Impact of Service Quality on Customers' Satisfaction among Globacom Subscribers in Offa Local Government

*S. H. Arowosaye[1], B. O Yahaya[2], R. O. Hussein[3] & W. O. Suleiman[4]

[1,2,3,4]Marketing Department, Federal Polytechnic Offa

*Corresponding Email Address: arowosayeh@gmail.com

Abstract

Nigeria is not an exception to the fierce competition in the global telecommunications sector. In an attempt to gain market share, every company in the telecommunications sector has not given up on promoting its goods and services to the general public. It is against this backdrop that this research sought to empirically measure how service quality impacts on customers' satisfaction among Globacom (GLO) users in Offa. The data used for this study were obtained using a structured survey questionnaire. The questions were close ended and the sample consists of 426 GLO subscribers in Offa, using a simple convenient sampling technique spread across Offa Local Government Areas. The data obtained from the survey were analyzed using the Statistical Package for Social Sciences (SPSS), Version 20. The survey was restricted to subscribers using GLO. The result revealed that assurance and reliability have significant impact on customer satisfaction, while responsiveness has no significant impact on customers' satisfaction. The study recommended that Globacom service providers should focus more attention on service quality so as to retain their exiting subscribers and the attracting new subscribers.

Keywords: *Service Quality, Assurance, Reliability, Responsiveness, Customers' Satisfaction, Globacom*

1.0 Introduction

Companies must prioritize customer satisfaction since it is a critical component of their existence as a commercial entity. Whether or not a customer is happy with their purchase is determined after it is made. This demonstrates that customer happiness is determined by how well the product meets expectations and actual needs. According to Hakim (2021), a contented customer is likely to stick with the company's product or service and will not switch to rivalry product/service. Nonetheless, it necessitates that businesses monitor even the smallest shift in consumer behavior. Globally, businesses, especially those in the service industry, are always looking for innovative methods to increase client loyalty and establish a competitive advantage. Thus, this has become the driving force of economic development in recent years.

In the present highly competitive market, rival companies have consistently offered better services and a better overall brand image in an effort to win over customers and win their loyalty (Dam & Dam, 2021). According to Adekeye (2022), having a greater number of devoted and content consumers is one of the most important factors in helping a business overcome obstacles and achieve success. Customer happiness is a positive thing, and most service organizations have made this their main goal. Customers who are happy are preferable than those who are not. According to Dam & Dam (2021), a company's ability to retain happy consumers often results in profits over the course of its operations. Thus, the concept of

customer satisfaction is more associated with behavior than with attitude (Hakim, 2021).Therefore, product and service quality are things that must be considered by a companies to increase customer satisfaction.

Organizations must be able to increase performance via quality improvement in the age of global competition. According to Agarwal and Dhingra (2023), a business ability to succeed in the modern world depends heavily on the caliber of its services. Willot (2020) reports that 96% of consumers worldwide believe that a brand's ability to provide excellent customer service is a deciding factor in their decision to stick with it. Willot (2020) emphasized further that 70% of consumers say they are satisfied with a brand due of the excellent customer service they receive. According to Usman (2020), providing high-quality service has a positive impact on an organization's performance, profit and market share, customer relations, corporate image, and customer satisfaction. In today's corporate environment, a lot of focus is on service quality as the primary factor influencing customer satisfaction. One of the key elements that may make or break any company organization is service quality (Agarwal & Dhingra, 2023). Thus, successful and efficient achievement of corporate goals depends on providing high-quality services. Organizations must be able to increase performance through quality improvement in the current period of global competitiveness (Supriyanto, Wiyono, & Burhanuddin, 2021). One way to do this is by meeting the demands of the customers (Imran et al., 2018; Jong et al., 2019; Sinha et al., 2016). Prioritizing customer service quality is essential for businesses to thrive in a global marketplace (Cristea & Mocuta, 2018).

It has been noted that providing high-quality services is essential to meeting the demands of clients and influencing how well those clients perceive the services they have received. Nonetheless, scholars and professionals in marketing concurred that service quality is multifaceted and comprises several elements, with assurance, dependability, and promptness being among the most notable. Customer satisfaction is directly correlated with each of these service quality factors (Agarwal & Dhingra, 2023; Adekeye, 2022; Usman, 2020). In order to increase recurring business and customer loyalty to their products and services, businesses, particularly service organizations must offer a variety of high-quality services, including assurance, reliability, and responsiveness to customers (Gopi, Samat & Alam, 2020).

Assurance includes the education, manners, skills, and sense of trustworthiness in addition to their freedom from risk, danger, or uncertainty (Gopi, Samat & Ala, 2020). According to Abdul (2015), reliability is defined as accurately fulfilling requests, keeping accurate records and statements, immediately including them in bills, producing outcomes that are more accurate than commissions, and maintaining service guarantees. Being responsive is being prepared to respond quickly to assist clients when they need it (Rasyida et al., 2016). Surprisingly, a careful examination of a successful service-based company reveals that service providers' readiness to successfully integrate assurance, dependability, and responsiveness into their daily work can have a big impact on favorable customer outcomes, especially customer satisfaction (Ismail & Yusrizal, 2016).

As the biggest telecom market in Africa, Nigeria is recognized to have had a substantial contribution from the telecom industry to GDP (Usman, 2020). As a result, there is a growing need for telecom firms' services and worry about the quality of such services, particularly in light of how it affects consumer happiness. The operators are engaged in fierce competition as a result of the market for these services. In Nigeria's telecommunications sector, there are four main Global Systems for Mobile Telecommunication (GSM)

providers. Airtel Nigeria, Globacom, Mobile Telecommunication Network (MTN), and Emerging Market Telecommunication Services (9mobile Nigeria) are some of them. Customer satisfaction is essential for survival in Nigeria's oligopolistic telecommunications business due to intense competition. Customer happiness is becoming the most crucial component of corporate success in this cutthroat telecommunications industry (Abdullahi & Sanad, 2017).

Customers today have more options, more knowledge about services and costs, and the ability to move between businesses to the fierce competition. The NCC's implementation of Mobile Number Portability, which allows users to switch between network providers, has made this particularly feasible. In light of this, telecom service providers work hard to discover methods to satisfy customers by offering top-notch services and adapting to a very demanding industry. Thus, the purpose of this study is to determine how customer satisfaction is impacted by service quality.

1.1 Statement of the Problem

A noticeable shift in the way that service quality has been assessed in recent years, along with glaring disparities between the views and values of various generations. Nigeria is not an exception to the fierce competition in the global telecommunications sector. In an attempt to gain market share, every company in the telecommunications sector has not given up on promoting its goods and services to the general public. Scholars continue to push for further research on customer satisfaction in the service sectors, despite the fact that several studies on the topic have been carried out globally (Adekeye, 2022). Telecommunications facilitate participation and development, offer essential infrastructure for national security, and support participation and GDP. They also provide a technology foundation for societal communications, spanning from business to government to families. However, during a given time period, data in Nigeria indicate a reduction in the number of telecom industry subscribers. Additionally, customers routinely move between network providers in an attempt to acquire higher-quality service and increase customer satisfaction. Nairametrics (2023) stated that, based on updated industry statistics from the Nigerian Communications Commission (NCC), Nigeria's active mobile subscriptions declined slightly by 0.07% to 220.71 million in August 2023 from 220.86 million in July 2023. This suggests that in August, there was a 145,026 decline in the nation's mobile subscriptions. This decrease comes after four straight falls of 0.5% in June, 1% in May and April, and 0.4% in March, with a little gain in July.

The industry figures were negatively impacted by a 335,744 decline in MTN customers, the largest operator by number of subscribers. As a result, MTN now has 85 million active subscribers overall, down from 85.3 million in July 2023. In terms of total subscribers, Globacom was still the second-largest operator in August 2023 after adding 38,015 new users to reach 61.39 million, up from 61.35 million in July. The three-largest operator in terms of subscriber base, Airtel, gained 85,139 new users in the reviewed month, increasing its total number of active connected lines to 60.1 million from 60 million in July. Meanwhile, 9mobile added 36,543 new users, increasing its total number of active linked lines to 13.79 million from 13.75 million in July. Teledensity, which counts the number of active phone connections per 100 residents in a certain region, decreased to 115.63% from 115.70% in July due to the telecom providers' fall in active connected lines. In addition, the modest drop in mobile subscriptions caused the broadband penetration rate to drop from 47.01% in July to 45.57%.

According to Thisdays Newspaper, a lot of issues contributed to the telecom subscriber loss in 2020; in no fewer than 20 states, consumers are facing subpar service quality. Unauthorized automatic renewal, call drop, inattentive customer service, illicit deductions, and data and airtime depletion were among the issues made by the disgruntled subscribers (Usman, 2020). The researcher believes that an empirical investigation is required in order to determine the real nature of the relationship between service quality and customer satisfaction, given the aforementioned data and customer complaints. Nonetheless, a number of studies— including those by Agarwal and Dhingra (2023), Hakim (2021), Adekeye (2022), Supriyanto, Wiyono, and Burhanuddin (2021), Kumar, Rai, and Dugar (2019), Belwal, and Amireh (2018), among others, offer many intriguing insights regarding the impact of service quality in other sectors of the Nigerian economy and other nations.

It's interesting to note that most of these studies were carried out in other countries and do not focus on the telecommunications sector. Nevertheless, not much empirical study has been done to determine how service quality affects consumer satisfaction in the Nigerian telecom sector. Due to socio-cultural disparities between developed and developing countries, the majority of the literature now in publication was undertaken in the developed world, making it impossible for poorer countries to benefit from its results. According to Li and Liu (2014), there is a substantial vacuum in the literature on disparities in economies. Aminu (2015) adds that carrying out a research like to this in turbulent environments as was the case in Nigeria is another important addition to the body of knowledge. In order to close this research gap in the literature, this study sought to examine the impact of service quality on customer satisfaction in the Nigerian telecommunication industry. Thus, examine the impact of impact of service quality using assurance, reliability and responsiveness as an integrated approach in relation to customer satisfaction evidence from Globacom telecommunication industry in Nigeria demand an investigation.

1.2 Objective of the Study

The broad objective of this research is to investigate the impact of service quality on customer satisfaction among Globacom users in Nigeria. Specific objectives are:

i. To evaluate the impact of assurance customer satisfaction.
ii. To investigate the impact of reliability on customer satisfaction.
iii. To analyze the impact of responsiveness on customer satisfaction.

1.3 Research Hypotheses

$H0_1$: Assurance has no significant impact on customer satisfaction.
$H0_2$: Reliability has no significant impact on customer satisfaction.
$H0_3$: Responsiveness has no significant impact on customer satisfaction.

2.0 Literature Review

2.1 Concept of Service Quality

Chakrabarty et al. (2007) defined service quality as the ability to adjust a service's delivery to meet the needs of the client. According to Kotler and Keller (2016), customer satisfaction refers to the degree of enjoyment or irritation that customers feel as a result of a discrepancy between the performance of a product or service and their expectations. Tjiptono and Chandra (2018) suggest that satisfaction is a subjective attitude that is determined by the experience one gets after consuming a product. Customer satisfaction, according to Dam & Dam (2021), is the client's attitude or state of mind regarding a good or service after using it.

Concept of Customer Satisfaction

Saghier and Nathan (2013) define satisfaction as a client's general attitude toward a service provider or their emotional response to a discrepancy between their expectations and the actual fulfillment of a need, objective, or desire. According to Saghier (2013), contentment is the consumer's assessment that a product has delivered, or is now delivering, a satisfying degree of fulfillment connected to consumption. According to Kotler and Keller (2012), satisfaction is the emotion that a person experiences based on how well or poorly a product performs in comparison to their expectations. Customer satisfaction refers to how satisfied consumers are with a product or service and how well it meets their requirements and expectations. (Ibojo et al., 2013).

2.2 Theoretical Framework

Expectation disconfirmation theory was adopted used as the underpinning theory.
Expectation Disconfirmation Theory

Another name for expectation disconfirmation theory is expectation confirmation theory. Richard Oliver first proposed it in 1977. This cognitive theory looks at expectations, perceived performance, and belief disconfirmation as factors that affect post-purchase pleasure. According to the hypothesis, post-purchase pleasure is the result of expectations combined with perceived performance. Positive or negative disconfirmation between expectations and performance acts as a mediating factor for this impact. A product will produce post-purchase satisfaction if it performs better than anticipated (positive disconfirmation). A consumer is likely to be unhappy if a product does not live up to expectations (negative disconfirmation) (Oliver, 1980; Spreng & Mackoy, 1996). The expectations, performance, disconfirmation, and satisfaction are the four primary constructs of the theory. Anticipated conduct is reflected in expectations (Churchill & Suprenant, 1982). They are forecast, showing anticipated features of the product at some future time (Spreng et al. 1996).

Customers' expectations regarding the performance of goods and services are characterized by their expectations. EDT can describe several consumer behaviors during the purchasing process. First, based on their prior usage of a certain good or service, customers have preconceived notions. This type of repeat consumer is more realistically expected for a certain firm. Secondly, there are new clients who are making their first purchases from a certain firm and do not have direct knowledge with the functioning of the product or services. This type of customer's initial expectations is based on feedback from other customers, advertisements, or the media. Customer experiences with products or services which may or may not meet

their expectations are reflected in perceived performance. Both of these types of customers those with first-hand experience and those without will utilize the goods or services they have acquired for a period before realizing the true quality of what the company has supplied. The discrepancy between a customer's original expectation and the actual performance that was witnessed is known as disconfirmation. The literature classifies disconfirmation into three categories: basic disconfirmation, negative disconfirmation, and positive disconfirmation. Negative disconfirmation happens when a client's expectations aren't met by the actual performance of a certain product or service, which results in the consumer becoming dissatisfied. If the perceived performance of a certain product or service is able to surpass the customer's contentment, positive disconfirmation will result in the customer's happiness.

Ultimately, when a customer's anticipation and the actual performance of a certain product or service don't differ, it indicates that perceived performance and expectation are equal and that a straightforward confirmation has taken place. In EDT, expectations are the benchmark by which customers assess performance and make disconfirmation decisions (Halstead, 1999). It is hypothesised that disconfirmation influences satisfaction, with positive disconfirmation resulting in contentment and negative disconfirmation resulting in discontentment. Within the marketing literature, there is a significant controversy regarding the nature of disconfirmation's influence on satisfaction. The designation of predicted expectations as the benchmark for perceived performance is the source of the issue. In this situation, it is unlikely that satisfaction will result from the confirmation of negative expectations (Santos & Boote, 2003).

2.3 Empirical Review

Ozoh (2023) looked into how service quality affects customer satisfaction. The research design used in the study was survey. South East Nigeria was the study's location. All of the South-East Nigerian telecommunications companies' consumers made up the study's population. Because the population under investigation is unknown, it is unlimited. When determining the sample size for an unknown population, Topman's non-parametric formula yields 368 clients of the Telecommunication Company in the South-East. A questionnaire was used as the primary tool for gathering data. To guarantee the validity of the instrument, face and content validity were used. To address the study topic, the data were examined using simple percentages, and linear regression analysis was employed to test the hypotheses at the P value, which was deemed significant at the level.5. The analysis's findings indicate that, in South East Nigeria, customers' satisfaction with the telecommunications industry is positively impacted by three factors: tangibility of service, empathy of service, and responsiveness of service. These factors are statistically significant and have a positive impact on these customers' satisfaction levels. Thus, the study comes to the conclusion that, in South East Nigeria, customers' happiness with the telecommunications business was significantly positively impacted by the quality of services provided. This suggests among other things, that the telecom sector give its clients better services. Providing improved, adaptable, and superior services will foster long-term connections with both present and future clients. The telecommunications sector should provide hotlines, similar to customer support centers that may be called, particularly in emergency situations. Multiple channels of communication should be used by the telecom sector to increase customer satisfaction by improving corporate responsiveness.

Mahmud (2022) investigates, either partially or concurrently, the impact of service quality—which includes tangible proof, dependability, assurance, responsiveness, and empathy—on customer satisfaction at PT PLN (Persero) ULP Patangkai. Quantitative approaches are used in this research approach. The major source of the research data was a questionnaire completed by up to 100 customers of PT PLN ULP Patangkai that provides power services. This study employed descriptive multiple linear regression data analysis with SPSS, which makes use of validity, reliability, coefficient of determination, partial and simultaneous tests, and other data analysis techniques. Every statement in the questionnaire is deemed valid and reliable based on the validity and reliability test results, allowing them to be included in the subsequent test. The factors of care, assurance/assurance, and tangible/physical proof all had a favorable and significant impact on customer satisfaction, according to the data. Customer satisfaction is positively but not significantly impacted by responsiveness and dependability. With the largest coefficient value, the assurance variable has the greatest influence on customer satisfaction.

Dam & Dam (2021) looked at the connections between customer loyalty, brand image, satisfaction, and service quality. Using a practical sample approach, we gather research data from 299 customers who made purchases at supermarkets in Ho Chi Minh City, Vietnam. We put out and took into consideration the conceptual model from earlier research in the setting of Vietnam. To examine the linkages in the conceptual model, PLS-SEM was used. Using composite reliability scores and Cronbach's alpha values, the study calculated the scale's reliability. Additionally, we assessed discriminant validity using the Fornell-Larcker criteria. The results demonstrated that customer loyalty, customer happiness, and brand image are all favorably impacted by service quality. Additionally, the results verified that consumer loyalty and happiness were positively impacted by brand image. Furthermore, the results also showed a strong correlation between customer loyalty and customer satisfaction. Based on the aforementioned findings, the research proposed limits, implications for managers, and future research objectives.

Hakim (2021) looked at the Tirta Jasa Regional Drinking Water Company (PDAM), Lampung Selatanar, to see how customer satisfaction and loyalty were affected by the quality of the products and services provided. The data analysis method utilized was path analysis SEM (Structural Equation Modeling) model processed with the Amos version 22 program. The sample size utilized was 220, which is ten times the number of study indicators there are in total. The study's findings indicate that: - Product quality directly affects customer satisfaction and loyalty in a positive and substantial way; - Service quality directly affects customer satisfaction and loyalty in a positive and significant way. Product quality influences consumer loyalty both directly and indirectly in a favorable and noteworthy way. Customer loyalty is significantly impacted positively and both directly and indirectly by service quality. Customer loyalty is positively and significantly impacted by customer satisfaction. The study found that at the Tirta Jasa Regional Drinking Water Company (PDAM) in Lampung Selatanar, customer happiness and loyalty are significantly impacted by the quality of the company's offerings and services.

Supriyanto, Wiyono, and Burhanuddin (2021) looked at how bank customers' loyalty was affected by customer satisfaction and service quality. Respondents were purposefully chosen from a population of Indonesian bank organizations using a survey research approach. Path analysis and One-Way Analysis of Variance were used to evaluate the data. The findings show that while service quality had a considerable impact on customer satisfaction, which in turn had an impact on customer loyalty, it had no discernible

influence on customer loyalty. Through client happiness, service quality has an indirect impact on customer loyalty. It is advised that more research be done to look at the model's correlations with other factors.

2.4 Conceptual Framework

The relationship between the variables in this study is explained by the model in Figure 1 below.

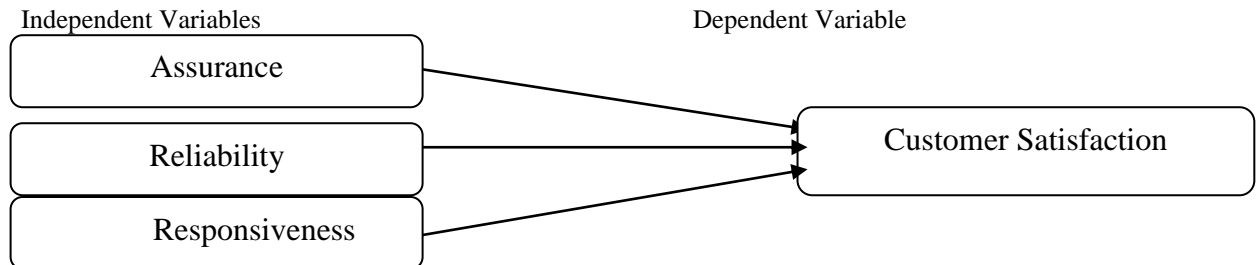Independent Variables   Dependent Variable

Figure 1: Research Framework (Research Model)

Source: Researcher's Computation (2024)

The relationship between the independent and dependent variables is shown by the model above. The model demonstrates how the service quality (proxy by assurance, reliability and responsiveness) are directly linked to customer satisfaction. This assumption will be put to test to determine whether service quality has impact on customer satisfaction.

3.0 Methodology

The will adopt cross sectional research design as data will be collected from respondents at a point in time. The population of this study comprises the entire Globacom users in Nigeria. The researcher finds it difficult to determine the actual number of Globacom users as their numbers cannot be ascertain due to the fact that, subscribers switching from one network to another. Thus, the population is regarded as infinite because, it is almost impossible to determine the actual number of these active Globacom. Convenience sampling was used in the study because it allowed for the inexpensive collection of a large sample of data. To calculate the sample size for the study, Rose, Spinks, and Canhoto (2015) formula was adopted to arrive at 400. However, Israel (2013) suggested that the minimum sample size for attrition should be increased by 10% to 30%. The 400 was increased by 20% to become 440. Questionnaire was adopted from the studies of Parasuramman et al., (1988) and Usman (2020). The questionnaire was on a five-point Likert scale, ranging from strongly disagree (SD) to strongly agree (SA).The questionnaire was distributed to the respondents in 440 copies. A structured questionnaire was employed for the data collection, whereas Statistical Package for Social Science (SPSS) software was employed for the analysis.

Presentation of Results

Table 4.1: Response Rate

QUSETIONNAIRE	FREQUENCY	PERCENTAGE %
No. of Questionnaire Distributed	480	100
No. of Questionnaire Returned	426	88.75
No. of Questionnaire Not Returned	54	11.25

The Table 4.1 shows the summary of the copies of questionnaire distributed and the number returned. A total number of 480 copies of questionnaires were distributed to respondents and 427 copies (equivalent to 88.75%) was received which is found to be valid and useful for the analysis of this research work, while 54 questionnaire (equivalent to 11.25) was not returned.

4.2 Test of Hypothesis

Table 4.2: Path Coefficient

Adjusted R Square	0.49				
Hypothesis	**B Value**	**Std. Error**	**T Statistic**	**P Value**	**Decision**
Ho$_1$	0.187	0.068	2.668	0.008	Rejected
Ho$_2$	0.414	0.120	3.664	0.000	Rejected
Ho$_3$	-0.050	0.119	0.447	0.655	Accepted

The result in Table 4.2 shows assurance has a positive and significant impact on customer satisfaction with P value of .008 <.0.5%. Thus, Ho$_1$ which states that assurance has no significant impact on customer satisfaction among Globacom user in Offa Local Government is hereby rejected.

The results also revealed that reliability has a positive and significant impact on customer satisfaction with P value 0.000 <0.5%. Therefore, the null hypothesis which stated that reliability has significant impact on customer satisfaction among Globacom user in Offa Local Government is also rejected.

Also, responsiveness has a negative and insignificant impact on customer satisfaction with P value of 0.655 >0.5%. Thus, the null hypothesis which stated that responsiveness has no significant impact on customer satisfaction is hereby accepted.

The R^2 of 0.49 means that the three constructs of service quality (assurance, reliability and responsiveness) can jointly explain 49% of the variance of the endogenous construct of customer satisfaction while the remaining 51% are other variables that are not capture in the model.

4.3 Discussion of Findings

Having presented the results of the hypothesized in the previous section, it is worthy enough to summarize such findings in a single Table representing all the findings of the study. Hence, Table 4.3 presents the summary of findings.

Table 4.3: *Summary of Findings of Hypotheses Testing*

Hypothesis	Statement of Hypotheses	Findings
H0$_1$:	Assurance has no significant impact on customer satisfaction	Rejected
H0$_2$:	Reliability has no significant impact on customer satisfaction	Rejected
H0$_3$:	Responsiveness has no significant impact on customer satisfaction	Accepted

Source: Field Survey, 2024

The result revealed that, assurance has significant impact on service quality with customer loyalty. This result aligns with the studies of Rahmat et al (2013) that found a positive relationship between assurance and customer loyalty.

Reliability has significant impact on customer loyalty. This finding is in line with studies Usman (2020) which concluded that reliability has significant impact on customer satisfaction.

Finally, responsiveness has no significant impact on customer loyalty. This finding reaffirmed the result of Arthur et al (2016) that found a negative relationship between service quality and customer satisfaction.

4.4 Implications of the Study
The study provides an additional insight in the existence of substantial number of literature that exists in the concept of service quality and customers satisfaction. As noted earlier, several studies have been conducted on the nexus between service quality and customers satisfaction in different sectors and different parts of the world; therefore, conducting this study on customers of Globacom Nigeria has contributed toward additional knowledge and literature in this area of study. The researcher believes that the study will ignite the need for similar study in other areas to serve as an extension to the overall body of knowledge as the need for understanding customer satisfaction.

5.0 Conclusion and Recommendation
5.1 Conclusion
This research was able to determine the relationship between service quality and customer satisfaction among Globacom users in Offa, Kwara State. Service quality was measured using assurance, reliability and responsiveness. Based on the analysis conducted to test the three hypotheses, assurance and reliability have significant impact on customer satisfaction while responsiveness had a negative relationship with customer satisfaction. Thus, the study concluded that, assurance and reliability have impaction on customer satisfaction. The study also concluded that responsiveness a negative relationship with customer satisfaction.

5.2 Recommendations
The following recommendations were proffered in line with the findings of the study:
   a. Globacom service providers should focus more attention on service quality so as to give their subscriber the assurance of uninterrupted service.

b. There is need for Globacom to introduce more reliable products that will permits subscribers to enjoy better and reliable services. This will make them to retain their existing subscriber and attracting new subscribers.

c. The Globacom service provider should pay less attention in responding irate customers' attitude but rather, they should seek solutions to their problems. This holds a key to maintaining loyalty and minimizing switching.

5.3 Suggestion for Further Studies

The major focus of this study was to investigate the impact of service quality on customer satisfaction among Globacom user in Offa Local Government. This study suggested that another study should be done to augment finding in this study, it therefore recommends a study be done to determine the effect of different service quality measures on overall telecommunication companies in Nigeria. Furthermore, conducting a replication study in other sector is also needed.

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