SERVICE QUALITY DELIVERY AND CUSTOMERS’ SATISFACTION OF MOBILE TELECOMMUNICATION IN SOUTH-WEST, NIGERIA

Fasanmi Olumuyiwa Oladapo¹; Mustapha Yusuf Ismaila² & Kadiri Ismaila Bolarinwa³

¹Department of Business and Entrepreneurship, College of Humanities, Management and Social Sciences, Kwara State University, Malete, Nigeria
²Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria
³Department of Industrial Relations and Personnel Management, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria

Abstract
The study explored the influence of service quality delivery on customers’ satisfaction of mobile telecommunication in South-west, Nigeria. The study adopts a descriptive survey design of selected subscribers in South-West Nigeria. Quantitative research approach was used to attain the best result. The population of this study consists of all the service providers, i.e. MTN, Airtel, Glo and 9Mobile in Nigeria and all telecom subscribers in Southwest geopolitical zone, Nigeria. A purposive and convenience sampling technique was adopted was used to select subscribers in Southwest Nigeria. The results were presented using descriptive and inferential. On the other hand, the standard deviation represented how the response was distributed relative to the mean. The findings established that taking into account (service quality) constant at zero, customer patronage will be 0.60. However, the results presented indicate that taking other independent variables (service quality) at zero, an increase in service quality adjustment unit will lead to an improvement in customer patronage by 0.50. Consequently, the null hypothesis was dismissed because the p-value is 0.00, which is much less than 0.05. thus, there is a significant connection between the quality service delivery and patronage by the customers. The study concludes that an increase in the quality of service delivery to customers will amount to repurchase intention and loyalty to particular telecom users. This is because findings indicated that the majority of subscribers agreed that they have control over what choice of telecommunication switching. It is therefore recommended that the telecommunication industry should focus on recognising, understanding and implementing different training and development programs for the official to improve staff knowledge and skills to perform their tasks toward quality delivery.

Keywords: Service quality, customers’ satisfaction, patronage, loyalty, telecom users.

1.0 Introduction
Service quality is one of the essential measures that an organisation uses to understand the needs, experiences and perceptions of its customers regarding the service they received and to create competition for products and services on the market. The quality of products and services offered enables organisations to distinguish themselves from other competitors (Hermawan, Basalamah & Plyriad, 2017). Telecommunications is acknowledged as essential infrastructures to the socio-economic wellbeing of any nation. Ndukwe (2008) noted further that the Nigerian Mobile Telecommunication business has to turn out to be a competitive market, as the environment becomes more competitive and turbulent, business organisations face series of difficulties, not only by the goods and services provided. But its ability to retain the already won customers and secure continuous customer retention and patronage. While Adepoju and Suraju (2012) corroborated on the quality of service, consumers’ satisfaction is an essential determinant of subscriber retention and loyalty in Nigerian GSM market. But the marketing literature showed researchers’ inclination towards price fairness to customer satisfaction (Hermawan et al. 2017). Other studies have postulated that perceived service quality
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is an essential determinant of customer satisfaction that have both cognitive and affective dimensions beyond just cognitive assessment of customers on the offering of service providers (Gronroos, 2004).

Although the GSM service subscribers nowadays are becoming more sophisticated and enlightened about the quality of service received. Therefore, demands are changing per second; hence, the need to catch up with the current realities. Obviously, there are numerous challenges facing telecommunication, for instance, the majority of the sub-contract employees having customers’ orientation problem, which is likely to affect the service quality delivery (SQD) to their subscribers (Ojewale, Obokoh & Ikwuetoghu, 2018). The service delivery of employees is also essential, especially in service organisations. In realising the importance of SQD, GSM service providers continue to look for the right strategy to navigate their bearing. Customers with their needs, desires, preferences and aspirations remain the sole target of these firms. To achieve sustained competitive advantage over other competitors, businesses are creating strategic strategies based on their distinctive competencies to meet that consumer needs. Companies in this sector are now facing tougher competition in Nigeria, with a healthy consumer standards level and more substantial environmental consequences (Dipeolu, Adewuyi, Ayinla & Bakare, 2014).

The telecommunication industry is probably one of Nigeria’s fastest-growing sectors. The deregulation of the telecommunication sector by the Nigerian government in 2001 has led to an intensified competition amongst operators, i.e. MTN, Airtel, Glo and 9Mobile. It is commonly believed that the restructuring of the market has significantly empowered consumers, who are no longer faced with a single operator decision taken; this has increased the existing rivalry. Moreover, the forces of liberalisation and globalisation of telecom market have pressurised the companies to look for a more robust strategy for survival in passing through a dynamic transitional phase, as it is undergoing the operation of market forces of demand and supply. In recent times, complaints of customers who are dissatisfied with service provider’s services have been on the increase which has been primarily attributed to poor service quality delivery, unattended charges and so on; this has become subject of debate in public. Customer satisfaction with the quality of given service is increasingly significant since the struggle for customers in current business conditions has become a necessity. In the circumstances of strong competition, the attraction of new customers is challenging. It needs great investment; hence the enterprises especially emphasise the customer retention by raising the level of their satisfaction with the quality and value of provided services, to establish and maintain long-term relationships (Li, 2019; Vimonjic, 2018).

Research Question

Given the above, the research question below was raised to guide the study:

a) What is the influence of perceived service quality delivery on customers’ patronage of mobile telecommunications in Southwest, Nigeria?

2.0 Literature Review

The Concept of Service Quality

Quality of service is a concept which various scholars have described differently. During the past few decades, service quality has become a significant concern for executives, analysts, and practitioners due to its tremendous effect on the performance of firms. For instance, Srivastava and Rai (2014) define service quality as a judgement or attitude that is related directly to a particular service and the client’s impression on the quality of the organisational benefits. Dabhulkar (2015) sees service quality as the consumer’s judgement about a product or services overall excellence or superiority. Prakash and Mohanty (2013) described service quality as the degree and direction of a discrepancy between clients’ perceptions and expectations. Singh and Kumar (2015) were on the opinion that service quality as the service organisation’s ability to fulfil client expectations. Kamselem, Maiyaki & Sagagi (2020) argued that service quality is clients’ perceptions of
service delivery to satisfy their expectations. Service quality is also defined as an attitude towards the organisation developed by clients after successful and unsuccessful service experiences (Zeglat, Aljaber & Alrawabdeh, 2014). Thus, service quality refers to an attitude or an overall judgment resulting from the comparisons between the client’s expectations and perceptions of actual service that was performed and delivered (Jindal & Gupta, 2016). Similarly, Alsharari, Alrwaily, & Alsharari (2017) viewed service quality as an external perceived attribution on the customer’s experience about the service that the customer perceived through the service encounter. Service quality is a key strategic factor for companies to differentiate their products and services from other competitors by using service quality as a process used by customers to evaluate (Al-Azzam, 2015; Ölçer, 2015).

The Antecedents of Service Quality Delivery

In recent history, due to its increasing impact on the corporate results of organisations, executives, analysts, and practitioners have given considerable attention to service quality. Brown and Swartz (2011) assert that companies with high quality of service are preferred and valued by customers to the ones with poor service or product quality. Hence, ensuring service or product quality is now the driving force for business organisations in the 21st century. User assesses the quality of service based on what they desire by matching their perceptions of service encounters with their expectations of what will result from the service. In other words, service quality is the differential between customers’ expectations for service performance before service experience and their perception of the service received. Customers’ expectations act as the basis on which evaluation of service quality is done. This usually is on the high side when performance is more than expectation. On the other hand, quality is low when performance is less than expected (AlAbabneh, 2016).

Service quality has three characteristics specific to utilities, according to Parasuraman et al. (1988) in Amole, Oyatoye and Kuye (2016), which are, intangibility, heterogeneity, and inseparability of output and consumption. Consequently, they suggested that in the absence of objective measures, a proper assessment of a company’s service quality is to measure the perception of quality by consumers. Many services are inseparable from production and consumption; therefore, quality is not intended at production facilities. Service consistency occurs during service delivery during the relationship between a customer and the business company. Three key concepts can be obtained from (Parasuraman et al. 1985; Banfo et al. 2018):

1. The quality of service is more difficult for customers to determine than the price of the products;

2. Perceptions of service quality derive from a contrast of customer preferences with real service output;

3. Quality evaluations are not based purely on the results of a service; they also include assessments of the service delivery process.

Thus, consumers can quickly determine buying products because of many tangible indicators that help them assess quality, such as style, packaging, colour, fit, mark, sound, etc. While there are fewer indicators with services that make it difficult for consumers to assess, and in many cases, the physical facilities, equipment, and personnel of the provider are like tangible proof.

Gronroos (2004) also viewed service quality from three dimensions: technological quality, feature quality and corporate image. The technical quality has to do with the satisfaction derived by the customer from the service delivered. In this wise, the customer can measure satisfaction more objectively while in the case of functional quality, the subscribers have to pay consideration to the process of service delivery (Celestina, 2017). Therefore, the motive behind the behaviour of both the seller and the buyer during interaction is the main focus of this dimension of quality, that is, its measurement could be subjective as a result of how the
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Service has been assessed by the customers, manner of approach of the person delivering the service, and how personnel manages inter-personal relationship that exists between them. Meanwhile, the expectations about the quality of a service rendered are the resultant effect of the provided services by the service provider which depends more on how well firms manage their previous dimensions (technical and functional quality) (Husnain & Akhtar, 2015; Kaoje et al. 2018).

Conceptual and empirical researches indicate that the effects of service quality consist of three dimensions: product, environment and delivery (Rust and Richard, 2010), or quality delivered through interaction, physical environment, and outcome (Lee, 2010). Quality of interaction shapes attitude, efficiency, and capability. The physical world is composed of uncontrollable circumstances, social influences, and product design. These all contribute to customer satisfaction. So, it can be assumed that previous studies have highlighted the fact that service quality is more of an attitude but cannot be viewed in conjunction with satisfaction, which is generally predicted as a result of comparing expectations and outcomes.

Subscribers don’t have to purchase goods or services that provide the highest quality, but instead, they can rate businesses on specific characteristics such as reliability, comfort, fair pricing and even their individual previous experiences (Bello & Bello, 2017; Lee, 2010). Quality of service is measured when the service customer compares his/her interpretation of reality. Lewis (2016) summarised service quality as a collective view or mind-set towards a specific service; the consumer’s general impression of the relative inferiority or dominance of the company and its services.

The Concept of Customer Satisfaction

Customer satisfaction is the product of a client’s understanding of the quality of service (Heskett et al., 1994) relative to expectation (Zeithaml, Berry & Parasuraman, 2016). Looy et al. (2017) define customer satisfaction as the consumer’s sense of disparity among his/her expectations of a firm, product or service and the actual effects of the organisation, product or service. Customer management and marketing research indicate that there is a strong association among user loyalty, customer behavioural preferences (e.g. swapping and word-of-mouth) and successful profitability (Yousif, 2012). By enhance the efficiency of product and service attributes, the level of customer satisfaction should increase (Wittink & Bayer, 2016), which in turn leads to higher customer satisfaction and retention (Zeithaml et al., 2016; Anderson & Mittal, 2010). Increased consumer satisfaction thus creates more benefit (Anderson & Mittal, 2010; Yoo & Park, 2017).

In other words, customer satisfaction has been identified as an aggregate measure of service quality attributes, or service attributes results (Fornell, Johnson, Anderson, Cha & Bryant, 2016; Johnson & Fornell, 2011). In several studies (Oliva & Kallenberg, 2013; Oliver, 2018; Kumar, 2011), the relationship between the two service attributes improves efficiency and overall customer satisfaction was addressed. The relation is believed to be nonlinear and asymmetric for most cases. What is more, there is a clear relationship between service quality dimensions and customer satisfaction. Service quality has enjoyed extensive consideration in the services marketing literature. Similarly, customer satisfaction which is about customers’ assessment of the supposed incongruity between the expectation of customers and the actual service delivered, have also enjoyed massive review in the marketing literature (Tse & Wilton, 1988). Newman and Cowling (2016) stated that meeting customers’ expectation or otherwise, gives customers the basis to assess service delivery of the firm. They, therefore, stated that the determinant of customer satisfaction is service quality. Cronin and Taylor (1992) further asserted that better-perceived service quality would result in better customer satisfaction in any service organisations (as supported by George and Kumar, 2014 in Lewis, 2016).

Empirical Review
In the study of Quarshie, Djimatey and Abakah-Anaman (2018) was to investigate service quality delivery of rural banks in emerging economies from the customers’ perspective. This study employed a descriptive design. A questionnaire designed by the researchers was used to obtain data from 382 customers, using a convenience sampling technique. The descriptive analysis was used to present and analyse the data, which included frequencies, percentages, means and standard deviation. Quarshie et al. (2018) found that customers want rural banks in Takoradi to establish more convenient branches, i.e. sub-branches, outlets, and further extend banking hours to resolve overcrowding at the banking halls.

Singh and Kumar (2020) explored to identify customers’ opinion about satisfaction from the service quality of the selected hotels. The study was used to share critical information with the hotel in Sulaimaniyah city. The study surveyed selected five-star hotels in Sulaymaniyah. The sample size for this study was a sample size of 50 respondents using a purposive sampling technique. Data obtained was tested using SPSS software package for social sciences. It was observed from the majority responses that room service, delivery time, the behaviour of hotel staff, a nice welcome on arrival, variety of food and beverage are some of the important parameters on which customers decide to rate a hotel. The customers do not have much interest in modern furniture facilities as per this study result.

Similarly, Kamselem et al. (2020) examined the moderating role of organisational commitment to the relationship between employee empowerment and service quality delivery among nurses of public hospitals in Northwest Nigeria. The pilot study was conducted to establish the validity and reliability of the research instrument. Subsequently, the instrument was utilised in conducting research. Accordingly, the researcher sought the view of academicians and health professionals on the subject matter under consideration to ensure clarity, understanding, and the ability of the questionnaire items to represent the context of the study. The paper utilised the sample of seventy (70) respondents, while a valid response of 100 per cent was obtained. The result of the reliability shows that all the constructs have attained average and high-reliability coefficients ranging from (0.841 to 0.715) as such they are suitable and appropriate to be used in the full-scale study to be conducted for the attainment of the objectives of the study.

Ampah and Ali (2019) investigated whether effective service quality delivery leads to customers’ satisfaction and to find the extent of service quality adoption among public healthcare institutions in Ghana. Data was collected from public healthcare delivery respondents in health administration in Ghana. Purposive sampling was utilised to select the participated healthcare players. With the use of self-completion structured questionnaires, primary data was collected from respondents and analysed using frequencies, mean, and standard deviation. Results showed that 55% healthcare participants stated service quality adoption in public healthcare institutions to be medium, followed by 45% of respondents to be high. The study concluded that there is a fairly good relationship between patients (customers) satisfaction, and service quality and hence effective adoption of service quality leads to customer satisfaction.

Majid and Muhammed (2018) address a case study on the relationship between service quality and customer satisfaction in the telecommunications industry conducted by the Mobile Telecommunication Network (MTN) Nigeria. The inferential and descriptive statistics, the Pearson correlation matrix and regression analysis were used to analyse the data gathered. The study shows that service quality has effects on client loyalty which leads to a positive relationship. The study advises that due to its consumer loyalty outcome, the company should pay more emphasis on the standard of service. Companies need to know the needs of their customers and how they can meet those desires to retain a high standard of customer satisfaction, since attracting new customers’ costs more than holding existing ones.
Theoretical Framework
The study employed two theories, i.e. social exchange theory (SET) and resource-based view theory (RBV). Social psychologists propounded the SET, Blau (1964) and the theory is used to understand phenomena of service providers and subscribers’ relationship. Thus, the social exchange theory explains the motivations for a particular behaviour. The theory suggests how human behaviour evolves and how it differs between individuals. For instance, a subscriber may choose to engage in repurchase intention to reciprocate a fair treatment from the organisation or withhold such behaviour by choosing another service provider, if they feel unfairly treated. When subscribers perceive that the obligations of the organisation compared to their contributions are not fulfilled, they will reciprocate by adjusting their attitudes and behaviour.

The RBV resources that are internal to the organisation where the contribution of employees is to provide superior delivery of value that will enable the organisation to achieve its key objectives (Gerpott, 2015). RBV explains the concept of superior value proposition through employees. The theory explains by emphasising on the staff of the service providers as a source of advantage (drivers of service quality delivery) to the organisation. More specifically, RBV in this framework is used to explain the relationship construct of quality service delivery. This implies that for telecommunications delivery to be effective and efficient, there is a need for organisations to capitalise on employees by psychologically re-orientate them to unleash their greatest potentials (Lee, Lee, Lee & Babin, 2018).

In summary, social exchange theory was not adequate to explain the circumstances surrounding the relationship between service quality delivery and customer satisfaction. In this case, RBV was considered suitable for an understanding of a comparative analysis of input and output as well as the likely reactions to perceived organisation contributions to their staff. The salient points in the point in RBV were reinforced by the application of SET. Therefore, the theoretical framework of this study is based on the integration of the main ideas in the theory of social exchange and resource-based theory, respectively. Thus, based on the above theories, the following hypothesis depicts the interrelationships among the study variables:

\[ H_01: \text{There is no significant influence of perceived service quality delivery on customer patronage of mobile telecommunications} \]

3.0 Methodology
The study adopts a descriptive survey design of selected subscribers in South-West Nigeria. The quantitative research approach was used to attain the best result. The population of this study consists of all the service providers, i.e. MTN, Airtel, Glo and 9Mobile in Nigeria and all telecom subscribers in Southwest geopolitical zone, Nigeria. These service providers majorly offer homogeneous service (call and data services), which is also the most frequent services required by subscribers frequently. This geopolitical zone is made up of six states, namely Lagos, Ogun, Oyo, Ondo, Osun and Ekiti States. A purposive and convenience sampling technique was adopted was used to select subscribers in Southwest Nigeria. Due to the nature of telecom users, the study employed a hypothetical sample to determine 367 subscribers across the zone. The 367 sample size was appropriate with the view of Krejcie and Morgan (1970), who viewed that a sample size of 100 and above is suitable for a study.
Table 1: Proportional sample

<table>
<thead>
<tr>
<th>S/N</th>
<th>State</th>
<th>Proportion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lagos</td>
<td>71</td>
<td>19.3</td>
</tr>
<tr>
<td>2</td>
<td>Ogun</td>
<td>64</td>
<td>17.4</td>
</tr>
<tr>
<td>3</td>
<td>Oyo</td>
<td>62</td>
<td>16.9</td>
</tr>
<tr>
<td>4</td>
<td>Ondo</td>
<td>59</td>
<td>16.1</td>
</tr>
<tr>
<td>5.</td>
<td>Osun</td>
<td>60</td>
<td>16.3</td>
</tr>
<tr>
<td>6</td>
<td>Ekiti</td>
<td>51</td>
<td>13.9</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>367</td>
<td>100</td>
</tr>
</tbody>
</table>

For the pilot test, thirty-six (36) copies of the questionnaire were administered, and the instrument’s reliability was measured using Cronbach Alpha reliability coefficient (a) between a = 0.00 for non-reliability and a = 1.00 for perfect reliability.

Table 2: Cronbach Alpha Result

<table>
<thead>
<tr>
<th>Scale Variance if Item Deleted</th>
<th>Scale Mean if Item Deleted</th>
<th>Corrected Item Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality</td>
<td>12.92</td>
<td>.676</td>
<td>.723</td>
</tr>
</tbody>
</table>

The questionnaire data were coded, and the answer to each item was put in different vital themes. Using Statistical Packages for Social Sciences (SPSS), quantitative data collected from the research instruments were analysed. The results were presented using descriptive and inferential. At the other hand, the standard deviation represented how the response was distributed relative to the mean. This illustrates how different the individual responses to each factor are from the mean. The regression analysis was computed on the influence between all of the variables used in the research. Often, the relationship between a group of variables is evaluated using correlation (Pahi, Abdhamid & Moin, et al. 2017).

This model would be based on the dependent variables of the construct to their attendant independent variables; hence, four mathematical models are discerned from this study that is, CS = f(βSer + υ). Dependent Construct: Customers’ patronage. Independent Construct: Perceived service quality delivery

The mathematically model below is expressed as Y = f(β)

Where Y = Dependent Variable
X = Independent Variable
Y = Customers’ Patronage (CP)
X = Perceive Service Quality Delivery (PSQD)
4.0 Data Analysis and Presentations

Table 3: Demographic Characteristics of Respondents

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Category</th>
<th>Frequency</th>
<th>Per cent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>267</td>
<td>76.1</td>
<td>76.1</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>84</td>
<td>23.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Age</td>
<td>20 - 35yrs</td>
<td>29</td>
<td>8.3</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td>36 - 45yrs</td>
<td>107</td>
<td>30.5</td>
<td>38.7</td>
</tr>
<tr>
<td></td>
<td>46 - 55yrs</td>
<td>119</td>
<td>33.9</td>
<td>72.6</td>
</tr>
<tr>
<td></td>
<td>56yrs and Above</td>
<td>96</td>
<td>27.4</td>
<td>100.0</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Single</td>
<td>104</td>
<td>29.6</td>
<td>29.6</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>229</td>
<td>65.2</td>
<td>94.9</td>
</tr>
<tr>
<td></td>
<td>Separated</td>
<td>12</td>
<td>3.4</td>
<td>98.3</td>
</tr>
<tr>
<td></td>
<td>Widowed</td>
<td>6</td>
<td>1.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Highest Qualification</td>
<td>NCE/OND</td>
<td>8</td>
<td>2.3</td>
<td>2.3</td>
</tr>
<tr>
<td></td>
<td>HND/B.Sc. or Equivalent</td>
<td>125</td>
<td>35.6</td>
<td>37.9</td>
</tr>
<tr>
<td></td>
<td>Postgraduate</td>
<td>218</td>
<td>62.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Employment status</td>
<td>Permanent</td>
<td>330</td>
<td>94.0</td>
<td>94.0</td>
</tr>
<tr>
<td></td>
<td>Contract</td>
<td>21</td>
<td>6.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Author’s Computation, 2020

The frequency distribution of the demographic features of the respondents has illustrated in table 4.1 above. The table shows 267 (76.1%) of the 351 respondents are male while 84 (23.9%) are female. Although the findings recorded a higher number of male staff of the selected tertiary institutions than their female counterpart, by implication, it can be deduced that the views being expressed are representative of both male and female. Also, the table above captured the statistics on the age distribution of the respondents. From the table, majority of the respondents numbering 119 (33.9%) are within 46-55 age bracket, 107 (30.5%) within 36-45 years, 96 (27.4%) were within 56 years and above, and 29 (8.3%) occupies 20 to 35 years. The finding is primarily dominated by staff between the age brackets of 46-55 years. By implication, this deduced that the study has a more mature minded staff as respondents. More importantly, out of the 351 respondents, 229 (65.2%) of the selected tertiary institutions are married, 104 (29.6%) staff are single while 12 (3.4%) staff are separated parents, and 6 (1.7%) are widowed. Hence, this means that the highest numbers of the employees are married. The figures as presented above narrates the educational background of the respondents where 218 respondents totalling to 62.1 per cent hold postgraduates’ certificates, 35.6 per cent which amounts to 125 respondents hold first degree certificates (i.e. HND/B.Sc. or Equivalent). In contrast, 8 employees who are 2.3 per cent of the respondents hold either OND or NCE certificates. This connotes that the highest numbers of employees sampled are educated above the first-degree educational level. By implication, means that the respondents were a resilient thoughtful of what the matter is all about. Lastly, 330 (94.0%) of the sampled respondents are permanent employees of the selected tertiary institutions, while 21 (6.0%) are contract staff. Hence, this by implication indicates that majority of the employees sampled are a permanent staff of the selected tertiary institutions.

Test of Hypothesis

H0: There is no significant influence of perceived service quality delivery on customers’ patronage of mobile telecommunications

Multiple regression was used to explore the effect of service quality delivery (proxied by service quality, sale service and trust scales) on customers’ patronage (proxied by the customers’ patronage scale). Table 4
presents the model summary. It shows that the correlation coefficient \( r \) is 0.76 which indicates that there exists a solid relationship between customers’ patronage (dependent variable, i.e. the variable being predicted) and service quality which is predictors or independent variables. It is also clear from the table that the \( r^2 \), which is the coefficient of determination is 0.60, approximately 60%. That implies that more than two-thirds of percentage, i.e. 60 % change in customers’ satisfaction can be explained by the availability of service quality. At the same time, the remaining 40% is explained by other factors that are not captured in the model.

<table>
<thead>
<tr>
<th>Table 4: Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>a. Predictors: (Constant), Service Quality</td>
</tr>
</tbody>
</table>

**Source:** Author’s Fieldwork Computation, 2020

Also, the regression result as found in Table 5: ANOVA indicates that the approximate F-test was 129.93, meaning 1% \([p<.000]\) which is less than 0.05 \((p<0.05)\) p-value. It means the critical variable elements as a whole will together affect a shift in the dependent variable (Customer patronage). However, Table 5 further elucidate on the results of the variance analysis of the dependent variable with sum square regression of 83.41, as opposed to the residual sum of squares with a value of 55.53.

<table>
<thead>
<tr>
<th>Table 5: ANOVAa</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>Residual</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>a. Dependent Variable: Customer patronage</td>
</tr>
</tbody>
</table>

**Source:** Author’s Fieldwork Computation, 2020

Specifically, the regression performance as shown in Table 5 below: showed there was also a favourable association between perceived service delivery value and perceived customer patronage so that a unit improvement in perceived service quality scores resulted in approximately .50 unit increases in presumed customer satisfaction scores, which were significant at 1% p-value (0.000). Any improvement in this factor would increase customer patronage by 50%. Therefore, it means that all aspects are equal, the higher the level of service, the greater the perceived variance in customer satisfaction.
Service Quality Delivery and Customers’ Satisfaction

Table 6: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardised Coefficients</th>
<th>Standardised Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.601</td>
<td>.143</td>
<td>4.208</td>
</tr>
<tr>
<td></td>
<td>After-sales Service</td>
<td>.146</td>
<td>.054</td>
<td>2.684</td>
</tr>
<tr>
<td></td>
<td>Service Quality</td>
<td>.499</td>
<td>.056</td>
<td>8.966</td>
</tr>
<tr>
<td></td>
<td>Information Sharing</td>
<td>.198</td>
<td>.052</td>
<td>3.812</td>
</tr>
<tr>
<td></td>
<td>Trust</td>
<td>-.017</td>
<td>.060</td>
<td>-.291</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer patronage

Source: Author’s Fieldwork Computation, 2020

Decision Rule: As depicted on the table above, it is, therefore, established that taking into account (Service Quality) constant at zero, customer patronage will be 0.60. However, the results presented indicate that taking other independent variables (service quality) at zero, an increase in service quality adjustment unit will lead to an improvement in customer patronage by 0.50 (50 per cent). Consequently, the Null Hypothesis (HO1) is dismissed because the p-value is 0.00, which is much less than 0.05. Therefore, the alternative hypothesis is acknowledged, that there is a major connection between the quality service delivery and patronage by the customers. It suggests that when a partnership is handled well through the predictors; it appears to have a significant effect on consumer patronage.

Discussion of Findings

From the analysis and test of hypothesis, it was evident that service quality affects customers’ patronage in terms of customers’ satisfaction. An accurate evaluation of a company’s service quality will lead to the fulfilment of customer expectations, thus leading to satisfaction. Significant relationship finding is compatible with Swartz and Brown’s current research (2011); Berry et al. (1988); Metters, King-Metters, and Pullman (2013), arguing that high-quality service firms are preferred and valued by customers over low-service or low-quality production firms. Quality of service is a significant differentiator and the most important strategic tool that all the service organisations want to have. The study results also indicate that the higher the quality of the service offered, the higher the satisfaction level and aspirations of the customers. Companies must also ensure that the overall objective of service quality is in line with customer expectations resulting in customer satisfaction. The above findings were corroborated with the study of Quarshie et al. (2020) examined the moderating role of organisational commitment on the relationship between employee empowerment and service quality delivery among nurses of public hospitals in Northwest Nigeria, who investigate service quality delivery of rural banks in emerging economies from the customers’ perspective. Singh & Kumar (2020) who explored to identify customers’ opinion about satisfaction from service quality of the selected hotels. Majid and Muhammed (2018) address a case study on the relationship between service quality and customer satisfaction in the telecommunications industry conducted by the Mobile Telecommunication Network (MTN) Nigeria. Except for the study of Ampah and Ali (2019) investigated whether effective service quality delivery leads to customers’ satisfaction and to find the extent of service quality adoption among public healthcare institutions in Ghana

5.0 Conclusions and Recommendations

The study has discovered that service quality delivery leads to customer patronage in the mobile telecommunications in Nigeria. Meanwhile, an increase in the quality of service delivery to customers will amount to repurchase intention and loyalty to particular telecom users. This is because findings indicated that the majority of subscribers agreed that they have control over what choice of telecommunication switching. On the other hand, the study shows that significant adoption of service quality does not necessarily lead to customer’ patronage. Also, strict compliance of quality control, employment of qualified people with service
quality background, motivation and rewards for health quality standards compliance, provision of technology user-friendly and facilities, regular service quality training for telecom officials, employment of qualified personnel would all enhance service quality and customers’ satisfaction in the telecommunication industry, Nigeria. It is therefore recommending that telecommunication industry should focus on recognising, understanding and implementing different training and development programs for official to improve their staff knowledge and skills to perform their tasks toward quality delivery.

References


