



# Kolegji AAB

**FACULTY OF ECONOMICS – MASTER STUDIES**

**PROGRAM: MANAGEMENT AND INFORMATICS**

**MASTER THESIS:**

**THE CUSTOMER SATISFACTION IN THE INDUSTRY OF MOBILE  
TELEPHONY IN KOSOVO**

Mentor:  
Dr. Jusuf Zekiri

Candidate:  
Doruntina Morina

Pristine / June / 2014

## Content

Abstract .....	
Preface.....	
I. Introduction .....	
1.1 The history .....	
VALA operator .....	
IPKO operator.....	
1.2 Customer protection law .....	
The customer.....	
The seller.....	
1.3 Study's objectives and aims .....	
1.4 Questions in the research .....	
1.5 Hypothesis.....	
1.6 Restrictions .....	
II. Review of literature.....	
2.1 Satisfaction of the client.....	
2.2 Satisfaction definition .....	
2.3 Satisfaction theories .....	
2.4 Clear understanding of the needs and expectations of consumers.....	
2.5 Customer's perceived value .....	
2.6 Quality of services .....	
2.7 Inner satisfaction .....	
III. Methodology .....	
Research method.....	
3.1 Case Study .....	
3.2 Questionnaire .....	
3.3 Framework of the study – research.....	

3.4 Selection of participants.....	
3.5 The measuring instruments used in research .....	
3.6 Tools (design) of extracting conclusions .....	
IV. Managing complaints.....	
4.1 Review and manipulation with complaints.....	
4.2 Evaluation and benefits.....	
4.3 Measurement techniques.....	
V. Consequences.....	
5.1 Consumers' loyalty.....	
5.2 Saving or customer retention .....	
5.3 Profitability of consumers.....	
5.4 Demography and consumers' satisfaction.....	
VI. Results of the questionnaire.....	
6.1 simple results .....	
6.2 Testing hypotheses.....	
6.3 Analysis of T – test .....	
6.4 Analysis Cross table.....	
6.5 Analysis Cronbach Alpha .....	
VII. Conclusions and suggestions.....	
7.1 Conclusions .....	
7.2 Suggestions .....	
References.....	
Annex – A.....	

## **ABSTRACT**

Customer satisfaction is a concept whose basic construct is given a special importance in the past three decades. Customer satisfaction is one of the basic constructs of marketing. In the past, this concept didn't have added importance because many companies and service industries felt that the most important is the addition of customers than maintaining reliable or loyal customers. But today's managers have offered a completely different dimension to this essential aspect in the worldwide globalization. Companies today, especially those servicing and manufacturing qualify as targets with high operational priority. An increasingly competitive environment, service quality and customer satisfaction are key and critical points for corporations. Offering high quality services is closely linked to earnings, savings, cost and market. Modern companies should be in a high degree of awareness of the fact that dissatisfaction is equal to treason in the beginning as well as long term loss. A prerequisite for customer satisfaction is that the company should know the needs and expectations of their clients.

The study aimed at investigating the overall customer satisfaction in the development of mobile telephony industry in Kosovo, factors that affect the level of satisfaction and the relationship between these factors and the changes in demography. The combination of network quality, billing, period of validity and supporting customers with telephone service shows average reports of customer's satisfaction. Meanwhile through demographic data: age, gender, location and employment we see a difference about satisfaction.

## CONCLUSIONS

Based on the applied questionnaire we can conclude that the representation or appearance of environment has a positive correlation within itself and satisfaction grows, to stay proportional to the external factors mentioned above. Meanwhile, although the questionnaire is easily found as a positive correlation, to the satisfaction of Kosovan consumers does not rise or does not have credibility role of mobile operators.

Perception of readiness claimed to be valued at more than reliability, which means that the customer is more pleased if he finds alert to its requirements and needs. The same phenomenon occurred with the perception of commitment, although the customers of the operator Ipko were satisfied with the services provided, based on the T - test analysis of this statement or assumption rejected. There is a difference but it is very low to be mentioned as an advantage.

Meanwhile, based on the results obtained, women use the mobile operator Ipko while men are more focused on the mobile operator Vala. This difference can be as a result of the fact that Vala was the first mobile operator in Kosovo and that consumers are already familiar with Vala mobile earlier. Meanwhile the offers that Ipko owns and prompt access to the Internet have made the women to use this operator more. As known women use mobile phones for shopping meanwhile men are more oriented to business issues. Analysis based on occupation showed these results: employees in public and private companies are customers of Vala. The self-employed and those who possess other professions are users of operator Ipko. Meanwhile students have equal preferences for both sides. Educational level shows no difference between operators.

Based on the analysis of the validity of the Cronbach Alpha method, we understand that we are dealing with a very satisfactory degree of validity of the research conducted. According to social science standards Cronbach Alpha value must be greater than the 0.70 limit which must pass in order for work to be published. The value of Cronbach Alpha in our research is achieved by 0.818 achieved from 51 questions of the questionnaire.

## **SUGGESTIONS**

I think globalization has gripped the world and it is clear that the key role in this aspect is played by changing technology. So therefore the influence of high technology in society would still have the creative human mind to accept innovations and become part of the journey of technological innovations.

Kosovo now is going through a transition phase. For this reason, the mobile telephony industry has come later in our region. As a result of this delay, the mobile operators in Kosovo must work with more dedication. Although perhaps we are far from other countries which are more developed, human resources should:

- Focus on the needs, requests and complaints to the performance of the operators customers.
- Explore the market.
- Be closer to customers.
- To offer lower fees, related to consumer income.
- Invest more in equipment.