

## **Mobile networks and customer satisfaction: A study of mobile phone users in Kandy District in Sri Lanka**

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### **Abstract**

Mobile networking is the one of the important sources for the each and every individual in the World. More than three decades have gone from the first ever mobile phone had been invented and after that thousands of companies started to produce different kind of mobile phones and provide mobile network. Therefore the usage level of the mobile network became as a viral among the each and every country all over the World. Sri Lanka also got infected by this mobile technology. This study aims to examine the factors that determine the customer satisfaction about the mobile network. Network coverage, service charges, additional services provided and customer care services were considered as the independent variables and customer satisfaction was considered as the dependent variable. A sample of 104 customers in Kandy District was selected for the study using a purposive sampling. A structured questionnaire was used in data collection and data were analyzed using descriptive and inferential statistical techniques. The results reveal that network coverage, service charges, additional services provided and customer care services have a positive and significant effect on customer satisfaction. Therefore, mobile network providers should take these factors into consideration in order to provide superior services to their existing and future customers.

**Keywords:** *Mobile network, customer satisfaction.*