante kwa Ushirikiano wako

Appendix II: Plagiarism Report

FACTORS AFFECTING CUSTOMERS LOYALTY TOWARDS MOBILE TELECOMMUNICATION SERVICE PROVIDERS IN DAR ES SALAAM.

ORIGINALITY REPORT

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THE OPEN UNIVERSITY OF TANZANIA

DIRECTORATE OF POSTGRADUATE STUDIES

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Tel: 255-22-2668992/2668445
ext.2101
Fax: 255-22-2668759
E-mail: dpgs@out.ac.tz

Our Ref: PG201800029

16th September 2021

Region Administrative Secretary (RAS),

Dar es salaam Region,

P.O.Box. 5429,

DAR ES SALAAM.

Mep. Kelawa
20/09/2021
R. M. M. M.

RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1st January 2007. In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.

To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Mr. Msengi, Yonah Daniel, Reg No: PG201800029** pursuing Master of Business Administration (MBA). We here by grant this clearance to conduct a research titled **"Factors Affecting Customers Loyalty towards Mobile Telecommunication Services Providers in Dar es salaam"**. He will collect his data at your area from 17th September 2021 to 18th October 2021.

In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O.Box 23409, Dar es Salaam. Tel: 022-2-2668820. We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours,

THE OPEN UNIVERSITY OF TANZANIA

Magreth S. Bushesha

Prof. Magreth S. Bushesha

DIRECTOR OF POSTGRADUATE STUDIES.

**JAMHURI YA MUUNGANO WA TANZANIA
OFISI YA RAIS
TAWALA ZA MIKOA NA SERIKALI ZA MITAA**

MIKOA WA DAR ES SALAAM
Anwani ya Simu:
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Unapojibu Tafadhali taja:



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3 Barabara ya Rashidi Kawawa
S.L.P 5429,
12880 DAR ES SALAAM.

Kumb.Na. FA.282/293/01J/265

21 Septemba, 2021

Mkurugenzi wa Jiji,
Halmashauri ya Jiji la Dar es Salaam,
Dar es Salaam.

Wakurugenzi wa Manispaa,
Halmashauri ya Manispaa,
Kinondoni, Kigamboni, Temeke na Ubungo,
Dar es Salaam.

Yah: **KUMTAMBULISHA BW. MSENGI YONAH DANIEL**
KUFANYA UTAFTI

Tafadhali husika na somo tajwa hapo juu.

2. Ofisi ya Mkuu wa Mkoa imepokea barua **Kumb. Na. PG201800029** ya tarehe **16 Septemba, 2021** kutoka Chuo Kikuu Huria Tanzania ikimtambulisha na kumuomba kibali cha kufanya utafiti Bw. Msengi Yonah Daniel kufanya utafiti katika Halmashauri yako.
3. Mwanafunzi huyu anafanya utafiti kuhusu **"Factors Affecting Customers Loyalty Towards Mobile Telecommunications Services Providers in Dar es Salaam"**.
4. Kwa barua hii, kibali kimetolewa kuanzia 17 Septemba, 2021 hadi 18 Oktoba, 2021.
5. Asante kwa ushirikiano wako.

John J. Ngonyani
Kny: **KATIBU TAWALA MKOA
DAR ES SALAAM**

Nakala: Director of Postgraduate Studies,
Chuo Kikuu Huria Tanzania,
S.L.P 23409,
Dar es Salaam.

Bw. Msengi Yonah Daniel