CERTIFICATE

This is to confirm that

Anas Hidayat

has attended the 21st International Conference
on Retailing and Consumer Services Science,
July 7 – July 10 2014, Bucharest, Romania

and presented the paper

The Customer Loyalty Model in Mobile Phone Services

Soora Rasouli & Harry Timmermans
Conference chairs

OVERVIEW SESSIONS

Monday, July 7 18:00-19:30 pm
Welcome (ABC Salon)

Tuesday, July 8

Room	Timisoara	Galati	Brasov
09:00 - 10:30	TU1.1 Methodology – I	TU1.2 Consumer behavior - I	TU1.3 Advertising
	Coffee/tea break		
11:00 - 12:30	TU2.1 Methodology – II	TU2.2 Pricing	TU2.3 Retail performance
	Lunch (Champions Restaurant)		
14:00 - 15:30	TU3.1 Methodology – III	TU3.2 Consumer behavior - II	TU3.3 Food retailig
	Coffee/tea break		
16:00 - 17:30	TU4.1 Social media	TU4.2 Consumer behavior - III	TU4.3 Tourism
Wednesday, July 9			
09:00 - 10:30	WE1.1 Fashion retailing	WE1.2 E-commerce - I	WE1.3 Branding - I
	Coffee/tea break		
11:00 - 12:30	WE2.1 Retail strategy – I	WE2.2 Consumer behavior - IV	WE2.3 Branding - II
	Lunch (Champions Restaurant)		
14:00 - 15:30	WE3.1 Retail strategy - II	WE3.2 Loyalty	WE3.3 HRM
	Coffee/tea break		
16:00 - 17:30	WE4.1 Retail strategy - III	WE4.2 Service quality	WE4.3 E-commerce – II
	Conference dinner		
Thursday, July 10			
8:30-10:00	TH1.1 Consumer behavior – V	TH1.2 Technology	------
	Coffee/tea break		
10:30-12:00	TH2.1 E-commerce – II	TH2.2 Consumer behavior – V	------

Anas Hidayat
Universitas Islam Indonesia
School of Business and Economics
Yogyakarta 55283
Indonesia

Dear Anas Hidayat,

It is with great pleasure that we officially invite you to visit Bucharest for our **21st Recent Advances in Retailing & Services Science Conference.**
The conference will be held at the JW Marriott Bucharest Grand Hotel,
Bucharest, Romania, July 7-10, 2014.

Please let us know if you need any further assistance in reaching our conference. We are honored that you will be attending our conference.

See you in Bucharest!

Best Regards,

Professor Harry Timmermans
Conference Chairman

THE CUSTOMER LOYALTY MODEL IN MOBILE PHONE SERVICES

Anas Hidayat[1]

Ayu Hema Ajeng Diwasasri[1]

Ditya Kusmana Putra[1]

[1] School of Business and Economics, Universitas Islam Indonesia, Yogyakarta, Indonesia

Correspondence: Anas Hidayat, International Program, School of Business and Economics, Universitas Islam Indonesia, Yogyakarta, Indonesia. Tel: 62-274-898-444 ext.2200. E-mail: anas.hidayat@uii.ac.id

Abstract

The introduction of mobile phones in everyday life has dramatically changed lifestyles worldwide. Based on the data from Nielsen, more than 70 percent of Indonesian teenagers having a mobile phone connection, while the number of teens aged 10-14 having mobile phones increased more than five times during the five year period (Nielsen Wire, 2011).this study is aimed to investigate the factors influencing customer loyalty in mobile phone service. The factors are define as service quality, perceived value and customer satisfaction. This research is conducted in Indonesia which took students and non-students Smartphones subscribers as the object. The data was collected by using aquestionnaire enclosed with the statement that based on theLikert scale. The respondents were university students, private employee also civil servant who are in the area of Yogyakarta with 350 respondents. The data was then analyzed by using Structural Equation Modelling (SEM) for the hypothesis testing. The research found that service quality has positive significant influence to the customer perceived value, customer satisfaction, and customer loyalty. In addition, the customer perceived value has proven to positively influence the customer satisfaction and customer loyalty of Smartphone service provider, a more positive perceived value will furtherstrengthen the customer satisfaction and loyalty. Meanwhile, customer satisfaction has also positive significant to the customer loyalty.

Keyword: *Service quality, Perceived value, Customer satisfaction, Customer loyalty, Smartphone service provider*

1. Introduction

Mobile phone is now become one of the primary needs for people in big city. The introduction of mobile phones in everyday life has dramatically changed lifestyles worldwide. According to the research by Nielsen Company, Indonesia's mobile phone penetration has surged in the past five years while the number of landlines is declining. In 2005, mobile phone ownership stood at 20 percent while landlines were in a quarter of Indonesian homes. Five years on, mobile ownership is up to 54 percent while the number of landlines has dropped to 11 percent (Nielsen Wire, 2011). Surprisingly, the increasing number of mobile phone users in Indonesia is being driven by teenagers. Based on the data from Nielsen, more than 70 percent of Indonesian teenagers having a mobile phone connection, while the number of teens aged 10-14 having mobile phones increased more than five times during the five year period (Nielsen Wire, 2011). Furthermore, The International Data Corporation is expecting the Indonesian smart-phone market to grow by 68 percent in 2012 due to the introduction of several lower-priced smart-phones as mobile phone shipments in Indonesia experienced significant growth in the third quarter of 2011 (Jakarta Globe, 2011). The changes in Indonesia's competitive mobile phone service market demonstrate the importance of identifying the factors that influence customer loyalty. The motivation for understanding and improving loyalty emerges from empirically validated relations among customer loyalty, retention, and profitability (Reichheld in Turel and Serenko, 2006). Moreover, providing higher service quality may

improve customer loyalty and encourage customers to share their positive experiences with others. Therefore, service quality is still critical to retaining customers and maintaining competitiveness.

Previous studies have focused mainly on the importance of customer satisfaction and its impact on a service provider's profitability and customer retention. For service providers, the challenge is identifying the critical factors that determine customer satisfaction and loyalty (Aydin and Özer; Reichheld in Lee, 2010). Regarding to the previous research, this study is aimed to investigate the factors influencing customer loyalty in mobile phone service. The factors are define as service quality, perceived value and customer satisfaction.

2. Literature Review and Hypotheses Development

2.1 Customer loyalty model in mobile phone service

The service quality is defined as the perceived discrepancy between customers' expectations and their evaluation of what they get (Parasuraman *et al.*, 1988). Garvin (1984) defined service quality as the subjectively perceived quality of service received by customers. Fogli (in Kazi, 2011) define service quality as a global judgment or attitude relating to a particular service; the customer's overall impression of the relative inferiority or superiority of the organization and its services. Grönroos (1984) stated that service quality is the outcome of an evaluation process in which the consumer compares his or her expectations with the perception of the services that he or she has received. Also Grönroos (1984) proposed two dimensions of service quality: technical quality and functional quality. Technical quality is what a customer receives and functional quality is how a service is provided or delivered. Differently, Parasuraman *et al.* (in Myungsook and Yonghwi, 2009) reviewed and summarized service quality in three themes "first, service quality is more difficult for the consumer to evaluate than goods quality; second, service quality perceptions result from a comparison of consumer expectations with actual service performance; third, quality evaluations are not made solely on the outcome of a service, and they also involve evaluations of the process of service delivery." The above has been widely accepted as the basic definition of service quality and has also been applied to other areas of research.

Parasuraman *et al.* (1988) defined perceived service quality as the consumer's judgment about the superiority or excellence of a product. A high service quality and high value correlate with relatively high customer Satisfaction (Cronin *et al.* in Alireza *et al.*, 2011). Perceived value is a consumer's perception of the subjective worth of some activity or object by considering all net benefits and costs of consumption. In their study, the consumer's consumption behavior is the global service received from a specific service provider. Thus, higher perceived service quality would positively affect the consumer's perception of value toward the service.

H1: Service quality has a positive effect on perceived value.

Bai (in Juan and Yan, 2009) also pointed out that even though service quality might not be the only reason to retain customers, it surely had some critical impact on customer loyalty improvement. Actually, many studies have shown that quality is indirectly linked to repurchase intention and customer loyalty through customer satisfaction (Yu *et al.*, 2005; Anderson and Sullivan, 1993). This implies that service quality is linked positively to customer loyalty. Also, it has been empirically proved that high service quality motivates positive customer behavioral intention to repurchase, and in turn, promotes customer retention (Zeithaml *et al.*, 1996). Oliver (1999) defines satisfaction as "pleasurable fulfillment" which results from the evaluation of consumption experiences. In the previous study revealed that customer satisfaction results from experiencing a service quality encounter and comparing that encounter with what was expected (Oliver, 1980).

H2: Service quality has a positive effect on customer satisfaction.

Perceived value can also be roughly defined as the results or the benefits customers receive relative to total costs. Simply defined, value is the difference between perceived benefits and costs (McDougall and Levesque, 2000). Satisfaction can be conceived as an attitude because it can be assessed as the combined level of satisfaction with various attributes of a product or a service (Churchill and Surprenant, 1982). As expressed by Levesque and McDougall (1996), satisfaction is conceptualized as an overall, customer attitude towards a service provider. Also customer satisfaction has been described as an effective response, focused on product performance compared to some pre-purchase standard during or after consumption (Halstead et al., 1994).

H3: Perceived value has a positive effect on customer satisfaction.

Carman (1990) investigated the validity of these five factors and stated that these factors cannot be applicable to all service industries without any modification although they are well organized. Likewise, the SERVQUAL model has been proved to be applicable to different industries through some modifications (Asubonteng et al. 1996). Customer loyalty is the consequence of customer satisfaction. It has also been found to be a key determinant of a firm's long-term viability (Deng *et al.*, 2009). Satisfied customers may use mobile phone services more than those who are not satisfied, and they may be more likely to continue their use and recommend the service to their friends and relatives (Zeithaml *et al.*, 1996).

H4: Service quality has a positive effect on customer loyalty.

Higher perceived service quality would positively affect the consumer's perception of value toward the service. Perceived value can also be roughly defined as the results or the benefits customers receive relative to total costs. Simply defined, value is the difference between perceived benefits and costs (McDougall and Levesque, 2000). Yim and Kannan (1999) suggest that consumer behavioral loyalty can be classified as: hard-core loyalty, when consumers exclusively repeat purchase one product alternative; and reinforcing loyalty, when consumers may switch among product alternatives, but mostly repeat purchase one or more product alternatives to a great extent.

H5: Perceived value has a positive effect on customer loyalty.

According to Choi and Chu (2001), customer satisfaction may depend on atmosphere, location, availability, flexibility, and interactions with service providers. Zeithaml and Bittner (2003) argue that determinants of customer satisfaction are product and service features, customer emotions, attributions of service success or failure, perceptions of equity or fairness, and members of the family, friends and other customers. Reinforcing 'loyals' are potential switchers who may buy more than one product alternative, but exhibit divided loyalties over a few alternatives; that is, they repeat purchase these alternatives to a significant extent. They are allured by many different factors that the product provides them rather than being attracted by an unbeatable combination of attributes of the kind the hard-core loyals perceive in their product.

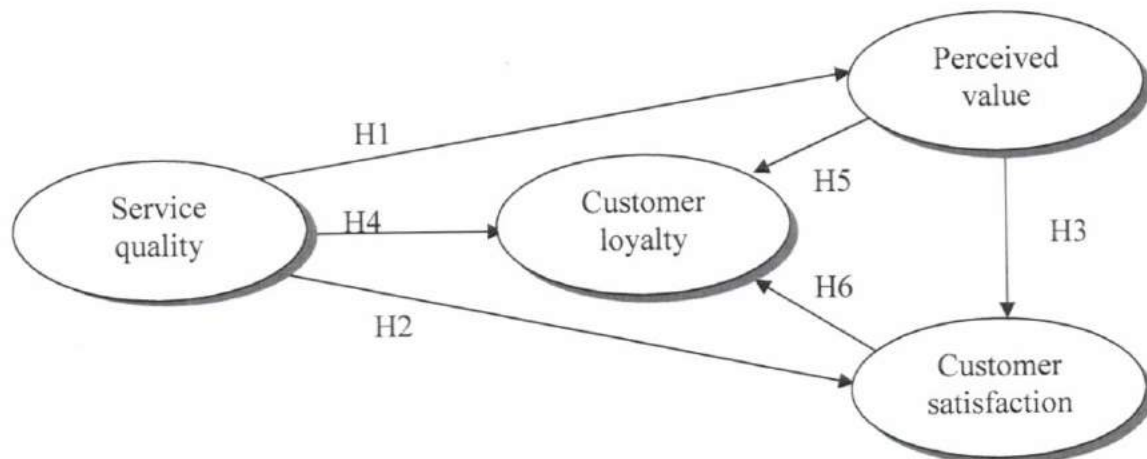**H6:** Customer satisfaction has a positive effect on customer loyalty.

Figure 1. The conceptual framework of the study

3. Research Method

3.1 Type and Source of Data

The primary data of this research is gathered from questionnaire distribution. The questionnaire is developed based on seven-point likert-scale adopted from Lee, (2010). This research used quantitative approach with quota-purposive convenience sampling method and all methods of data collection were conducted from September 2012 until April 2013 in the area of Sleman, Yogyakarta, mostly around

Universitas Islam Indonesia Yogyakarta, Indonesia. The number of the sample obtained was 360 respondents; however, the number of samples was reduced when the respondent failed to answer the questionnaire completely. A total of 360 samples were considered acceptable after being tested the reliability and validity using SPSS 17.0 and then entered into AMOS 21.0 for hyphothesis testing with an approach to Structural Equation Model (SEM).

3.2 Survey Instrument

The questionnaire was adopted from Cronin et al. (1997) and Zeithaml (1988) research in which English language is used. However, the questionnaire used in this study was translated into Indonesian language to ensure the understanding of the respondents towards the questions. There are five sections consisted of item scales and demographics information. The description of scale items and their validities and reliabilities are reflected in Table 2. Sections A and B measured service quality and perceived value. Section C and D evaluated customer satisfaction and customer loyalty. Section E consisted of items about the demographic information of respondents. All items were measured on a seven-point Likert scale with 1 representing "strongly disagree" and 7 representing "strongly agree" (Lee, 2010).

3.3 Variable Operational Definition

Service quality is linked positively to customer loyalty as since it has been empirically proved that high service quality motivates positive customer behavioral intention to repurchase, and in turn, promotes customer retention (Zeithaml et al., 1996). The indicators used for the service quality in this research are: 1. the service given by the staffs and customer service of the provider, 2. the best core service quality from the provider, 3. the overall service quality of the provider.

According to Tung (2004) perceived value is the consumer's overall assessment of utility of product based on perceptions of what is received and what is given. To assess value perception customers consider perceived benefits relative to sacrifice (Lee et al., 2007). The indicators for perceived value are: 1. the maximum benefit from the price, 2. the provider's service is valuable.

Lee et al. (2001) categorize satisfaction measures into three groups of pricing plan, core services, and value-added services. Lim et al. (2006) identify several dimensions such as pricing plans, network quality; data services/messaging services, entertainment services, locator services, billing system, and customer service. The indicators for customer satisfaction are: 1. the customers' statement of satisfaction to the provider, 2. the customers' statement of satisfaction to the service of the provider.

Fornell (1992) stated that higher customer loyalty depends mainly on higher customer satisfaction. Hofmeyr and Rice (2000) say that one of the reasons that customers don't switch brands when they are dissatisfied is that they feel that the alternatives are just as bad as the brand they are using, or even worse. The indicators for customer loyalty are: 1. the probability of customers to repurchase the service, 2. the probability of customers to recommend the service provider.

Table 1. Items and α coefficient of the constructs

Variables Measurement	Source	Number of Items	A
Service Quality (SQ)	Cronin et al. (1997); McDougall and Levesque (2000)	3	0,758
Perceived Value (PV)	Cronin et al. (1997); Zeithaml (1988)	2	0,675
Customer Satisfaction (CS)	Lai et al. (2009)	2	0,693
Customer Loyalty (CL)	Cronin et al. (1997); Brady and Robertson (1999)	2	0,745

4. Research Findings

4.1 Descriptive Result

The total usable sample was 350 respondents, the respondents who are single are 311 people or about 84,4%, whereas the respondents who already married are 39 people or about 15,6%, and there are no respondents who are divorced. Thus it can be concluded that in this study, most of the respondents are single. Most of the respondents are in the age of less than 21 years old. This range of age usually shows the period of study in high school until college or university. The second bigger percentage is shown by the age class of 22 to 30 years old. Those ranges of age are considered as employed respondents. The last

is ranging in the age of 31-40 which support the data by 9.6%.

4.2 Reliability Analysis

The calculation of the coefficient correlation is conducted by using software SPPS 17.0, using Cronbach's alpha technique. The alpha scale is used to test the reliability of the data. The reliability is showed by the value of alpha, in which the value of 0.600 above is considered reliable. The result of the reliability analysis is presented in Table 2.

4.3 Result of Hypothesis Testing

The results of the structural equation modelling by using AMOS software particularly on the standardized estimate show that service quality have positive effect on perceived value. This can be seen from the result of standardized estimate between service quality and perceived value is positive (0.340) and significant *p-value* 0,000 (< 0.05). It means that service quality will influence the perceived value of customer towards Smartphone service provider. Therefore, can be said that the hypothesis 1 which states that service quality has a positive effect on perceived value is accepted. The providers' service quality may affect the satisfaction of customers towards Smartphone service provider. It is confirmed by the result of the structural equation model that the standardized estimate between service quality and customer satisfaction is positive (0,356) and significant *p-value* 0,000 (< 0.05). Therefore, can be said that the hypothesis 2 which states that service quality has a positive effect on customer satisfaction is accepted. The perceived value of the customer is significant to influence the customer satisfaction towards Smartphone service provider. This can be seen from the result of standardized estimate between perceived value and customer satisfaction is positive (0,460) and significant *p-value* 0,001 (< 0.05). It means that the higher the perceived value of the customer the higher the probability of their satisfaction of the Smartphone service provider. Therefore, can be said that the hypothesis 3 which states that perceived value has a positive effect on customer satisfaction is accepted.

As other researches may show the significant result of service quality to influence the customer loyalty of Smartphone service provider, the indicators of service quality in this study proven to have significant positive effect on the customer loyalty of Smartphone service provider. This can be seen from the result of standardized estimate between service quality and customer loyalty is positive (0,263) and significant *p-value* 0,013 (< 0.05). Therefore, can be said that the hypothesis 4 which states that service quality has a positive effect on customer loyalty is accepted. The result shows that perceived value has positive effect on customer loyalty of Smartphone service provider. This can be seen from the result of standardized estimate between perceived value and customer loyalty is positive (0,368) and significant *p-value* 0,027 (< 0.05). It means that lower customer perceived value will be followed by lower customer loyalty of Smartphone service provider. Therefore, can be said that the hypothesis 5 which states that perceived value has a positive effect on customer loyalty is accepted. The customer satisfaction is significantly influence the customer loyalty of Smartphone service provider. This can be seen from the result of standardized estimate between customer satisfaction and customer loyalty is positive (0,476) and significant *p-value* 0,010 (< 0.05). Therefore, can be said that the hypothesis 6 which states that customer satisfaction has a positive effect on customer loyalty is accepted. The result of hypothesis testing is presented in Table 3.

Table 2. **Reliability Test Results**

Variable	Cronbach's Alpha	Critical Value	Notes
Service Quality	0,758	0,6	Reliable
Perceived Value	0,675	0,6	Reliable
Customer Satisfaction	0,693	0,6	Reliable
Customer Loyalty	0,745	0,6	Reliable

Source: primary data, 2012.

Table 3. **Hypothesis Testing Result**

			Standardized Estimate	S.E.	C.R.	P	Keterangan
Perceived_Value	←	Service_Quality	.340	.079	4.284	.000	H1 supported
Customer_Satisfaction	←	Perceived_Value	.460	.144	3.186	.001	H3 supported
Customer_Satisfaction	←	Service_Quality	.356	.094	3.783	.000	H2 supported
Customer_Loyalty	←	Perceived_Value	.368	.166	2.212	.027	H5 supported
Customer_Loyalty	←	Service_Quality	.263	.106	2.477	.013	H4 supported
Customer_Loyalty	←	Customer_Satisfaction	.476	.186	2.562	.010	H6 supported

Source: primary data, 2012.

5. Discussion

The result of the study find that service quality is significantly has positive influence to the perceived value of customer towards Smartphone service provider. This result is support the previous findings from Alireza et al. (2011). It indicates that the better the service quality given by the provider, the higher the value of the customer using the service. Perceived value is a critical issue in marketing since perceived value can result to dissatisfaction if the customer did not get the service as what they expected. Therefore, the relevant action should be done by the provider is that they have to keep the performance of their service in order to serve at their best quality of service.

The service quality is proven to have positive effect on customer satisfcaction. This result is confirmed the previous findings that if the providers' service quality is improved, the satisfaction of the customer is also improved (Alireza et al., 2011; Bei and Chiao., 2001). According to Kotler (2003), the service quality is the whole form of characteristics of a service product which able to show the ability of the provider to satisfy and fulfil the needs of customer. The quality of the service given by the provider will construct the customer perception towards the company. A good customer perception will leads to the stronger brand image and loyalty.

The result of the study indicates that service quality has positive effect to customer loyalty. Those result is similar to the previous research findings done by Bitner (1990); Pasuraman et al. (1998, 1991); Zeithaml et al. (1994). Kotler (2003), also stated that the service quality is the whole form of characteristics of a service product which able to show the ability of the provider to satisfy and fulfil the needs of customer. The implementation of the service quality given by the company or service provider will lead to the customer loyalty. The logic is that when the customer had already get the best service from a provider they may not have willingness to switch to another provider and also because nowadays there are many Smartphone service providers, thus many chances also for the customer to switch .

As such service quality is significantly has positive influence to the perceived value of customer towards Smartphone service provider, the perceived value also later has impact on customer loyalty. Whenever the customer give value to a provider they may not have any consideration to switch because they already get as what they expected. Moreover if they are not experiencing any regret during their consumption of Smartphone service, the customer also may have been satisfied to the provider. The result of the study find that customer satisfaction is positively effect customer loyalty. The result is also similar to previous research done by Alireza et al. (2011) which stated that satisfaction significantly affect loyalty. The customer which had been satisfied to the provider will feel that their needs and wants had been fulfilled by the provider given the service quality, the product, and the price. Once they had satisfied they will be a loyal customer for Smartphone services. Moreover, the customer may possible to recommend the service provider to their friends and this could be beneficial for the company. As the customer satisfaction had been created, the benefit for company are a lots, for example to maintain the relationship between the customer and

the company, to create a competitive advantages towards the company's competitors, to increase the purchase intention, and thus to create loyalty and indirectly create an effective word-of-mouth marketing.

6. Conclusion

The conclusion statement is drawn from the findings of the research and discussion of the findings. There are several conclusions taken from this research, which are derived from the data analysis results. The effect of the service quality provided by the mobile phone service provider is significant to customer perceived value, customer satisfaction and customer loyalty. It is proven from the result of the estimated value of service quality is positive and significant to customer perceived value, customer satisfaction, and customer loyalty. Therefore, service quality affect perceived value of the customer in Smartphone services. It means that better service quality that the customers received, the customer perceived value will also increase. Service quality has a positive effect on customer satisfaction of the service provider, it means that better service quality given to the customers, the satisfaction of the customers will also increase. Service quality affects the customer loyalty of Smartphone service provider. In conclusion, the better service quality given to the customers, the customer will be more satisfy and thus the loyalty of the customers will also increase. Moreover, this study only focuses on three variables to explore their effect on loyalty, they are service quality, perceived value, and customer satisfaction. Another factors such as brand image, product, perceived benefit and others are not included in this study, therefore their effect towards satisfaction may not be identified. Thus further study should be done to explore more variables influencing customer loyalty in the Smartphone services. The suggestion for further research can enhance research measurement tools, such as adding a negative question to reduce the bias of the respondents' answers. By giving a negative question, the researcher will see the results of the respondents' answers are not consistent, thus it is considered as a fail answer, and was not included in the statistical data processing.

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