Thesis Title: Toward a Proposed Model for Total Quality Service System as Approach to Improve Perceived Quality – Empirical Study in Mobinil and Vodafone Firms

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THESIS ABSTRACT

This thesis is a field study, which focuses on measuring to what extent the total quality service system is implemented in Mobinil and Vodafone firms, and measuring level of the service quality provided to their customers. In addition to determining the nature of the relationship between the implementation level of total quality service system and the level of Mobile phone service quality.

The problem of the study is to determine to what extent the implementation of total quality service system is an essential methodology to improve the level of mobile phone service quality that is provided by Mobinil and Vodafone firms?

The study aimed to measure the implementation level of total quality service system in order to diagnose the current quality system in Mobinil and Vodafone firms. And to what extent there are differences or discrepancies with regard to the implementation level in the two firms. And to propose a quantitative model to measure this implementation level.

The study aimed also to measure the level of mobile phone service quality from the viewpoints of Mobinil and Vodafone Customers. And to what extent there are differences or discrepancies with regard to this level between the customers of both firms. And to propose a quantitative model to measure this level.

The study is based on six hypotheses as follows:

- 1- There are no significant differences between the implementation levels of total quality service system dimensions in Mobinil and Vodafone firms.
- 2- There are no significant differences between the total implementation level of total quality service system in Mobinil and Vodafone firms.
- 3- There are no significant differences between the approval levels on the dimensions of mobile phone service quality from the viewpoints of Mobinil and Vodafone customers.
- 4- There are no significant differences between the total level of mobile phone service quality from the viewpoints of Mobinil and Vodafone customers.
- 5- There are no significant differences between the total implementation level of total quality service system in Mobinil firm and the level of mobile phone service quality.
- 6- There are no significant differences between the total implementation level of total quality service system in Vodafone firm and the level of mobile phone service quality.

The study composed of two parts. The first part focused on the theoretical and philosophical frame of total quality service system and its relation with service quality. The second part identified the field study, which focused on analyzing the reality of total quality service system implementation in Mobinil and Vodafone firms. And measuring the level of mobile phone service quality from the viewpoints of both firms customers. In addition to determining the nature of the relationship between the implementation level of total quality service system and the level of mobile phone service quality. Beside the results and recommendations of the study.

In order to test the hypotheses, the researcher depends on the secondary data which composed the theoretical and philosophical frame of the study. In addition to the primary data which were collected by the questionnaire. Whereas two questionnaires were designed, one was directed to the managers in Mobinil and Vodafone firms (110 cases from

133 cases, 82.71%). And the other was directed to the customers of both firms (320 cases from 384 cases, 83.33%).

As regards the results of hypotheses tests, it has been confirmed that the first hypothesis was partially accepted, which means there are no significant differences between the implementation levels in Mobinil and Vodafone firms, concerning the dimensions of : top management commitment and visionary leadership, continuous improvement, customer focus, and servicescapes. And was partially rejected, which means there are significant differences between the implementation levels in Mobinil and Vodafone firms, concerning the dimensions of :human resource management, technical system, systems of information, analysis, and communications, benchmarking, employee satisfaction, social responsibility, customer – supplier relationship, and quality culture. Whereas Vodafone firm exceeds or leads Mobinil firm in the level of implementing all these dimensions except systems of information, analysis, and communications dimension, whereas Mobinil firm exceeds or leads Vodafone firm in the level of implementing it. As regards the second hypothesis, it was rejected, which means there are significant differences between the total implementation level of total quality service system in Mobinil and Vodafone firms. Whereas Vodafone firm exceeds or leads Mobinil firm with regard to this level.

As regards the third hypothesis, it was partially accepted, which means there are no significant differences between approval levels from viewpoints of Mobinil and Vodafone customers, concerning dimensions of : service product, pricing policy (monthly subscription customers), and servicescapes. And was partially rejected, which means there are significant differences between approval levels from viewpoints of Mobinil and Vodafone customers, concerning dimensions of : human element of service delivery, processes of service delivery, network efficiency & coverage zone, pricing policy (prepaid card customers), and social responsibility.

As regards the fourth hypothesis, it was accepted, which means there are no significant differences between the total level of mobile phone service quality from the viewpoints of Mobinil and Vodafone customers. Whereas both firms are nearly the same with regard to this level. As regards the fifth and sixth hypotheses, they were rejected, which means there are differences between opinions of managers in Mobinil and Vodafone firms and opinions of their customers. Whereas, the managers see the effectiveness and efficiency of implementing the total quality service system, but the customers see the quality level of provided service is very low.

The researcher proposed a quantitative model to measure the implementation level of total quality service system in mobinil and Vodafone firms (the dependent variable D). The final form of this model as follows:

$$\mathbf{D} = 100.206 + 0.923 \,\mathbf{E} + 0.809 \,\mathbf{M} + 1.167 \,\mathbf{H} + 1.047 \,\mathbf{G} + 1.342 \,\mathbf{C} + 1.034 \,\mathbf{P} \\ + 1.243 \,\mathbf{S} + 0.887 \,\mathbf{I} + 0.402 \,\mathbf{K} + 1.841 \,\mathbf{L} + 1.550 \,\mathbf{Q} + 0.634 \,\mathbf{J}$$

The statistical analysis reveals that the implementation level of total quality service system relates strongly with some factors of significant effect: implementation level of employee satisfaction (E), implementation level of customer supplier relationship implementation level of human resource Management (H), implementation level of servicescapes (G), implementation level of improvement (C), implementation level responsibility (P), implementation level of technical system (S), implementation level of systems of information, analysis, and communications (I), implementation level of benchmarking (K), implementation level of top management commitment and visionary leadership (L), implementation level of quality culture (Q), and implementation level of customer focus (J).

The researcher also proposed a quantitative model to measure the level of mobile phone service quality from the viewpoints of Mobinil and Vodafone customers (the dependent variable X). This model was tested by concerning viewpoints of prepaid card customers, so the final form of this model as follows:

$$X = 5.117 + 1.061 \ \mathbf{O} + 0.977 \ \mathbf{ZA} + 0.918 \ \mathbf{W} + 0.950 \ \mathbf{V} + 0.980 \ \mathbf{Y} + 0.947 \ \mathbf{N} + 0.929 \ \mathbf{U}$$

And it was tested by concerning viewpoints of monthly subscription customers, so the final form of this model as follows:

$$X = 6.327 + 0.969 \ \mathbf{O} + 0.909 \ \mathbf{Y} + 0.926 \ \mathbf{ZB} + 0.867 \ \mathbf{V} + 1.003 \ \mathbf{W} + 0.893 \ \mathbf{N} + 1.067 \ \mathbf{U}$$

The statistical analysis reveals that the level of mobile phone service quality relates strongly with some factors of significant effect: approval level on service product (N), approval level on human element of service delivery (O), approval level on processes of service delivery (U), approval level on network efficiency and coverage zone (V), approval level on pricing policy [prepaid card customers] (ZA), approval level on pricing policy [monthly subscription customers] (ZB), approval level on servicescapes (W), and approval level on social responsibility (Y).

Finally, the researcher proposed a guide model to describe the nature of relationship between the implementation level of total quality service system and the level of mobile phone service quality. In addition to clarify the details of this model, the researcher also identify the obstacles face this model, and the factors of its effective implementation.