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“Level of customer satisfaction for 4G service in the region of Prishtina, Republic of Kosovo”

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Abstract. In the telecommunications industry, mobile communication plays a major role, given that in recent decades this communication has developed rapidly in parallel and user demand has increased. The 4G platform is about a more advanced and efficient global network, where its users through their mobile phones have access to their data anytime and anywhere.

The purpose of this paper is to study and analyze the level of satisfaction of customers using the 4G platform in the Region of Prishtina, Republic of Kosovo. Research on this topic is relatively new in this region and our study relies on secondary as well as primary data.

For the collection of primary data we used the quantitative method of data collection where as an instrument for the realization of this work was the survey questionnaire, compiled in accordance with the studied topic. This questionnaire was conducted online and sent to various persons of family and society in the region of Prishtina in the Republic of Kosovo.

The biggest users of the 4G platform cooperate with the mobile telephony operator IPKO, which offers this service through various offers, which are attractive and financially affordable for its customers.

The results achieved from the field data have influenced the work to be completed, the data show that the private telephone operator has a higher level of satisfaction than the state operator. From the data we understand that the age that uses the most 4G platform belongs to the age group under 24.

Key words: platform; 4G, customer, satisfaction, operator; mobile telephony

Introduction. In recent decades, telephone communication has brought numerous developments in the field of telecommunications. Communication between people has been simplified in many respects, making them closer now despite geographical boundaries. Continuous inventions in this field have made the mobile phone and the Internet an important part of our lives in both professional and social life.

Through this study we will try to do research about customer satisfaction using the most sophisticated platforms of the moment.

A 4G system must provide capabilities defined by the International Telecommunication Union to the International Mobile Telecommunication Advanced.

Potential and current applications include altered mobile internet access, IP telephony, high definition mobile TV gaming services, video conferencing and 3D television.

There are many benefits and challenges to using the 4G platform, here are some of them:

- Improving technology performance
- Expand the address device
- Differentiated customer experience
- The evolution of the business model

Literature review

With the increasing demands of users and the limitations of current mobile communication systems, they have forced researchers to come up with more efficient technologies. 4G is about an integrated, global network that is able to provide a comprehensive IP choice, where voice, data and multimedia can be delivered to users anytime, anywhere. (A.H.Khan, M.A.Qadeer, J. A. Ansari, Sariya, 2009)

In earlier times, economists did not pay attention to services by calling them unproductive, and one of the most famous economists A.Smith in 1776 distinguished between production with tangible output and production with intangible output. These attitudes were present until the end of the 19th century, when A. Marshall argued that the person providing a service is as capable of benefiting the recipient as a person producing a tangible product. (Sh. Cerri, 2011)

According to **Chandra P.Rijal** services are defined as "A service can be referred to as an intangible and most perishable component of any business offer - absolute packages as a core product or as an added form to promote tangible products."

Quality of service according to **GronRoos**, as one of the first academics to model quality is composed of two dimensions: the technical dimension and the functional dimension.

- 1) Technical quality refers to what customers receive in their interaction with a services firm.
- 2) Functional quality involves direct customer-producer interaction, consumers are also influenced by how technical quality is given to them.

Quality is a multidimensional phenomenon, thus, achieving service quality without distinguishing important aspects of quality is impossible.

Author **L.V.W.Mitchell (2017)** suggests that corporations, image, quality are a dimension in themselves. They refer to three dimensions of quality, corporate quality which includes the image or profile of the enterprise, interactive quality which derives from the interaction between staff contact and customers and physical quality which includes the physical aspects of the service, e.g. buildings.

Today, when resources are increasingly expensive and cost reduction is at the heart of companies' goals, quality costs need to be financially measurable. This managerial need has continued in the emergence of a new quality movement, in which customer satisfaction and quality of service are not only measurable but also related to customer retention and market share.

Examination of product quality can be easily done by vulnerability, weight, physical size, whereas for services there is no such evidence for reasons of their impermanence and impermanence. Service characteristics that are important to customers and how they perceive these features in the service received should be considered. (M.Ingaldi, 2018)

Technology has become such a vital part of our lives that it is difficult to predict life without telephones and telephone services. We all know how important customer communication is for a business and how difficult it would be to operate without a reliable telephone system.

With a convenient phone system, your customers will be able to contact your business directly and get answers to their questions faster than mail communications or various platforms.

A high-efficiency telephone service system simplifies good communication between the organization and customers. Telephone services offer faster interaction than email, and are personal and easier to use. (T.Sime, 2019)

Consumer behavior as a scientific discipline developed around the end of the fifties of the last century when it was realized that by researching the desires and needs of the consumer a greater profit would be achieved (Kotler, 2011).

Consumer behavior is defined as behavior that consumers display in searching, purchasing, using, evaluating, and disposing of products and services from which they expect to meet their needs (Suki, 2013).

The field of consumer behavior is closely related to the concept of marketing, where several alternative ways are applied respectively as the concept of production, the concept of product and the concept of sales. Consumer decision-making or behavior is characterized as “a mental orientation of the many characteristics that influence purchasing decision making. (S.Domniku, 2014)

The advancement of technology has changed both the behavior and the selection and the decision making of the consumer. The technological changes of the last decade have dramatically affected the information and living of citizens all over the world or the lifestyle in general.

If a company is aware of where its target audience is on social media, a small investment is enough to start with the social networking strategy and the return can be amazing and social media optimism will also deliver long term results such as building trusted relationships with customers (Mittal, 2013).

Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations. (L.G. Schiffman, L.L. Kanuk, H.Hansen, 2012)

Companies are interested in understanding what their customers think of their shopping experience or buying experience, because finding new customers is generally more costly and more difficult than serving existing or repeat customers.

Satisfaction is a complex concept with many meanings and applications. Satisfaction in its concept is generally subjective and loaded with values, because it is based on a certain standard, which can be precious expectations, values and beliefs. The level of satisfaction or what

constitutes satisfaction for an individual or group can be a function of many interrelated factors including social class as economic divisions to which they belong. (A.P.Dan, 2015)

Lastly, it is important to remember what kind of feedback we receive from customers after we ship our ordered products or services. We need to measure customer satisfaction to know which points in our process require improvement to achieve our ultimate ambition, which is to retain the customer. You also have to deal with customer complaints in negative cases, but you should never forget the fact that it is more difficult to retain a customer than to gain a customer. Existing customers need to be paid much more carefully in order to save them. (K.S. Morauszki, M. Jozsef, L. Attila, 2015)

Research methodology

Research methods are a way to systematically solve the research problem. It can be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher while studying his research problem. Research instruments or otherwise research instruments are the key points to derive a result for a certain research. Search engines do many ways to extract research. But, in this paper the most important instrument is used and it is the questionnaire.

The size of the sample used, therefore, as a representative of the population in the paper, is 100, which can be a good representative as it was developed specifically in the region of Prishtina in the Republic of Kosovo and based on the questions that were asked and which are a total of 17 and their answers are derived in different graphs comparing these variables and reaching the confirmation of the research questions posed in this paper.

Given that nowadays the world of internet and various platforms is current, and there is always a great growth, then I have put forward three general hypotheses, so that the following paper fulfills its goals:

H1. The level of quality of 4G services of telephone operators is variable.

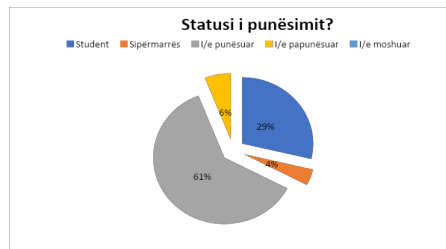
H2. The level of satisfaction with the IPKO operator is higher.

H3. Using the 4G platform affects the damage of smartphones.

Presentation of results

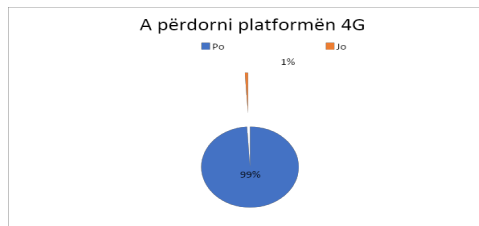
Out of 100 respondents, 51% are female and 49% of them are male. Most respondents are under the age of 24, which is 50%, while between 24 and 30 years old, a total of 33% out of 100 respondents, 16% of respondents were between the ages of 30 and 40, while only 1 respondent over 40 out of 100 respondents.

So, the realization of this questionnaire was done at a young age of the respondents, where the presentation of questions and communication was much easier and faster.



Graph 3. Employment status of respondents

Graph 3 presents the employment status of the respondents, where I personally was surprised by the high number of employees, where out of 100 respondents 61% of them were employed and only 4% were not employed, while the rest were students 29% and entrepreneurs were only 4% and none of the respondents were elderly.



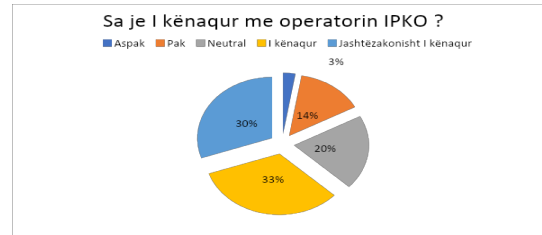
Graph 4. How much is the 4G platform used

Graph 4 shows that out of 100 respondents, 99% use the 4G platform and only 1% of them do not use, or do not use this service by a certain operator.



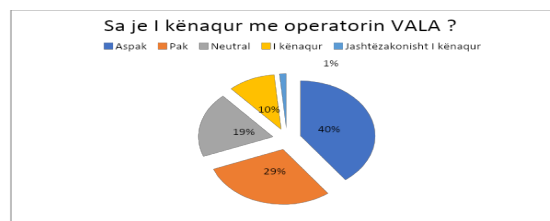
Graph 5. With which operator does it cooperate

Based on graph 5 we get data that out of 100 respondents, 56% of them use the Slovenian operator IPKO and 44% use the local or state operator VALA.



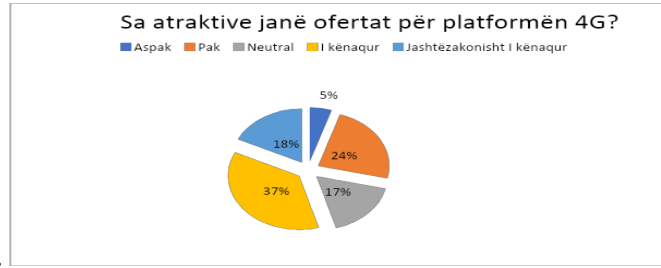
Graph 6. Satisfaction level at IPKO operator

Graph 6 presents the level of satisfaction with the IPKO operator, where out of 100 respondents, 56 of them use this company and 30% are extremely satisfied with the services or 4G platform offered by this company, 33% are satisfied, 20% are neutral in this question, 15% are slightly satisfied with this telephone operator and 3% are not at all satisfied with these services provided by this company. Overall the level of satisfaction at this company is high and customers are satisfied.



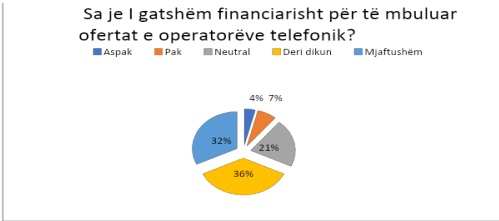
Graph 7. Level of satisfaction with the VALA operator

Graph 7 is a continuation of the 6th graph, where out of 100 respondents 44 of them use the services of the operator VALA, where according to the data in the graph it can be seen that the level of satisfaction is low, because when asked how satisfied you are with the operator VALA, a total of 40% of respondents answered the option at all, 29% answered less, 20% remained neutral, 10% chose the satisfied option, and only 1% of 100 respondents answered extremely satisfied.



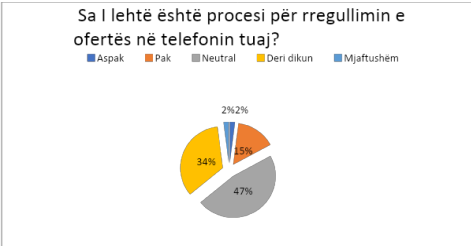
Graph 8. Attractiveness of offers for the 4G platform.

Graph 8 presents the results for the question how attractive are the offers for the 4G platform from the two operators operating in RKS, where out of 100 respondents with the option did not answer at all 5%, with the option slightly 24%, 17% remained neutral, 36% are satisfied and 18% are extremely satisfied. This graph represents the attractiveness offered by telephone companies, which shows satisfaction in proportion to dissatisfaction.



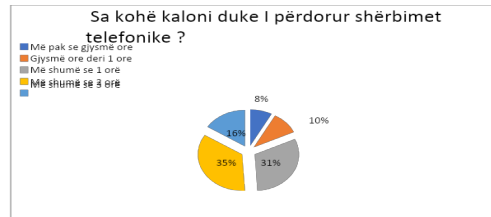
Graph 9. How financially ready are they to face 4G offers

Graph 9 shows the readiness of the measure to financially meet the offers of telephone operators, who operate in the telephone service industry, which has surprised me personally, given the standard of living in RKS, and the high offers of economic operators, but The respondents said they were very willing to cover the telephone expenses, so with 36% of the respondents they said that they are quite ready to cover those expenses, 32% expressed themselves to some extent, 21% remained neutral, 7% with the option a little.



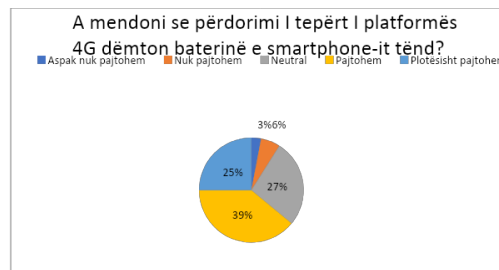
Graph 10. The process of regulating offers on the 4G platform

Graph 10 shows the part of the offer adjustment over the phone, so at the moment that the workers who provide service at the operator points and do not help with the adjustment, you should take the initiative to adjust yourself. Most respondents belong to the age of under 24 and between 24 and 30, but 47% of them remained neutral, 34% are willing to adjust the offer on their phone, with 2% were not at all and enough, and 15% answered less. From these answers, I mostly blame the operators who do not provide enough information about the process of regulating a service or offers, in most cases only the clients who burn the funds on the phone are harmed, due to not receiving the information needed to complete the offer.



Graph 11. How much time you spend using telephone services

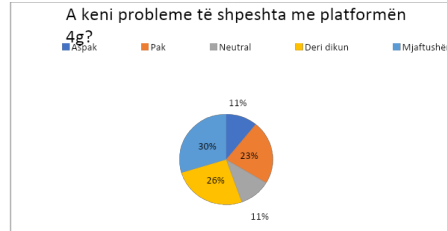
Graph 11 presents the answers of 100 respondents, how much time they spend during the day. Most respondents were more than 2 hours with 35% out of 100 respondents, more than 1 hour responded 31%, with 16% were more than 3 hours, with 10% half an hour to 1 hour, and more less than half an hour was 8%, because the whole world now depends on social networks and their use, so the use of 4G while driving has become very common, so the risk to your life and the lives of others is very present.



Graph 12. Damage to batteries from overuse

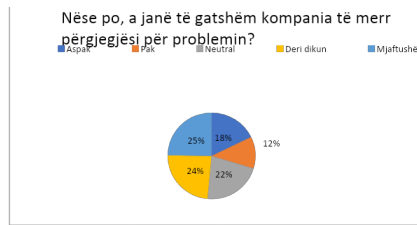
Graph 12 shows that excessive use of the 4G platform damages the battery of the smartphones we use, given that the use of the 4G platform consumes the battery very quickly and the phone must be constantly charged, and the more often it is charged the more the battery is quickly damaged.

Out of 100 respondents, 39% of them agree with this hypothesis, 27% have remained neutral, 25% of them completely agree, 6% do not agree and 3% of them do not agree at all.



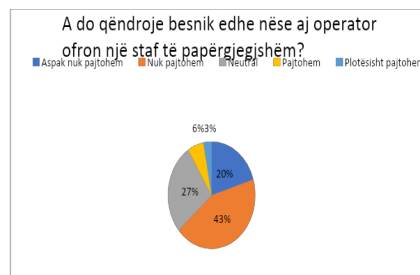
Graph 13. Frequent problems with the 4G platform.

Graph 13 shows how often respondents have problems with the 4G platform. 29% of them answered sufficiently, 26% to some extent, 11% remained neutral on this question, 23% answered less and 11% answered not at all. If we go back to question 7 and 8, the level of customer satisfaction of both operators is higher in IPKO, where most were extremely satisfied, while in VALA, the level of customer satisfaction is lower.



Graph 14. Are companies ready to take responsibility for the problem

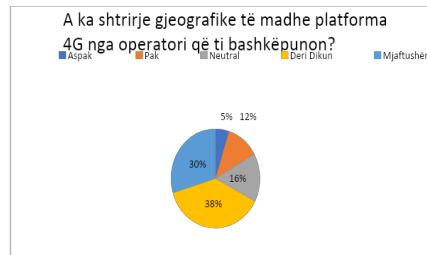
Graph 14 presents the responsibility of telephone operators for the problems faced by customers. Out of 100 respondents, 25% answered sufficiently, 23% to some extent, 22% remained neutral, 12% less, and 18% did not answer at all. So companies have very big problems with subcontractors who take responsibility for the work but are not willing to give it away.



Graph 15. If there is irresponsible staff will it stay loyal

Graph 15 presents customer loyalty to telephone operators, where from this question we conclude that if a telephone company does not offer responsibility for problems, then 44%

disagree that they would stay loyal, 27% would remain neutral, 20% would remain loyal , 6% agree and 3% do not agree at all.



Graph 16. Geographical extent of the 4G platform

Graph 16 shows the geographical extent to which the 4G platform operates, ie 37% of the 100 respondents answered to some extent, 30% sufficient, 16% neutral, 12% little and 5% not at all. The 16th question is closely related to the last question which is open and shows that the main problem with the operators is the small geographical scope to use the 4G platform.

The last question is the open question "Mention the shortcomings of 4G service in the operator to use?" , where most respondents answered with the same answer. The main problem is the mountainous areas, if you cross the regional roads or any tourist part which is surrounded by mountains, due to poor equipment, then there are problems with telephone services. Other disadvantages are MB internet is consumed fast, lack of various offers, offers are expensive, services are inefficient.

Conclusions

Conclusions 1

Hypothesis 1. The level of quality of 4G services of telephone operators is variable.

From the data I received in the field, the first hypothesis stands totally and with much conviction. Most of the respondents in questions 6,7 and 13 where it clarifies this hypothesis, most of the respondents answered that the quality of 4G services from the two operators operating in RKS is variable and never stable, so the 4G platform enters in the range of services that provide these services, and if the quality of this service is variable, then customers immediately express dissatisfaction with the operator they use.

According to the data we obtained, telephone operators can not provide a stable service, but are always temporary. Since I personally used the services of one of the operators, I also have my dissatisfactions starting from interruption, manipulations in mb, malfunction in highland etc.

Conclusions 2

Hypothesis 2. The level of satisfaction with the IPKO operator is higher.

Based on the second hypothesis, where the level of satisfaction with the IPKO operator is higher than with the VALA operator even after the survey, it is valid.

Referring to the 4th question, where out of 100 respondents 56% use IPKO and 44% use VALA in proportion to the 5th question, where the question is how satisfied are you with the IPKO operator, the level of satisfaction is high at IPKO, therefore, most have chosen the option "Satisfied" with 33% and "Extremely Satisfied" with 30%.

Through this questionnaire, I can convincingly conclude that the IPKO operator offers services and quality much higher than the competing operator.

Conclusion 3

Hypothesis 3. Using the 4G platform affects the damage of smartphones.

Anyone who uses such platforms does not check that it damages the battery indirectly. Given that the 4G platform consumes battery power very quickly, its frequent charging helps keep battery life short.

To give a conclusion I return to question 12, where a question is created which helps us to give a strong answer, where out of 100 respondents 39% agree and 25% completely agree.

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