

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

Prepared By: **Mohammad Abdulwakeel Atta Ebraheem**

Demonstrator of Business Administration in the College

Supervised By: **Prof.Dr. Ahmad Sayed Moustafa Mahmoud**

Professor of Business Administration in the College

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.

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

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:

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

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 (M), implementation level of human resource Management (H), implementation level of servicescapes (G), implementation level of continuous improvement (C), implementation level of social 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

