

Service Quality of Moroccan Telecom Operators

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Morocco



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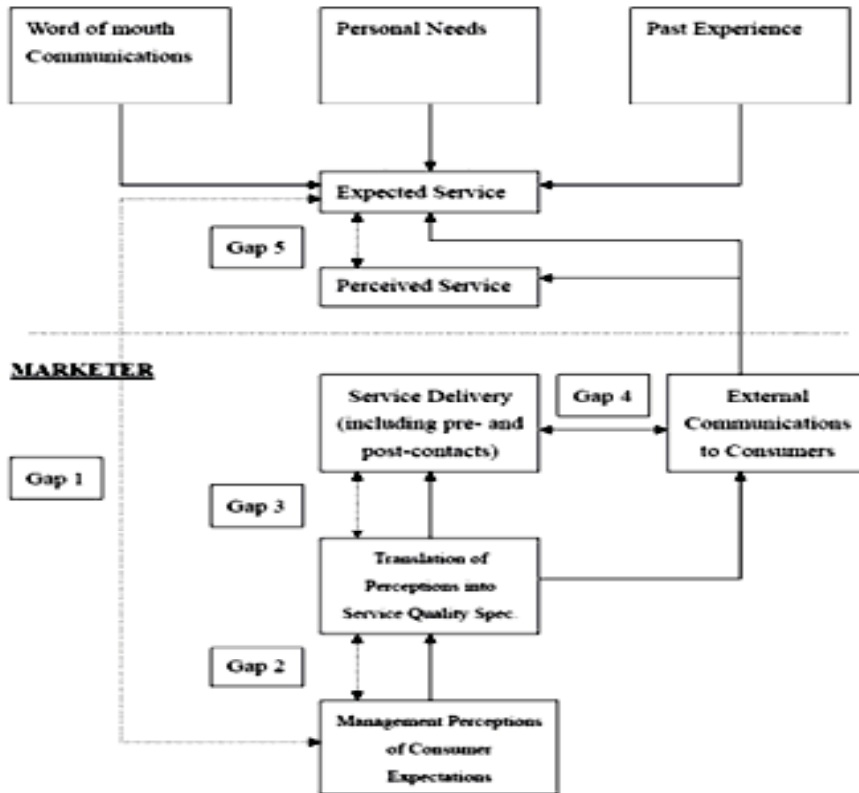
Purpose of the study

- ▶ Studying the quality of services provided by the three Moroccan Telecommunication operators (Maroc Telecom, Meditel and Inwi)
- ▶ This study was conducted for the first time in Morocco
- ▶ It can be considered as a benchmarking study where prior acceptance of operators is not required.

Literature Review

- ▶ SERVQUAL instrument is among the tools developed and is widely valued by academicians and practitioners alike. SERVQUAL is a multiple-item scale questionnaire for measuring consumer perception and was developed by Parasuraman et al. (1984, 1987 and 1991).
- ▶ The gaps in perceived service quality is defined in the literature as: “the degree and direction of discrepancy between consumers’ perceptions and expectations” (Coulthard, 2004).

CONSUMER



Literature Review

- ▶ Prior studies like (Khatibi et al, 2002; Lai et al, 2007; van der Wal et al, 2002; Wang et al, 2004) have helped us to identify 7 dimensions (27 items):
 - Tangibles (4 items)
 - Reliability (5 items)
 - Responsiveness (4 items)
 - Assurance (4 items)
 - Empathy (3 items)
 - Convenience (4 items)
 - Network (3 items)

Research methodology

- ▶ A face to face administrated questionnaire was used to collect data from telecommunications operator's customers at the major places of Casablanca. Respondents were approached in avenues, train station, cafés, and bus stops.
- ▶ Responses were obtained from 520 telecommunication services users.

Survey results – Respondents attributes

Attribute	Data
Gender	Male: 54.2% Female: 45.8%
Age	More than 60: 0.4%; Between 45 and 60: 10.2%; Between 31 and 45: 50.2%; Between 18 and 30: 39%
Education	Postgraduate: 8.1%; Bachelor: 32.8%; High-school: 57.3%
Occupation	Employed: 59.3%; Self employed: 12.5%; Student: 10.2%; Other: 16.8%
Telecom operator	Maroc telecom: 55%; Meditel: 33%; Inwi: 12%
Type of Service	Pre-paid GSM: 57.1%; GSM: 23.2%; Phone (land line): 13.5%; Internet: 6.2%

Survey results

- ▶ What customers have expected “most”:
 - “The client's interests are very important for the operator” (E 3): 4.61 out of 5
 - “The operator has a wide network coverage” (N2): 4.58 out of 5
 - “When a customer has a problem, service provider will show a sincere interest in solving it” (RL2) and “The operator has an attractive setting within its agencies” (T2): 4.55 out of 5

Survey results

- ▶ What customers have expected “least”:
 - “Service provider will be dependable” (RL 3): 4.39 out of 5
 - “The operator solve problems effectively” (RS2): 4.36 out of 5
 - “Employees will have the knowledge to answer customers’ questions” (A4): 4.33 out of 5

Survey results

- ▶ What customers have perceived “most”:
 - “The operator has an attractive setting within its agencies” (T2): 3.08 out of 5
 - “The client's interests are very important for the operator” (E3): 2.85 out of 5
 - “Service provider have up-to-date equipment” (T1) : 2.77 out of 5

Survey results

- ▶ What customers have perceived “least”:
 - “The network has an excellent voice quality” (N1): 2.55 out of 5
 - “The operator has staff who can always respond to you” (RS4): 2.55 out of 5
 - “Employees have the knowledge to answer customers’ questions” (A4): 2.50 out of 5

Survey results

Dimensions	Gap mean Expected-Perceived
Network	-1.90
Reliability	-1.85
Assurance	-1.84
Responsiveness	-1.83
Convenience	-1.82
Empathy	-1.79
Tangibles	-1.73

Survey results

▶ Anova analysis:

- No significant differences were observed between dimensions for the **operator** control variable.
- No significant differences were observed between dimensions for the **gender** control variable – Except for Responsiveness dimension where Female respondents were little bit more unhappier.
- No significant differences were observed between operators for the **age** control variable – Except for Empathy where the “45-60” respondents who were little bit more unhappier.

Conclusion

- ▶ Moroccan Telecommunication Operators have to improve their quality as they have “medium to low” customer satisfaction results
- ▶ They have to consider all service quality dimensions and especially: Network and Reliability
- ▶ The study is helpful for existing and coming operators
- ▶ *Limitations*: The study should be performed in other areas of Morocco not only Casablanca

Thank you