

Customer Satisfaction using Mobile Telecommunications Services: An Empirical Research at Mobifone Quang Binh Branch, Vietnam



Tu Luc Tran, Van Chung Nguyen

Abstract: *The objective of this study is to measure the level of satisfaction and analyze the factors that affect customer satisfaction using mobile telecommunication services. The authors have built a model to assess customer satisfaction using MobiFone mobile telecommunications services, and test the research hypotheses about the relationship between components of mobile service quality to Customer satisfaction case at MobiFone Quang Binh branch. The study used descriptive statistical analysis, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) with data collected from 800 customers. The research results show that the flexibility, assurance and tangible have a significant influence on customer satisfaction with the quality of services and products. Finally, the article proposes solutions to improve the quality of product services of businesses in Vietnam.*

Keywords: *Customer satisfaction, Mobile telecommunication, exploratory factor analysis, confirmatory factor analysis, Vietnam.*

I. INTRODUCTION

In the context of integration and increasing competition today in Vietnam, customer satisfaction with products in general and services and mobile telecommunications services in particular has become increasingly important. Measuring customer satisfaction and analyzing factors affecting customer satisfaction helps businesses have strategies and solutions to improve customer satisfaction. In the paper, by using the methodology of the literature review, the authors synthesized the concepts of satisfaction, the relationship between the quality of "mobile telecommunications products and services" and the satisfaction of customers for service quality as well as mobile telecommunications services products. On that basis, proposing a model to study the factors affecting customer satisfaction with mobile

telecommunications services, and testing the research hypotheses at the same time about the relationship between the services quality components toward customer satisfaction. Case study on the case of customer satisfaction evaluation at MobiFone Quang Binh which is providing mobile telecommunication service belongs to MobiFone Telecommunications Corporation, Vietnam.

II. THEORETICAL AND RESEARCH MODEL

2.1. The theory of customer satisfaction

There are many authors mentioning on customer satisfaction, according to Bachelet (1995), "customer satisfaction is an emotional response of customers in response to their experience with a good products or service". Similarly, Oliver (1997) stated that customer satisfaction is the response of consumers to the fulfillment of their wishes. Zeithaml and Bitner (2000) stated that, "customer satisfaction is the evaluation of customers through a product or service that meets their wishes and requirements". This concept specifies "customer satisfaction" as a measurement based on a product or service. This concept specifies "customer satisfaction" as a measurement based on a product or service. According to Kotler and Keller (2006), the degree of satisfaction of a person's sensory state stems from comparing perceptions of a product to one's expectations. However, customers may have different levels of satisfaction. Thus, customer satisfaction is a measure of the effectiveness and benefits of the products and services provided by suppliers and exceed expectations of our customers. If the customer feels that the value of the product or service is more than expected, the customer will be satisfied, which will lead to positive behaviors or good results. The satisfaction of customers using MobiFone's mobile telecommunications services depends on the efficiency or benefits of MobiFone mobile telecommunication services compared to what they are expecting for the service. Accordingly, customers have different levels of satisfaction as follows: (1) If the efficiency of MobiFone mobile telecommunications service is lower than expected, customers will feel dissatisfied because it is bad service; (2) If the efficiency of MobiFone mobile telecommunications services is equal to the expectation that customers will be satisfied; and (3) if the efficiency of MobiFone mobile service is higher than expected, the customer is very satisfied because this service is good.

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2.2. Research model

Based on the theory of service, service quality; combining practical research activities of mobile telecommunications service quality and customer satisfaction at MobiFone Quang Binh.

The author proposed a research model on customer satisfaction using MobiFone Mobile Telecommunications services in Quang Binh province, including 7 groups of impact factors: Tangible means, assurance, sympathy, reliability, service efficiency, flexibility, service prices and feeling are shown in Figure 1.

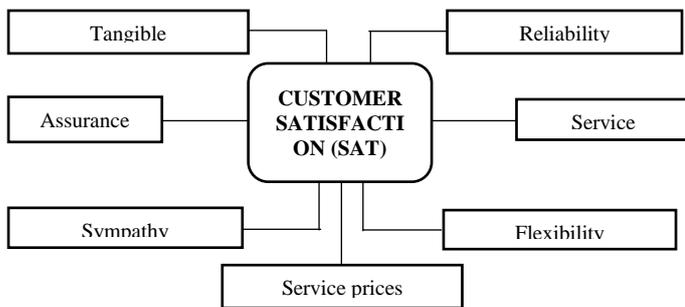


Fig.1. Research framework model.

III. RESEARCH METHOD

3.1 Survey design and selection of scales

The questions of each factor in the survey are designed based on the research of Nguyen Dinh Tho & Nguyen Thi Mai Trang (2008); Nguyen Thi Quynh Trang (2015); Truong Thi Thai (2018); Parasuraman, A., V.A. Zeithaml, & L. L. Berry (1988); Oliver, R. L (1993), Kotler P. (2001). Specific sets of observations measured on a 5-point Likert scale are used to arrange from small to large with the greater the number of consent (1-strongly disagree; 2-disagree; 3- no idea; 4-agree; 5-strongly agree). The scale of service quality in this study is based on the Servqual scale of Parasuraman (1988); after conducting a trial interview with 50 customers, the study has specific adjustments and supplements as Table 1.

Table 1: Scale of service quality and satisfaction of MobiFone Mobile Telecommunications services

Variable code	Observed variables
Tangible (PTHH/TAN) (There are 6 variables)	
TAN1	Modern transaction office, staff dressed politely, there is a dedicated area for customers to experience the service
TAN2	Flyer design, advertise luxurious, beautiful and noticeable services.
TAN3	Website design, beautiful and modern application, easy to use
TAN4	Clear service description, intuitive instructions, easy to understand.
TAN5	Has integrated many value-added utility services
TAN6	Cutting, opening, changing, using sim conveniently and quickly
Assurance (SDB/ASS) (There are 5 variables)	
ASS1	The quality of MobiFone mobile telecommunications services has a reputation trusted by customers.
ASS2	Customers feel confident when using MobiFone mobile telecommunication services
ASS3	Staff is happy, polite, polite, affable
ASS4	Staff with sufficient professional knowledge to handle complaints
ASS5	MobiFone satisfies customers' needs
Sympathy (SDC/EMP) (There are 5 variables)	
EMP1	MobiFone interesting in customers about the quality of

	mobile telecommunications services
EMP2	Staffs understand customers' needs
EMP3	Staffs care about customers
EMP4	MobiFone takes the benefit of customers is the mindful thing
EMP5	Customers always feel MobiFone service
Reliability (DTC/REL) (There are 6 variables)	
REL1	Provide services as committed
REL2	Uniform coverage over the province
REL3	Staff actively solve timely customer feedback via hotline / switchboard
REL4	Product advice clearly
REL5	Customer's personal information is kept confidential
REL6	Invoices, transaction documents and statements are complete, clear and accurate
Service efficiency (HQPV/RES) (There are 5 variables)	
RES1	Customer service center is always on duty 24/24
RES2	Time to perform transactions quickly and promptly
RES3	Ensure constant connection
RES4	Good connection quality (less congestion, congestion, weak signal due to the system ...)
RES5	Various forms of payment, convenient and easy
Flexibility (SLH/FLE) (There are 4 variables)	
FLE1	The number of customer support points is large, widely distributed
FLE2	Ability to meet high requirements, There is value added service that competitors in the market do not have yet
FLE3	Easy to roam, flexible transaction form (register at any transaction points, ...)
FLE4	Common and accessible software
Service prices and feeling (GC/PRI) (There are 3 variables)	
PRI1	MobiFone mobile phone service charges and fees are reasonable
PRI2	Packages have different prices suitable for many different customers
PRI3	Discounted rates, promotions, ... is reasonable
Customer satisfaction (SHL/SAT) (There are 4 variables)	
SAT1	Customers are satisfied with the quality of MobiFone's mobile telecommunications services
SAT2	MobiFone satisfies all demands of service of customers
SAT3	MobiFone mobile telecommunication service is great for customers
SAT4	MobiFone mobile telecommunications services are better than other businesses in the same field

3.2. Sample and data collection

This research using convenient sampling methods, the sample size based on empirical laws (Bollen, 1989), with a minimum of 5 samples (preferably 10 samples or more) for a parameter to estimate the theoretical model has 38 parameters to be estimated. The multi-group model has 38 * 2 = 76 parameters to be estimated, so the sample size needed for this research is 76 * 10 = 760. Thus, the study has determined the number of survey samples is 760 or above is a reliable sample level. Questionnaire after collected, eliminated the answer sheet is not satisfactory and clean the data, the remaining sample analyzed was 765.

3.3. Data analysis

This study uses SPSS 22.0 software to analyze data. The data analysis steps are as follows:

- *Descriptive statistical method:* Using frequency tables to classify the sample according to classification variables (male, female, age, network use, form of use, factors affecting humor customer satisfaction,...)



- *Test the reliability of the scale:* To test the reliability of the assumptions scale research, common methods used Cronbach's alpha coefficient (Suanders et al, 2007). The Cronbach's Alpha coefficient shows the intrinsic consistency of the observed variables in the factor. The formula for Cronbach's alpha coefficient is: $\alpha = Np / [1 + p (N - 1)]$. The selection criteria in this study are the Cronbach's Alpha coefficient greater than or equal to 0.6 is acceptable.

Cronbach's alpha calculations help analysts eliminate inappropriate variables and limit spam variables during research.

- *Explore factor analysis (EFA):* Use discovery factor analysis (EFA) to test the convergence of conceptual component variables. Variables with a single correlation coefficient between variables and factor loading less than 0.5 will be excluded; Use discovery factor analysis (CFA) to shrink and summarize data. Standards when analyzing factors discover coefficient Myer- Kaiser-Olkin (KMO) measure the adequacy of the sample and the significant meaning of accreditation Bartlett. KMO has an appropriate value within [0.5; 1]

- *Confirming factor analysis (CFA):* To measure the suitability of the model with market information, this study uses Chi-square (CMIN); Chi-square adjusted according to degrees of freedom (CMIN / df); Comparative Fit Index (CFI). Tucker & Lewis Index (TLI); Root Mean Square Error Approximation (RMSEA). The model is considered suitable for market data when Chi-square test has P-value <0.05. The CFA method is used to reaffirm the univariate, multivariate, convergent and distinguishing values of MobiFone's service quality measurement scale.

- *Test the hypotheses:* Customer satisfaction with mobile telecommunications services is assessed through average value and standard deviation. Multivariate model testing is used to test the difference of customer satisfaction with mobile telecommunications services, and test the differences in customer evaluation levels with gender, age and overall income.

IV. RESEARCH RESULTS AND DISCUSSION

4.1 Descriptive statistics

The survey results show that, there are 358 (46.8%) male and 407(53.2%) female customers in total of 765 invalid responses. Classification by age group, age group from 26 to 35 accounted for the highest rate 37.6%, the age group 36 - 45 and 18-25 accounted for 27.5%; 21.7% respectively and the age group above 55 accounted for the lowest rate 2.2%. Classification by occupation, civil servant and office worker accounts for the highest rate (41.4%); workers, unskilled workers accounted for (31.8%); student students (3.5%) and the rest are other individuals. Classified by income type, earnings from 3-5 million accounted for the highest rate (37.9%), from 5-10 million (34.9%), the rest are other income. Classification by time of using the service, using less than 1 year (13.7%), from 1 to 3 years (35.9%), from 3-5 years (28.2%) and over 5 years (22.1%). By mobile service providers, 194 (25.4%) customers only use MobiFone mobile telecommunication services whereas 571 (74.6%) customers use multiple telecommunications networks at the same time. Classification of customers by places of regular card

recharging and payment: number of customers paying anywhere (36.2%); customers using the service at agents / retail points (33.5%); transactions at branches (23.9%) and transactions via applications (6.4%).

4.2 Testing the reliability of the scale

Cronbach's alpha results for scales of components such as Service quality, price, and customer satisfaction are show in the table 2. All scales met the reliability requirement (0.6 <Cronbach's alpha <0.95) and was taken to explore factor analysis (EFA) to test the convergence value and distinguish value.

Table 2: Cronbach's alpha test results on factors in the research model.

No.	Factor/dependent variable	Cronbach's alpha coefficient	Number of variables
1	Tangibles (TAN)	0,836	6
2	Assurance (ASS)	0,843	5
3	Empathy (EMP)	0,783	5
4	Reliability (REL)	0,801	6
5	Efficient service (RES)	0,778	5
6	Flexibility (FLE)	0,754	4
7	Price (PRI)	0,772	3
8	Satisfaction (SAT)	0,789	4

Source: Survey data and author's calculations in 2019

4.3 Exploring factors g analysis (EFA)

The impact of Service quality on satisfaction

The study conducted the first Bartlett test with Chi-squared statistical results reaching 8638,439, sig = 0,000 (<0.05) and KMO coefficient = 0.9901 (> 50%). Therefore, the observed variables are correlated with each other in the overall scope so the EFA results are consistent with the research data. The result of the first average variance extracted is 57,095% (greater than 50%) showing that the extracted factors are explained 57,095% of the variation of the data; seven elements were extracted at Eigenvalue value = 1,248. Results of the impact of Service quality on satisfaction show that many observed variables with a factor weight greater than 0.5 are considered to be significance. Notably, factor loading of REL4 receives measurement value with absolute value of 0.350 <0.5. Therefore, the author removes REL4 variable in the second EFA analysis. After REL4 variables were removed, the remaining 33 observed variables were included in the analysis, yielding 7 average variance extracted at Eigenvalue = 1,245 with the extraction variance of 57,598%. KMO coefficient = 0.896 (> 50%) so EFA is suitable for statistical data. The Chi-square statistic of the Bartlett test is 8306,284 with significance level sig = 0,000 (<0.05). The extracted factors all meet the requirements. Thus, service quality scale components from the original 7 after exploring factor analysis EFA, 7 factors with 33 observed variables remain unchanged. The other factors remain the same component measurement. The scale of the observed variable excluded by the EFA analysis was recalculated with Cronbach's alpha meeting the reliability requirements.



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The analysis results of factors affecting customer satisfaction of the remaining 33 variables are shown in Table 3.

Table 3: The analysis results of the components affecting customer satisfaction

Variable	Factor loading of the component factors						
	1(TAN)	2 (ASS)	3 (REL)	4 (RES)	5 (EMP)	6(FLE)	7(PRI)
TAN5	0,766						
TAN3	0,741						
TAN4	0,732						
TAN6	0,720						
TAN1	0,674						
TAN2	0,643						
ASS4		0,747					
ASS3		0,727					
ASS5		0,726					
ASS1		0,724					
ASS2		0,680					
EMP1			0,755				
EMP2			0,726				
EMP5			0,720				
EMP4			0,694				
EMP3			0,671				
REL6				0,716			
REL5				0,697			
REL2				0,674			
REL1				0,670			
REL3				0,644			
RES5					0,718		
RES1					0,687		
RES4					0,673		
RES3					0,657		
RES2					0,656		
FLE2						0,753	
FLE1						0,743	
FLE4						0,714	
FLE3						0,698	
PRI2							0,852
PRI3							0,826
PRI1							0,701

Source: Survey results and author calculations in 2019

- Analyzing factors for customer satisfaction:

The factor analysis results for customer satisfaction are shown in Table 4 and Table 5

Table 4: KMO and Bartlett with SAT satisfaction factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)		0,688
Approx. Chi-Square		1065,691
Bartlett's Test	Df	6
	Sig.	0,000

Table 5: Total variance extracted for the SAT satisfaction factor

Component	Initial Eigenvalues			Extraction Sums of Squared Loading		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,469	61,721	61,721	2,469	61,721	61,721
2	0,792	19,808	81,529			
3	0,471	11,768	93,297			
4	0,268	6,703	100,000			

EFA analysis result is 61.721% of variance extracted (> 50%); sig 0,000 and KMO are 0.688 (> 50%), met the

requirements. Thus, with all the results obtained from Cronbach's alpha reliability and EFA discovery factor analysis above, the scale of research concepts has met the requirements of value and reliability. The observed variables represent the research concepts that need to be measured. Summary of testing results is shown in Table 6.

Table 6: Summary of scale test results

component	Number of observed variables	Reliability (Cronbach's Alpha)	Extracted variance (%)
Tangible (TAN)	6	0,836	57,598
Assurance (ASS)	5	0,843	
Reliability (REL)	5	0,801	
Efficient service (RES)	5	0,778	
Empathy (EMP)	5	0,783	
Flexibility (FLE)	4	0,754	
Price (PRI)	3	0,772	
Satisfaction (SAT)	4	0,789	61,721

Source: Survey results and author calculations in 2019

4.4 Research model from EFA results

The research model after analyzing the discovery factor EFA is shown in Figure 2.2 including 7 independent variables, namely Tangible, Assurance, Reliability, Efficient service, Empathy, Flexibility, Price and one dependent variable is Customer Satisfaction - SAT. In which the hypothesis is given from H1, H2, H3, H4, H5, H6, and H7 respectively.

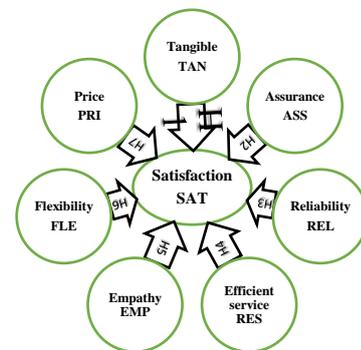


Figure 2: Modified research model from EFA results

4.5 Testing the scale by CFA

Confirmatory Factor Analysis (CFA)

Testing goodness of fit: The CFA results for the concepts are shown in Figure 3.

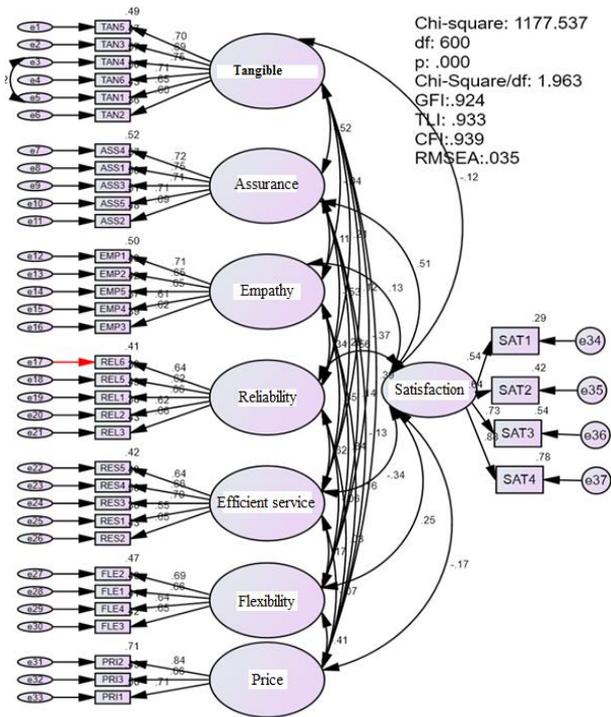


Fig. 3. CFA results for concepts (standardized)

Test results with 600 degrees of freedom CFA show that Chi-squared reaches 1177,573 with $p = 0,000$; $TLI = 0,933 > 0,9$ and $CFI = 0,939 > 0,9$, $Chi-squared / df = 1,963 < 2,5$ and $RMSEA = 0,035 < 0,05$, these indicators show that this model is suitable for real market. The correlation coefficient between the concepts shows that these coefficients are less than 1 (statistically significant). Thus, those components Assurance, Service Efficiency, Reliability, Tangible, Empathy, Flexibility, Price and Satisfaction achieve distinctive values.

- Convergent validity analysis

Table 7 shows the results of the Convergent validity

Table 7: Test results of convergent validity (standardized)

No.	Relationship	coefficient of regression	No.	Relationship	coefficient of regression
1	TAN5<...TAN	0,7020	20	REL2<...REL	0,6160
2	TAN3<...TAN	0,6850	21	REL3<...REL	0,6570
3	TAN4<...TAN	0,7520	22	RES5<...REL	0,6450
4	TAN6<...TAN	0,7060	23	RES4<...REL	0,6580
5	TAN1<...TAN	0,6540	24	RES3<...REL	0,7050
6	TAN2<...TAN	0,6020	25	RES1<...REL	0,5470
7	ASS4<...ASS	0,7200	26	RES2<...REL	0,6520
8	ASS1<...ASS	0,7540	27	FLE2<...FLE	0,6870
9	ASS3<...ASS	0,7100	28	FLE1<...FLE	0,6560
10	ASS5<...ASS	0,7150	29	FLE4<...FLE	0,6420
11	ASS2<...ASS	0,6950	30	FLE3<...FLE	0,6490
12	EMP1<...EMP	0,7060	31	PRI2<...PRI	0,8400
13	EMP2<...EMP	0,6530	32	PRI3<...PRI	0,6580
14	EMP5<...EMP	0,6480	33	PRI1<...PRI	0,7070
15	EMP<...EMP	0,6060	34	SAT1<...SAT	0,5360
16	EMP3<...EMP	0,6240	35	SAT2<...SAT	0,6450
17	REL6<...REL	0,6380	36	SAT3<...SAT	0,7350
18	REL5<...REL	0,6180	37	SAT<...SAT	0,8830
19	REL1<...REL	0,6590			

Source: Survey results and author calculations in 2019

The results in Table 7 show that the weights are at the allowed level $> 0,5$, statistically significant, $p < 10\%$ values are equal to 0.000; correlation coefficients between

components are $< 0,9$. Therefore, we conclude that the observed variables are used to measure 7 components of customer satisfaction scale achieving convergent validity.

- Testing general reliability and extracted variance

Total reliability and total variance extracted are calculated by estimated factor weights in the CFA model of the scale. The results in Table 8 show that the scales of the all components meet the requirements for general reliability ($> 0,5$) and reach high levels ranging from 0.7 to 0.8, the total variance extracted from component $> 50\%$, we conclude that the scales reach a reliable content value.

Table 8: Summary test results by reliability and extracted variance

Concept	Components	Number of observed variables	Reliability		Cumulative of Variance %	Value
			Cronbach's Alpha	Total		
Ser. Qua.	Tangible (TAN)	6	0,836	0,841	57,598	Accepted
	Assurance (ASS)	5	0,843	0,842		
	Empathy (EMP)	5	0,783	0,783		
	Reliability (REL)	5	0,801	0,774		
	Service Efficiency (RES)	5	0,778	0,778		
	Flexibility (FLE)	4	0,754	0,754		
	Price (PRI)	3	0,772	0,781		
Satisfaction	4	0,789	0,798	61,721		

Source: Survey results and author calculations in 2019

4.6 Testing model and hypothesis with SEM

- Testing theoretical models (SEM)

The theoretical model has 597 degrees of freedom, Chi-square = 1225,766 with $p = 0,000$; $TLI = 0,926 > 0,9$ and $CFI = 0,934 > 0,9$; $Chi-squared / df = 2,053 < 2,5$ and $RMSEA = 0,037 < 0,05$. SEM results showed patterns consistent with market data.

Testing hypotheses

Table 9: Results of testing the relationship between SEM components (not standardized)

Hypothesis	Relationship	Estimate	S.E	C.R	P
H1	SAT<.. TAN	0,494	0,051	9,775	***
H2	SAT<.. ASS	0,998	0,081	12,270	***
H3	SAT<.. REL	0,416	0,063	6,622	***
H4	SAT<.. RES	0,018	0,043	0,413	0,679
H5	SAT<.. EMP	0,042	0,033	1,277	0,202
H6	SAT<.. FLE	0,252	0,041	6,112	***
H7	SAT<.. PRI	-0,038	0,026	-1,429	0,153

Source: Survey results and author calculations in 2019

The research results show that the weak impact of the variable RES- Service efficiency ($p > 0,05$) and not statistically significant, in other words it less impact on customer satisfaction. Thus, the hypothesis H4 is rejected. As the results showed in the table 9 EMP and PRI variables are not significant.

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Hence the hypothetical pair H5 and H7 is rejected. TAN- Tangible, ASS- Assurance, REL- Reliability and FLE – Flexibility variables has a positive impact on customer satisfaction, in which the strongest impact is the Assurance; therefore, hypotheses H1, H2, H3, and H6 are accepted. Research model after adjustment: Customer satisfaction using MobiFone mobile telecommunication services only includes 4 components: TAN- Tangible, ASS- Assurance, REL- Reliability and FLE - Flexibility. After testing the hypotheses we have the results in Table 10.

Table 10: Results after testing hypotheses

hypotheses	Relationship	Beta	VIF	Sig	P	Result
H1	SAT <--- TAN	0,136	1,345	0,000	***	accepted
H2	SAT <--- ASS	0,509	1,491	0,000	***	accepted
H3	SAT <--- REL	0,013	1,225	0,718	***	Rejected
H6	SAT <--- FLE	0,166	1,084	0,000	***	accepted

Source: Survey results and author calculations in 2019

As a result in Table 10, we have some conclusions as follows:
 - Hypothesis H1 (Tangible -TAN and Satisfaction-SAT) states that: "Tangible has a significant direct impact on customer satisfaction". Hypothesis H1 is accepted.
 - Hypothesis H2 (Assurance-ASS and Satisfaction - SAT) states that: "Assurance has a significant direct impact on customer satisfaction". Hypothesis H2 is accepted.
 Hypothesis H3 (Reliability - REL and Satisfaction - SAT) states that: "Reliability does not affect customer satisfaction significantly". Hypothesis H3 is Rejected.
 - Hypothesis H6 (Flexibility-FLE and Satisfaction - SAT) states that: "Flexibility has a significant impact on customer satisfaction". Hypothesis H6 is accepted.

Based on the result we mention above, we have the following regression equation:

$$SAT = 0,509 * ASS + 0,166 * FLE + 0,136 * TAN$$

In the modified SEM model, the importance factors that directly affect customer satisfaction using mobile telecommunications services are: Tangible, Assurance and Flexibility. Notably, the assurance factor impacts the most satisfaction with $\beta = 0.50$; the second most powerful factor is Flexibility with $\beta = 0.1166$; finally, the tangible with $\beta = 0.1136$.

4.7 Results and discussion

Research results of customer satisfaction using mobile telecommunications services: An empirical research at MobiFone Quang Binh branch, the author has combined qualitative and quantitative research methods as well as considered variables related to customer satisfaction and the impact of customer satisfaction. Data was collected through survey of 800 customers using MobiFone service in Dong Hoi city. The scales of components affecting satisfaction are built and developed in compliance with the context of MobiFone's service in Dong Hoi city, Quang Binh, Vietnam. The analysis results show that there are seven factors affecting customer satisfaction in using mobile telecommunications services: Assurance, Service Efficiency, Reliability, Tangible, Empathy, Flexibility, and Price. In order to improve customer satisfaction, it is necessary to improve customer satisfaction from the elements.

Specifically: (1) improve customer satisfaction from the assurance factor, the assurance factor has the strongest impact compared to other factors with $\beta = 0.50$. Moreover, the level of customer reviews for this factor is also the highest (3.72). Thus, Assurance is the most important factor affects customer satisfaction; (2) improve customer satisfaction with Flexibility factor, this factor has become the second powerful impact on customer satisfaction ($\beta = 0.1166$). In particular, customers have not appreciated the registration procedure and flexible transaction form (register at any point, ...) as well as services that other competitors do not have with the average achieved from 3.28- 3.29 points; (3) enhance customer satisfaction from tangible factor, which significantly impact on customer satisfaction ($\beta = 0.136$). The customer assessed the tangible factor base on average value fairly high (the average value of tangible is 3.52) which is greater than the midpoint of the scale and closer to the level of agree = 4.

V. CONCLUSION

Researching customer satisfaction plays an extremely important role in the success of service businesses. The objective of the article is study on customer satisfaction using mobile telecommunications services that have systematized the theoretical and practical basis of satisfaction and the relationship between the quality of telecommunication products and services. The study has built a model to study the factors affecting customer satisfaction with mobile telecommunications services, and test the research hypotheses about the relationship between the components of quality service to customer satisfaction. On that basis, evaluation studies MobiFone branch in Quang Binh, Vietnam. The results show that there are seven factors affecting customer satisfaction in using mobile telecommunications services: Tangible, Assurance, Reliability, Efficient service, Empathy, Flexibility, Price. In order to improve customer satisfaction, it is necessary to improve customer satisfaction from the above factors, in which the Assurance factor is the most priority, followed by the Flexibility and Tangible factor. In addition, it is necessary to improve customer satisfaction from other factors such as Reliability, Efficient service, Empathy, Price.

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AUTHORS PROFILE



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