Journal of Business Theory and Practice
ISSN 2372-9759 (Print) ISSN 2329-2644 (Online)
Vol. 4, No. 2, 2016
www.scholink.org/ojs/index.php/jbtp

The Impact of the Perceived Services Quality on Customer Loyalty in the Jordanian Mobile Telecom Companies

Hamed Omar Abdalla[1*] & Suleiman Zayed Al-Neimat[2]

[1] Director of Quality & Funding Evaluate, Sulaiman Bin Abdul Aziz Al-Rajhi Charitable Foundation, KSA, Saudi Arabia

[2] Researcher of Quality, Jordan

[*] Hamed Omar Abdalla, E-mail: h_abdkan@yahoo.com

Received: September 17, 2016 Accepted: October 11, 2016 Online Published: October 12, 2016

doi:10.22158/jbtp.v4n2p219 URL: http://dx.doi.org/10.22158/jbtp.v4n2p219

Abstract

This study aims to examine the impact of the perceived quality of the services provided by the Jordanian mobile telecom companies on customer loyalty, also this study aimed to determine the most important classifications of perceived quality measurement. A questionnaire has been used as a tool to collect data from the industrial companies. In addition, the study hypotheses were tested using a simple linear regression analysis. The study found out the existence of positive impact of the perceived services quality dimensions (Tangibility, Reliability, Responsiveness, Safety and Empathy) on customer loyalty, except responsiveness dimension, which did not show a statistically significant in this study. Hence, top management in these companies need to work on increase the interest of the tangible aspects of the service quality, and achieving the requirements responsiveness dimension, and reduce waiting times at the reception office and the telephone service centers.

Keywords

perceived quality of service, Servqual, Grönroos Scale, Servperf, customer loyalty

1. Introduction

As we review the literature of perceived quality, we find out that most researchers in this field have distinguished between the objective quality, that is based on the product itself and its productivity operations (good or service), and the perceived quality, which is based on the customer's understanding and awareness of the quality of the product and its productivity process (Garvin, 1983; Parasuraman, Zeithaml, & Berry, 1985; Arnauld, Price, & Zinkhan, 2002).

In General, the researcher's contributions varied in defining of the concept of perceived service quality. Varafha and Grönroos (1984), Parasuraman et al. (1985), Ivancerich, Lorenzi, Skinner and Gresby (1997) defined perceived service quality as: the difference between the customer expectations and the actual perception of the service received. Cronin and Taylor (1992), Oliver (1994, 1997), Aurier, Evrard and N'Goala (2004) defined perceived service quality as: the customer judgment based on the overall excellence of the product or service. Researches lead by Parasuraman, Zeithaml and Berry (1988), Grönroos (1984), Oliver (1997), Zeithaml and Bitner (1996), as well as, researchers conducted by Cronin and Taylor (1992) are considered to be the most in-depth studies in this area. These researched caused the emergence of the most important models that helped in measure the perceived quality of service to the customer, As we shall see later (Ghotbabadi, Feiz, & Baharun, 2015, pp. 267-286; Dubey & Srivastava, 2016).

2. The Important Models of Measure the Perceived Quality

2.1 The Scale of (SERVQUAL)

This scale is the base model in measuring the perceived quality in the area of services. Parasuraman and his colleagues found out that the perceived quality of service measurement is done by identifying and measuring the gap between the customer's expectations of customer's level of service provided to them and the actual awareness of the level of this service. In addition, this gap is based on the measurement of five gaps, which are shown in the table below (Parasuraman, Zeithaml, & Berry, 1985, 1988, 1991):

Table 1. Definition of the SERVQUAL Gaps

Gap 1 (the positioning gap)	managers' perceptions of consumers' expectations and the relative importance consumers attach to the quality dimensions
Gap 2 (the specification gap)	the difference between what management believes the consumer wants and what the consumers expect the business to provide
Gap 3 (the delivery gap)	the difference between the service provided by the employee of the business and the specifications set by management
Gap 4 (the communication gap)	the promises communicated by the business to the consumer do not match the consumers' expectations of those external promises
Gap 5 (the perception gap)	the difference between the consumers internal perception and expectation of the services

This model is designed to measure the quality of service from the customer's perspective through five dimensions: reliability, responsiveness, safety, empathy and tangibility. This scale consists of two groups, each group comprising (22) statements. The first group is designed to measure customer expectations for facility's services, while the second group aims to measure customer attitudes towards the actual performance of the service provided by the facility.

Since this scale got lots of criticisms, Parasuraman et al. (1991) developed this scale by adding the relative importance of the five dimensions of the customers in order to measure the quality of service for each dimension of the five dimensions of scale in order to achieve greater accuracy and more realistic and real measurement. Thus the modified SERVQUAL scale has become a reliable scale for measuring quality (Donnelly, Rimmer, Russell, & Shiu, 1995, pp. 92-105; Wisniewski, 2001, pp. 380-388; Ghotbabadi et al., 2015, pp. 272-275).

2.2 Grönroos Scale (Grönroos, 1982, 1984, 1990)

Grönroos efforts Considered to be one of the first efforts that looked at the field of the perceived quality of the services. Grönroos model developed (SERVQUAL) model (Kang, James, & Jeffrey, 2004, pp. 266-286), where he reclassified the scales and dimensions of the quality of the five services contained in (SERVQUAL) model in two dimensions: The Technical dimension which measures the quality benefit provided by the service, which is the objective aspect in judging the quality of service. The second one is the Functional Dimension, which measures the quality of how the service should be provided to the customer. This dimension is less objective than the previous, but it constitutes an important element in the client's assessment of service (Kang & James, 2004, pp. 268-269; Monavvarian, 2016).

Later on, Oliver (1994) and rust added a third dimension to the Grönroos model which is less important than the technical and the functional dimensions and that's the environmental dimension which measures the mental image of the former for the organization that provides the service. According to this model, the customer judge the service provided in reference to the former dimensions in addition to the image of

the organization that provided to the service. This means that the image of the service provider has an impact on the realization of performance, if it was good, then you can ignore minor problems, but if errors repeated, it will affect this image negatively (Alamanda, Brata, Sharif, Prasetio, & Dewi, 2015, pp. 1-7).

2.3 Scale of (SERVPERF) (Cronin & Taylor, 1992)

Cronin and Taylor (1992) introduced (SERVPERF) model in light of the Critic studies for (SERVQUAL) model. (SERVPERF) scale is based on the idea of measuring the actual performance of existing service, which is perceived by the customer in light of his experience and previous circumstances. This means that this model will considering the gap idea, which the scale of (SERVQUAL) is based on. However, this model adopted the five service quality dimensions that had been developed by this scale, which are (reliability, responsiveness, safety, empathy and tangibles) (Cronin & Taylor, 1994, pp. 55-68). The scale of (SERVPERF) is distinguished as being easy to apply and giving accurate results compared to the scale of (SERVQUAL). This led to the wide use of this scale in studies and research in this field (Ghotbabadi et al., 2015, p. 276; Lupo, 2015, pp. 249-251). Based on this, the researchers will use (SERVPERF) scale as a tool for measuring the perceived quality of the customer in this study.

2. Customer Loyalty

By reference to the most prominent scientific contributions that looked at the field of consumer loyalty, we find—in spite of the variability in defining the concept of loyalty contexts—that it all agreed that the concept of loyalty indicates the situational commitment and the heart sensation towards the product, as well as, the positive behavior in the repeated buying of the product. Jones and Sasser (1995) defined it as "a feeling of attachment to the heart for a company's folks, products or services".

Oliver (1997) defined it as "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior".

Also, Griffin (2005) defined it as "a commitment to defend in depth to re purchase or re-subscribe the selected product or service consistently in the future, although the influence of the situation and marketing efforts have the potential to cause a change in behavior".

It is importance for the organizations to win customers loyalty since it is the main road to retain the customer. Researches that looked into the relationship of organizations with their customers have shown compelling evidences that the cost of the process of retaining the customer is much less than the cost of acquiring a new customer (Berry, 1995). Many sources showed that the cost of gaining a new customer compared to the cost of retaining a current customer is (4) to (30) times more (Granger, 2015; Miller, 2010). Other studies also showed that maintaining a strong relationships with customers leads to increase in sales, reduction in operating costs, and support's the organizations capacity of in forecasting the sales future profit (Reichheld, 1993). Some sources showed that the cost of retaining 5% of customers can achieve a 25% increase in profits (Bahri, Sabahi, Taheri, & Hatami, 2013; Zeithaml et al., 1996).

There are variations among researchers in measuring the customer loyalty as a result of the difference of their scientific and technical background. Below is a table showing the most prominent of these classifications, in light of the scale of which was seen by the researchers:

Table 2. Customer Loyalty Dimensions

Researcher	Year	Dimensions
Paraswaman & Berry	1996	Intention of spoken words, Re dealing no sensitivity for price, Positive attitude towards complain
Oliver	1997	suggests that different aspects of loyalty manifest not simultaneous but rather sequentially
Chaudhuri & Holbrook	2001	Situational loyalty, Behavioral loyalty
Butcher et al.,	2001	Resisting change, Positive verbal communications, Preference, Belonging
Anderson et al.,	2003	Customer Loyalty (Repeated purchase)
Griffin	2005	Re-purchasing, Purchasing companies other services, Informing other customers, Immunity from competitors
Jones & Taylor	2007	Intention for purchasing, Intentions of changing, the power of preference, defending the trademark or the service provider, welling to pay high price
Yao Dan	2011	behavior characteristics (such as repeat purchase) emotional characteristics (such as customer's love of for products or service)
Auka et al.,	2013	Customer Loyalty (commitment of buying the services)
Utami & Sorayanti	2015	Customer Loyalty (Repeated purchase)

In general, we can classify customer's loyalty as situational loyalty, which refers to the customer's positive psychological tendency towards the products and services of the organization and behavioral loyalty, which refers to the customer frequently buying the products and services of the organization. Also to be taken into consideration that many of the studies considered the behavioral loyalty, which manifest in the obligation to repeatedly purchase the product or service to be the main criteria that reflects the loyalty of the customer, in the sense that, the customer loyalty get achieved in several consecutive stages, starting with cognitive loyalty, then the situational loyalty, then the behavioral loyalty. Oliver (1997); Auka et al. (2013); Utami (2015) suggests that different aspects of loyalty manifest not simultaneous but sequentially. Based on this, researchers will consider customer loyalty variable as one dimension which is his repeated buy of the services.

3. Significance of the Study

The current study is important because it shows the quality of services prominent role in the daily life of citizens, and the consequent importance in perceiving the loyalty of customers, which in turn may minimize mistakes that drain a lot of money. The practical significance of the study for the local decision maker in the telecom sector lies in identifying the benefit of the quality of services, and taking advantage of the many options for good performance that meets customer expectations and requirements.

4. The Study Hypothesis

This study adopted a set of hypotheses that aim essentially to examine the impact of the perceived quality of the services provided by the Jordanian mobile telecom companies on customer loyalty. Based on the framework, it can be hypothesized that:

Major hypothesis: There is no statistically significant impact at significance level ($\alpha \leq 0.05$) for the dimensions of perceived services quality on customer loyalty in Jordanian mobile telecom companies. It can be subdivided into the following hypotheses:

H1: There is no statistically significant impact at significance level ($\alpha \leq 0.05$) for tangibility dimension of perceived services quality on customer loyalty in Jordanian mobile telecom companies.

H2: There is no statistically significant impact at significance level ($\alpha \leq 0.05$) for Reliability dimension of perceived services quality on customer loyalty in Jordanian mobile telecom companies.

H3: There is no statistically significant impact at significance level ($\alpha \leq 0.05$) for Responsiveness dimension of perceived services quality on customer loyalty in Jordanian mobile telecom companies.

H4: There is no statistically significant impact at significance level ($\alpha \leq 0.05$) for Safety dimension of perceived services quality on customer loyalty in Jordanian mobile telecom companies.

H5: There is no statistically significant impact at significance level ($\alpha \leq 0.05$) for Empathy dimension of perceived services quality on customer loyalty in Jordanian mobile telecom companies.

5. Study Model

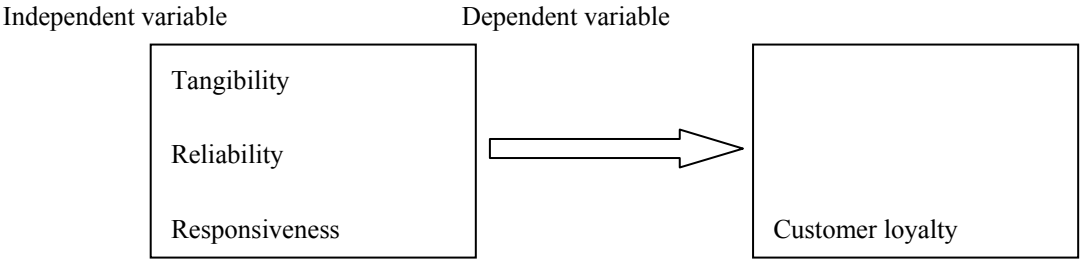

Figure 1. Conceptual Framework

6. Methodology of the Study (Technique and Procedures)

This is a descriptive, analytic study aiming at knowing, analyzing and determining the impact of the perceived services quality on customer loyalty in the Jordanian mobile telecom companies.

6.1 Study Type and Nature

This is a field study in nature, explanatory in purpose as it looks for cause and effect between the study variables.

6.2 Study Population

The target population is composed of customers in Jordanian mobile telecom companies, which are (3) companies and that society cannot be restricted or limited.

6.3 The Study Sample

The sample of the study consists of the customers of the Jordanian mobile telecom companies operating in the capital Amman. In the absence of a framework for the study population and the difficulty of conducting a comprehensive survey of all the customers in Jordanian mobile telecom companies, and due to the inability of the researchers to know the number of customers for each company, given that

company administrations consider this by confidential information. Anderson and Gerbing maintain that the appropriate sample size is more than 150 samples, so (600) questionnaires were distributed (Anderson & Gerbing, 1988). Due to the similarity in sample size between this study and previous studies, and due to the large size of the study population and the difficulty of limiting it, and to overcome the lack of responsiveness from the sample members, the sample size was chosen to settle on (500) units. The questionnaires were retrieved, and the number of questionnaires received was (378) with a percentage of (75.6%). Questionnaires were sorted out and showed that (333) were valid for analysis, so the retrieved questionnaires suitable for analysis are (66.6%) of the total number of questionnaires distributed to the study sample.

Table 3. Specification of the Study Sample

gender	Frequency	Percent
male	99	29.7
female	234	70.3
Age		
less than 30 years	239	71.8
30 years-less than 40 years	44	13.2
40 years-less than 50 years	20	6.0
50 years and more	30	9.0
Degree		
Diploma	22	6.6
B.A	255	76.6
master	39	11.7
Ph.D	17	5.1
Dealing time with mobile telecom company		
less than 2 years	87	26.1
2 years-less than 5 years	71	21.3
5 years-less than 10 years	76	22.8
10 years and more	99	29.7

Table 3 showed that the sample of the study consisted of 333 customers of the Jordanian mobile telecom companies operating in the capital Amman, of which 99 customers or (29.7%) are males and 234 customers or (70.3%) are females. 30 customers or (9.0%) are between 30 and 40 years old, 239 customers or (71.8%) are between 30 and 40 years old, 44 customers or (13.2) are between 40 and 50 years old, while 20 customers or (6.0%) are 50 years old and above. Out of the 333 customers, 22 or (6.6%) hold a diploma, 255 or (76.6%) hold a bachelor's degree, 39 or (11.7%) hold a master's degree, while 17 customers or (5.1%) have a Ph.D. In regards to dealing time with a mobile telecom company, 87 customers or (26.1%) have spent less than 2 years, 71 or (21.3%) spent between 2 and 5 years, 76 or (22.8) between 5 and 10 years, and 99 customers or (29.7%) have spent 10 or more years with the telecom company.

6.4 Study Tool

The researchers prepared, structured and developed the questionnaire bearing in mind foreign and Arabic previous studies, in addition to consulting specialists in this subject.

Table 4. Study Variables

Independent variable	Tangibility	measured from item number (1) to item (4)	4
	Reliability	measured from item number (5) to item (9)	5
	Responsiveness	measured from item number (10) to item (13)	4
	Safety	measured from item number (14) to item (17)	4
	Empathy	measured from item number (18) to item (22)	5
Dependent variable	Customers loyalty	measured from item number (23) to item (32)	10

7. Study Tool Persistency Test

Internal consistency coefficient (reliability) was calculated using the Cronbach's Alpha, and the result is statistically acceptable, if the value of the Cronbach Alpha is greater than (0.60). The more the value is the more it indicates a persistency that is higher for the study instrument. The results are as described in the following tables:

7.1 Dimensions of Perceived Services Quality

Table 5 showed that values of the internal consistency coefficient Cronbach Alpha for the independent study variables (dimensions services quality) ranged from (0.709-0.836), in addition, the alpha value for all dimension paragraphs was (0.906). Accordingly, all values are greater than (0.60) which is an indication of consistency between items of the study instrument, and reliability of the study tool reliability and the possibility of relying on it to conduct a statistical analysis (Sekaran & Bougie, 2012).

Table 5. Values of the Internal Consistency Coefficient Cronbach Alpha for the Independent Study Variables (Dimensions of Services Quality)

No.	The dimension	Number of items	Value of Alpha
1	Tangibility	4	0.709
2	Reliability	5	0.833
3	Responsiveness	4	0.790
4	Safety	4	0.836
5	Empathy	5	0.784
Total		**22**	**0.906**

7.2 The Perspective of Customer Loyalty

Table 5 showed that the values of internal consistency coefficient Alpha Cronbach for the customer loyalty variable added up to (0.913). As a result, value is greater than (0.60) and this is an indication of consistency between paragraphs of the study, reliability of the study tool and the possibility of relying on it to conduct a statistical analysis (Sekaran & Bougie, 2012).

Table 6. Values of the Internal Consistency Coefficient Cronbach Alpha for the Dependent Study Variables (Customer Loyalty)

No.	The variable	Number of items	Value of Alpha
1	Customer loyalty	10	0.913

7.2.1 Model Suitability Test

To test the suitability of the study data for linear regression analysis Multicollinearity was chosen.

First, Multicollinearity Tests: Pearson correlation was used to detect the problem of multicollinearity between the study independent variables. Table 7 Shows link matrix for the study variables.

Table 7. Correlations Matrix

	Tangibility	Reliability	Responsiveness	Safety
Tangibility				
Reliability	.341			
Responsiveness	.238	.611		
Safety	.383	.507	.567	
Empathy	.223	.491	.580	.615

Table 7 indicates that the values of the correlation coefficient between all study independent variables are values of statistical significance at the level of significance of 0.01 (* *). It turns out also that the highest correlation between independent variables is (0.615) between the two variables safety and empathy, while the values of the correlation between the other independent variables was less than that. This shows that there is a lack of the phenomenon of multicolleniarity between independent variables, where the link that reaches more than (0.80) is an indication of the existence of this problem, so we say that the sample is free from the problem of high multicollinearity.

7.2.2 Data Analysis and Hypothesis Testing

Table 8. Descriptive Statistics

Dimension	mean	rank	Std. Deviation
Empathy	2.23	1	0.73
Responsiveness	2.13	2	0.81
Reliability	2.08	3	0.70
Tangibility	2.02	4	0.67
Safety	1.81	5	0.73
Service quality dimensions	2.05		0.55
Customer loyalty	2.17		0.82

The study data will be presented and analyzed including description of the characteristics of the study sample, answers to the study questions, and testing and discussing the hypotheses.

The results of the Table 8 show that the level of services quality scale in terms of the relative importance is low for customers. Mean was (2.05) with a standard deviation (0.55). Empathy occupied first place, while safety ranked last. Based on data contained in Table 5, the means of customer loyalty from the perspective of the study sample can be compared. It suggests that the level measure of loyalty in terms of the relative importance is low. Mean was (2.17) with a standard deviation (0.82).

7.2.3 Testing the Hypotheses of the Study

Hypotheses were tested using multiple linear regression analysis and the gradual linear regression (Stepwise linear regression). The results were as follows:

The major hypothesis:

There is statistically significant impact at significance level ($p \leq 0.05$) for the dimensions of perceived services quality on customer loyalty in Jordanian telecom companies.

Table 9. Test Results of the Effect of the Dimensions of the Perceived Services Quality Collectively on the Customers Loyalty

Dependent variable	R	R^2	F	Sig.	Regression Coefficients				
					Dimensions	β	S. error	T	Sig
Customer loyalty	.563	.317	30.323	0.000	Tangibility	.151	.062	2.984	.003
					Reliability	.203	.071	3.321	.001
					Responsiveness	.004	.066	0.060	.952
					Safety	.141	.073	2.183	.030
					Empathy	.240	.071	3.833	.000

* The effect is statistically significant at ($\alpha \leq 0.05$).

The results of Table 9 showed that the impact of the independent variables (the dimensions of the perceived services quality combined) on the dependent variable (customer loyalty) is a statistically significant effect. Computed F value is (30.323), the level of significance (Sig = 0.000), which is less than 0.05, and the value of the coefficient of determination was (R^2 = 0.317). This confirms a significant decline and shows that 31.7% of the variation in the (customer loyalty) can be explained by the variation in (the dimensions of the perceived services quality combined). The regression coefficients showed that the value of β for the tangibility reached (0.151) and the value of t was (2.984) with level of significance (Sig = 0.003). This indicates lack of morale after tangibility on customer loyalty. β reliability value reached (0.203) and t value was (3.321). The level of significance was (Sig = 0.001), and the value of responsiveness dimension β was (.004) and the value of t was (0.060). The level of significance was (Sig = 0.952), as the value of β assertion dimension (safety) was (0.14) and the value of t was (2.182) with level of significance (Sig = 0.030). The value of β, empathy dimension amounted to (0.240) and t value was (3.833) with the level of significance (Sig = 0.000). All of the findings emphasize the morale of the regression coefficients at the level of significance ($\alpha \leq 0.05$) except responsiveness dimension, and thus the effect of combined dimensions is significance.

Accordingly, the multiple linear regression models for customer loyalty, is in the following equation:

Y = constant + 0.151 X1 + 0.203 X2 + 0.004 X3 + 0.141 X4 + 0.240 X5

Accordingly, we reject the first nihilism hypothesis and accept the alternative hypothesis, which states that:

There is a statistically significant impact at significance level ($\alpha \leq 0.05$) for the dimensions of the perceived services quality on customer loyalty in Jordanian mobile telecom companies.

To determine which of the dimensions of perceived services quality had a prominent impact on customer loyalty, linear regression analysis was used and the results were as follows:

Table 10. Summary of the Model and Variance Analysis to Test the Main Hypothesis

Model	Summary of the model			ANOVA Variance Analysis		
	R	R^2	S. error	DF	F	Sig
First	.463	.214	0.73	1	90.169	0.000

Second	.527	.278	0.70	2	63.391	0.000
Third	.553	.306	0.67	3	48.384	0.000
Fourth	.563	.317	0.68	4	38.019	0.000

Browsing Table 10, we find that the first model resulting from the regression analysis indicates that the variable empathy interpreted (21.4%) of the total variation in customer loyalty. The proportion of the interpretation of the overall variation in (customer loyalty) reached (27.8%) when reliability was added to empathy. At the same time, the percentage of the interpretation of the overall variation (customer loyalty) reached (30.6%) when tangibility was added to. When safety was added to empathy, reliability and tangibility, the interpretation rate reached (31.7%). The responsiveness dimension was excluded from the model because it is not statistically significant.

A review of the results in Table 11 shows that β values in the four models at F different levels and at the significance level (Sig = 0.05) for all the variables within the four regression models were less than 0.05, which confirms significant regression coefficients. β values showed as well that the impact of the variables is positive and has a statistically significant effect.

Table 11. Results of the Step-Wise Regression Analysis to Show the Effect of the Dimensions of the Perceived Services Quality on the Customer Loyalty

Model	Customer loyalty	Beta	t	Sig.
First	Empathy	.463	9.50	.000
Second	Empathy	.321	5.97	.000
	Reliability	.289	5.38	.000
Third	Empathy	.307	5.82	.000
	Reliability	.234	4.27	.000
	Tangibility	.180	3.68	.000
Fourth	Empathy	.241	4.01	.000
	Reliability	.205	3.66	.000
	Tangibility	.151	2.99	.003
	Safety	.142	2.26	.024

8. Discussing and Conclusion

Depending on the results of the statistical analysis and hypotheses tests, the final result showed that the general realization of quality of the services provided by the Jordanian Mobile Telecom Companies on individual samples reached in average account (2.05) showing a law relative importance. Also, the results of the study showed weak loyalty of customers in general, reached (2.17) regestrating a law relative importance, as well. We can justify the low perception of the members sample towards quality services dimensions and customers loyalty from two sides. The first side is that (227) out of (333) of the sample are new university graduates or carrying diploma degree, having little experience and low knowledge about the quality service dimension and customer loyalty dimensions. They are mostly general category busy in routine permanence. The second side is that (234) out of the origin sample (333) are Jordanian married ladies busy in housekeeping and paying no attention to update their information about quality services dimension or customer loyalty dimension. The result showed a positive impact of service quality on customer loyalty. The result coincides with Dubey and Srivastava (2016), Lupo (2015), Auka et al. (2013), Santouridis et al. (2010), while disagreed with it of not

showing a positive impact of the responsiveness dimension on customer loyalty. Also, the results of the study appeared that the sympathy dimension of quality service dimension came in the first class with a high relative importance reached (3.333) of the sample. This can be justified for the good treatment by the staff of the front office services in Jordan Telecom Companies, the fast service, the attractive smile and good uttered words that caused great effect in increasing customers loyalty dimension Reliability Dimension came in the second rank with a little high importance reached (3.833) of the sample. This increase can be justified with services offered by the front office staff. They produce service to customers in a very short time, solve their problems, and answer on all their inquiry. Tangibility Dimension came in third rank with a little high importance nearer to the second rank reached (2.984) of the sample. The cause of this decrease due to the inability to access in achieving this dimension. The Access appears in customer reception places where beautiful designs, cleanliness and elegance of the front offices staff, but the defect appears in most of the company branches where they had lack seats for customers and cat parks are not enough especially in peak time. The Safety Dimension came in the fourth rank with a very law results occurred because of the plenty complaint from the unconvincing sudden hikes in personal mobile bills and unconvincing justification of the front office staff for this increase. As for the final dimension (Responsiveness dimension) the results of the study showed that there were no significant effect on the weak loyalty of customers. This can be justified with the existence of the negative feeling of the majority of the sample as a reaction of the long waiting periods on customer service lines. Besides, the procrastination of some companies to confirm financial rights of customers when errors happen in pone monthly bills.

9. Recommendations

Depending on the previous results, the researchers suggest the following:

1) Jordan Mobile Telecom should pay much attention to direct services that include lack seats in reception offices, car parks especially in peak time.

2) Achieving Responsiveness Dimension through strengthen the values of transparency and full clarity in monthly phone bills and confirming the financial rights of customers when errors occur.

3) Jordan Telecom should do (continuous improvement) to reduce the waiting period in reception offices and on customer service call centers. In order to achieve the Responding Dimension in Quality Service

References

Aaker, D. (1996). Measuring brand equity across products and markets. *California Management Review*, *38*(3), 102-120. http://dx.doi.org/10.2307/41165845

Alamanda, D., Brata, P., Sharif, O., Prasetio, A., & Dewi, C. (2015). Grönroos Model: The Influence of Service Quality Dimensions on Customer Loyalty with Customer Satisfaction as Intervening Variable. *Seminar & Conference on Business & Technology in ICT Industry (SCBTII 2015)*. Retrieved from https://www.academia.edu/17502957/Gronroos_Model_The_Influence of_Service_Quality_Dimensions_on_Customer_Loyalty_with_Customer_Satisfaction_as_Interve ning_Variable

Anderson, R., & Srinivasan. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, *20*(2), 123-138. http://dx.doi.org/10.1002/mar.10063

Arnauld, E., Price, L., & Zinkhan, G. (2002). *Consumers*. New York, NY: Mc-Graw-Hill Higher Education.

Auka, D., Bosire, J., & Matern, V. (2013). Perceived Service Quality and Customer Loyalty in Retail Banking In Kenya. *British Journal of Marketing Studies*, *1*(3), 32-61.

Aurier, P., Evrard Y., & N'Goala, G. (2004). Understanding and measuring the value of the consumer's point of view. *Research in Marketing*, *19*(3), 1-20.

Bahri, A., Sabahi, E., Taheri, S., & Hatami, B. (2013). The Effect of Relationship Marketing on Bank's Customer Satisfaction. *International Journal of Business and Behavioral Sciences*, *3*(6).

Berry, L. (1995). Relationship marketing of services-growing interest: Emerging Perspectives. *Journal of the Academy of Marketing Science*, *23*(4), 236-245. http://dx.doi.org/10.1177/009207039502300402

Butcher, K., Sparks, B., & Callagham, O. (2001). Evaluative and Relational Influences on Service Loyalty. *International Journal of Service Industry Management*, *12*(4), 310-327. http://dx.doi.org/10.1108/09564230110405253

Chaudhuri, A., & Holbrook, B. (2001). The chain effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, *65*(April), 31-93. http://dx.doi.org/10.1509/jmkg.65.2.81.18255

Cronin, J., & Taylor, S. (1992). Measuring service quality: A re-examination and extension. *Journal of Marketing*, *56*(3), 55-68. http://dx.doi.org/10.2307/1252296

Cronin, J., & Taylor, S. (1994). SERVPERF versus SERVQUAL: Reconciling performance-based and perceptions-minus-expectations measurement of service quality. *Journal of Marketing*, *56*(3), 55-68. http://dx.doi.org/10.2307/1252296

Donnelly, M., Kerr, N., Rimmer, R., & Shiu, E. (2006). Assessing the quality of police services using SERVQUAL, Policing. *An International Journal of Police Strategies & Management*, *29*(1), 92-105. http://dx.doi.org/10.1108/13639510610648502

Donnely, M., Wisniewski, M., Dalrymplem, J., & Carrym, A. (1995). Measuring service quality in local government: The SERVQUAL approach. *International Journal of Public Sector Management*, *8*(7), 15-20. http://dx.doi.org/10.1108/09513559510103157

Dubey, A., & Srivastava, A. (2016). Impact of Service Quality on Customer Loyalty—A Study on Telecom Sector in India. *IOSR Journal of Business and Management*, *18*(2), 46-47.

Garvin, D. (1983). Quality on the line. *Harvard Business Review*, *61*(5), 65-73.

Ghotbabadi, A., Feiz, S., & Baharun, R. (2015). Service Quality Measurements: A Review. *International Journal of Academic Research in Business and Social Sciences*, *5*(2), 267. http://dx.doi.org/10.6007/IJARBSS/v5-i2/1484

Granger, J. (2015). Retrieved from http://www.blogs.pb.com/mail-solutions/2015/09/17/online-relationships-customer-retention/

Griffin, J. (2005). *Customer Loyalty: Growing and Keeping Customers*. Translation Dwi Kartini Yahya, publisher, Jakarta.

Grönroos, C. (1982). *Strategic Management and Marketing in Service Sector*. Marketing Science Institute, Cambridge, MA.

Grönroos, C. (1984). A Service Quality Model and its Marketing Implications. *European Journal of Marketing*, *18*(4), 36-44. http://dx.doi.org/10.1108/EUM0000000004784

Grönroos, C. (1990). *Service Management and Marketing*. Lexington Books, Lexington, MA.

Ivancerich, J., Lorenzi, P., Skinner, S., & Gresby, P. (1997). *Management* (2nd ed.). U.S.A. The McGraw Hill Companies.

Jones, T., & Sasser, W. (1995). Why satisfied customer defect. *Harvard Business Review*, *73*(6), 89-99.

Jones, T., & Taylor, S. (2007). The Conceptual Domain of Services Loyalty. *Journal of Services Marketing*, *21*(1), 36-51. http://dx.doi.org/10.1108/08876040710726284

Kang, G., & James, J. (2004). Service quality dimensions: An examination of Grönroos's service quality model. *Managing Service Quality (Emerald Group Publishing Limited*, *14*(4), 266-277. http://dx.doi.org/10.1108/09604520410546806

Karunaratna, A. (2014). Service Quality and Customer Loyalty: Adequacy of Servqual Model. *Global Journal of Commerce & Management Perspective*, *3*(4), 20-26.

Lupo, T. (2015). Fuzzy ServPerf model combined with ELECTRE III to comparatively evaluate service quality of international airports in Sicily. *Journal of Air Transport Management*, *42*(1), 249-259. http://dx.doi.org/10.1016/j.jairtraman.2014.11.006

Miller, H. (2010). *The value of an existing*. Retrieved from http://www.spoken.com/blog/2010/10/cost-of-acquiring-a-new-customer-6-to-7-times-more-than-keeping-exisiting.html

Monavvarian, A. (2016). A Study of the Mediating Role of Perceived Quality in Impact of Internal Marketing Strategy on Brand Equity: A Case MCI Telecommunication Company. *International Journal of Economics, Commerce and Management*, *IV*(1), 71-73.

Munhurrun, P., Ramseook, L., & Naidoo, P. (2010). Service Quality in the Public Service. *International Journal of Management and Marketing Research*, *3*(1), 37-50.

Obeidat, B. (2012). The Effect of Perceived Quality on Customer Loyalty in Internet Service Providers in Jordan. *Journal of Marketing Research*, *4*(4).

Oliver, R. (1997). *Satisfaction, a behavioral perspective on the consumer*. New York, McGraw-Hill.

Oliver, R. (1999). Whence consumer loyalty. *Journal of Marketing*, *63*(4), 33-44. http://dx.doi.org/10.2307/1252099

Parasuraman, A., Berry, L., & Zeithaml, V. (1993). Research note: More on improving service quality measurement. *Journal of Retailing*, *69*(1), 140-147. http://dx.doi.org/10.1016/S0022-4359(05)80007-7

Parasuraman, A., Zeithaml, V., & Berry, L. (1985). A conceptual model of service quality and its implications for future research. *The Journal of Marketing*, *49*(4), 41-50. http://dx.doi.org/10.2307/1251430

Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A multi-item scale for measuring customer perceptions of service quality. *Journal of Retailing*, *64*(1), 12-40.

Parasuraman, A., Zeithaml, V., & Berry, L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: Implications for further research. *Journal of Marketing*, *58*(1), 111-124. http://dx.doi.org/10.2307/1252255

Parasuraman, A., Zeithaml, V., & Berry, L. L. (1991). Refinement and reassessment of the SERVQUAL scale. *Journal of Retailing*, *67*(4), 420-450.

Reichheld, F., & Aspinall, K. (1993). Building high-loyalty business systems. *Journal of Retail Banking*, *15*(4), 21-29.

Rust, R., & Oliver, R. (1994). Service Quality: New Directions in Theory and Practice. *Thousand Oaks*.

Santouridis, I., & Trivellas, P. (2010). Investigating the Impact of Service Quality and Customer Satisfaction on Customer Loyalty in Mobile Telephony in Greece. *The TQM Journal*, *22*(3), 330-343. http://dx.doi.org/10.1108/17542731011035550

Turner, K., Carol, C. B., & Ronald, R. (2010). An Application of the Conceptual Model of Service Quality to Independent Auditing Services. *The Journal of Applied Business Research*, *26*(4). http://dx.doi.org/10.19030/jabr.v26i4.300

Utami, S. (2015). The Influence of Customers' Trust on Customer Loyalty. *International Journal Of Economics, Commerce and Management*, *III*(7), 638-653.

Wisniewski, M. (2001). Using SERVQUAL to assess customer satisfaction with public sector services. *Managing Service Quality*, *11*(6), 380-388. http://dx.doi.org/10.1108/EUM0000000006279

Yao, D. (2011). *Empirical Research of Perceived Value as a Mediator between Group-buying Service Quality and Customer loyalty in Catering Industry*. Nanjing University.

Zeithaml, V., & Bitner, M. (1996). *Services Marketing*. McGraw-Hill, New York, N.Y.