CUSTOMER PERCEPTION OF SERVICE QUALITY IN THE TANZANIAN TELECOMMUNICATION SECTOR.

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ABSTRACT

The purpose of this study was to assess the customer's perception of service quality in the Tanzanian telecommunication sector, a case of Tigo company in Iringa Municipality. The study was guided by five specific objectives which were, to determine customers' perception of the services based on tangibility, to determine customers' perception of reliability to the services, to determine customers' perception of responsiveness to the services and to determine customers' perception of assurance to the services provided in Tigo Company in Iringa. Qualitative and Quantitative approaches were used for this study, where the study involved a sample size of 65 respondents for Quantitative and 5 respondents for interview. The study used case study technique to collect comprehensive, systematic and in-depth information. Data were collected through questionnaires and unstructured interviews. The findings revealed that the customers perception on service quality in Tanzania telecommunication sector is very important in the performance of today's business competition where in correlation the results shows that there is a significant relationship between tangibility and service quality, responsiveness and service quality, reliability and service quality, assurance and service quality, empathy and service quality. However, the company needs to set out rules that are viewed as fair and practical by employees to promote and provide better service to customers. This can be achieved by having good appearance of physical facilities, equipment, personnel and written materials, ability to perform the promised service dependably and accurately, willingness to help customers and provide prompt service, Employees' knowledge and courtesy and their ability to inspire trust and confidence, caring, easy access, good communication, customer understanding, prepare monthly training of service provision, proper service market visit, increase more service desk and individualised attention given to customers to help enhance team spirit within the company.

Keywords: Customer Perception, Service Quality, Point of Sale, Customer Satisfaction, Customer.

1.0 Introduction

The provision of telecommunication services has been recognized as an essential element of the economy's overall growth. Maintaining existing users by satisfying customer needs in the telecommunication industry is very important because it is cheaper to retain a customer than to add another customer due to the high cost of acquiring new customers, successful business professionals are those who understand their customers, who have become the centers in almost

every industry that offers products or services. They know what their customers want and fulfil their needs accordingly by conducting marketing research and business experiences. Many developing countries like Kenya, Uganda, Ethiopia, and Tanzania, among others, face the problem of inadequate budgetary allocations and constrained capacity for the provision of quality services to satisfy the customer's needs (Khamis & Njau, 2017).

In Tanzania, most customers who get service from different telecommunication companies are not satisfied with the services provided, despite the offered bundles and other promotions, customers' complaints were reported about the quality of services provided by the telecommunication, especially on internet bundles. Complaints have increased when providers deny their full entitlements, and some providers charge additional fees on the service in the benefits package. Insured customers have complained about service providers' poor attitude and behaviour in the telecommunication industry (Shaw and Griffin 2020). Consequently, there has been insufficient literature in Tanzania on customer perception in telecommunication, based on the knowledge and awareness of enrolees within the telecommunication companies setting. The study about enrolees' experiences and concerns in Dar es Salaam was conducted and pointed out that research on customer satisfaction in telecommunication should be ongoing (Linje, 2018). Problems associated with telecommunication services need to be understood and resolved. Given the quality of services provided to customers by a telecommunication company or any other service provider and the fact that there is no study done on customer perception about the quality of services provided by telecommunication companies at Iringa, the current study is worth to be done to assess the customer perception of service quality in the Tanzanian telecommunication sector, taking the case of Tigo Company in Iringa.

2.0 Literature Review
2.1 Theoretical Review
Disconfirmation Theory

The service quality or disconfirmation model has three outcome states on a variable scale, Oliver, 1980. The three states are "dissatisfaction", resulting from poor perceived quality (negative disconfirmation), "delight" from high quality (positive disconfirmation) and "satisfaction" from adequate quality (confirmation). This satisfaction state is sometimes defined as the zone of tolerance (Kennedy & Thirkell, 2017). The two authors are indicting how to measure the level of satisfaction of the service. However, Oliver (1980), on the same theory, introduces other variables that link satisfaction and loyalty. The customer satisfaction literature uses Oliver's (1980) disconfirmation theory to link retention to expected and actual product performance differences. Attitudes formed from initial transactions lead to satisfaction, retention and subsequent repurchase decisions (Oliver, 1980). Attitudinal loyalty is a commitment that fosters purchase intentions and word of mouth promotion about the supplier. This loyalty can be seen as a psychological contract in the exchange relationship between the customer and the service provider. However, this theory has failed to clarify what leads to poor service quality. For this reason, the study proceeds with the service gaps model.

The Service Quality Model (SERVQUAL)

The Service Quality Model is considered the pioneer model in customers' perception measurement. It was developed by Parasuraman et al. in 1985. The model has been recognized as the most representative tool in approaching customers' perception issues. The central idea is that service quality is "a function of the difference scores or gaps between expectations and perceptions (Cronin & Taylor, 2016). SERVQUAL contains 22 pairs of Likert scale statements structured around five service quality dimensions to measure reliability, Responsiveness, Assurance, Empathy and Tangibles (Cronin & Taylor, 2016). In this perspective, customers' perception is analyzed as a multidimensional concept resulting from a comparative approach

between customers' expectations and perceived quality delivered by the firm. Thus, "a positive gap score implies that expectations have been met or exceeded, and a negative score implies that expectations are not being met" (Barnes, 2017). Hence, the SERVQUAL model was analyzed and modified by some authors seeking to adapt it or correct some mistakes it may be perceived to contain. From services SERVQUAL, five dimensions were adapted to measure customers' perceptions. These dimensions are tangibility, reliability, responsiveness, assurance and empathy (Cronin & Taylor, 2016). Therefore, customer perception is determined solely by the structure and competitive dynamics of the industry within which it operates to its customers. This theory and models support the study in that the firm needs to continuously scan its environment on service quality to understand the market demand to provide quality services and thus attain customers' perception of a competitive edge.

2.2   Empirical Review

Tangible Services and Customer Perception

Hong and Marimuthu (2018) studied the relationship between service quality and customer satisfaction in the Malaysian Insurance Scheme. The study employed a cross-sectional design and collected primary data from 45 customers. Data analysis was done qualitatively and qualitatively through content and descriptive analysis. The study's findings indicated that customers' expectations are higher than perception, but the tangibility dimension was revealed to have the most significant influence on customer satisfaction

Reliability and Customer Perception

Khamis and Njau (2017) conducted a study about customers' satisfaction with the quality of service care in private institutions in Dar es Salaam. The study employed a cross-sectional design, and primary data were collected from 63 customers. Data analysis was done qualitatively and qualitatively through content and descriptive analysis. The study found the customer's level of satisfaction means gap score to be (-2.88 ± 3.1), indicating overall dissatisfaction with the quality of care. This gap revealed that patients were dissatisfied in all five dimensions of the SERVQUAL model, while reliability showed a dissatisfaction level of -0.49, holding all other factors constant.

Responsiveness and Customer Perception

Inanga and Yona (2019) carried out a study on the impact of financial sector reforms on bank ownership and its impact on the service quality of commercial banks in Tanzania. The study employed a cross-sectional design, and primary data were collected from 75 customers. Data analysis was done qualitatively and qualitatively through content and descriptive analysis. Then regression analysis was done to determine the association between reforms on bank ownership and service quality dimensions. The overall results indicated that financial sector reform is positively associated with all service quality dimensions. However, upon score analysis, the results indicated that for responsiveness of semi-quasi banks was revealed to have a higher mean score than private banks.

Assurance and Customer Perception

Mtwe (2016) assessed "Customer perception under Hotel Services and Factors Influencing their Satisfaction". The study employed a case study design and collected data from 73 customers. Qualitative content analysis was used. The results show that insured customers had reasonable expectations towards hotel services and a good attitude toward hotel service, except poor attitude was noted in customer assurance towards hotel services.

Empathy and Customer Perception

Mohommad and Alhamadani (2019) conducted a study to examine perceived service quality by customers of commercial banks in Jordan. A cross-sectional study was employed, and data was collected from 50 customers. Descriptive and correlation analyses were used to analyze data collected using questionnaires. The study also analysed the five SERVQUAL dimensions by randomly selecting 50 customers from different commercial banks using survey questionnaires. The study's findings indicated that service empathy is an essential predecessor of customer satisfaction out of five dimensions.

3.0 Methodology

The study was conducted at Iringa Municipal Council using Tigo Company as a case. The researcher selected Tigo Company in Iringa Municipal Council because the researcher is familiar with the area under study, and also, it is easy to collect data and reach customers. For the purpose of this research, the researcher applied mixed research approach, including both quantitative and qualitative approach. Quantitative approach was used for seeking structured responses because customer perception was subjected. Qualitative approach was used because it seeks to understand the research problem through process, values, context and interpretation in the construction of meaning and concept that helps to understand the behaviour of customers on the quality of services provided by Tigo company in Iringa. A case study research design was used to obtain information concerning the phenomena' current status and describe what exists concerning variables or conditions in a situation (Kidder, 2015). The study population include all registered customers of Tigo Company, where the company in Iringa currently has 385,600 active customers. The research strategy helps identify methods used to answer the research questions (Bryman & Bell, 2015). A simple random sampling technique ensure that every customer in the population has an equal chance of being selected to participate in the study without bias where sample of 65 respo ndentsused in the study. The average number of respondents (sample size) was obtained from empirical literatures and 5 Mobile Financial Services from Tigo company in Iringa municipal council were participate on an interview. Since the study incorporate both quantitative and qualitative data, data analysis tools used for quantitative data and the qualitative data was analyzed using content analysis. The raw data obtained from the field was prepared for the analysis, then transformed and entered into an excel spreadsheet. Data collected from 65 respondents was analyzed using SPSS (Statistical Package for Social Sciences).

4.0 Results and Discussions
4.1: Customers' perception of the services based on tangibility
Table4.1: Customers' perception of the services based on tangibility

Statement	SD		D		N		A		Total
	F	%	F	%	F	%	F	%	F
The service area has clean environment and visually appealing	5	7.7	21	32.3	34	52.3	5	7.7	65
There are adequate service personnel at the facility	6	9.2	25	38.3	23	35.4	11	16.9	65
There is modern physical facility	5	7.7	26	40.0	26	40.0	8	12.3	65
There is adequate equipment at Tigo company	4	6.2	28	43.1	26	40.0	7	10.8	65

Source: Researcher (2022)

The finding shows that, out of 65 respondents, statement 1, 26 (40%) respondents agree that the service area has no clean environment and is visually appealing while 5 (7.7%) said that, service area has a clean environment and is visually appealing. This implies that most customers were not satisfied by a clean environment and visually appealing based on tangibility. Statement 2, 31

(47.5%) respondents agree that there are no adequate service personnel at the facility while 11 (16.9%) said there is adequate service personnel at the facility. This implies that customers do not satisfy by adequate service personnel at the facility. Statement 3, 31 (47.7%) respondents agree that there is no modern physical facility while 8 (12.3%) there is modern physical facility. This implies that most customers were influenced by modern physical facilities. Statement 4, 32 (49.3%) respondents agree that there is no adequate equipment at Tigo Company while 7 (10%) respondents said that there is adequate equipment at Tigo Company. This implies that most customers ware influenced by adequate equipment to perceive the quality of service. This shows that there is a big impact on provision of service quality based on tangibility. Service quality cannot be assessed in the same way as a tangible product due to features of service such as, intangibility and inseparability. During the interview, one respondent said that: In the telecommunication sector customers are always going to the point of sale and seek for some help because they believe that if there is a clean environment and good tangibles setting automatically the service will be good as well." (Mobile Financial Service 3).Another respondent from the interview says that, "if there are no good facilities obviously the employees will not feel comfortable to save their customers and from this the result will be poor performance of service provided of the company to the customers" (Mobile Financial Service 2). As in the case of goods, the service provider cannot undertake quality check before the service is finally delivered to the customer, through this result, if the company does not consider how their service provider is reliable to customers the room of brand switching from poor service provided by the telecommunication companies will keep been bigger, and according to today's technological world this tell the industry help to focus and to put much attention on tangibility alert the industry to plan more on thriving themselves to fight on this competition. Therefore, customers' perception of the services based on tangibility is the key factor which influences the provision of service quality ensuring customers are well satisfied.

4.2   Customers' perception of reliability to the services provided
Table 2:   Customers' perception of reliability to the services provided

Statement	SD		D		N		A		Total
	F	%	F	%	F	%	F	%	F
I always receive good service using Tigo network	8	11.9	29	43.3	23	34.3	5	7.5	65
The promised service from Tigo company are satisfactory	5	7.7	35	53.8	20	30.8	5	7.7	65
I get good customer care services in time	6	9.2	31	47.7	22	33.8	6	9.2	65
The employees indicate sincere interest in handling problem	7	10.8	32	49.2	22	33.8	4	6.2	65

Source: Researcher (2022)

The finding shows that, out of 65 respondents, statement 1, 37 (55.2%) of respondents agreed that they don't receive good services using Tigo network, while 5 (7.5%) respondents agree that they receive good services. This implies most customers were not satisfied to use the Tigo network. Statement 2, 40 (61.5%) respondents agreed that the promised services from Tigo company are not satisfactory while 5 (7.7%) respondents admit that the service provided is satisfactory, this implies that most customers were not satisfied because the promised service is not satisfactory. Statement 3, 37 (56.9%) respondents agree that they do not get customer care on time while 6 (9.2%) agreed that they receive customer care on time. This implies that most customers were not satisfactory to use the promised service because they do not receive good customer care on time. Statement 4, 39 (50%) respondents agree that the Tigo company employees do not indicate sincere interest in handling problems while 4 (6.2%) agreed that the employees indicate sincere interest in handling problems, therefore the service provided by the

telecommunication sector is based on reliability. This implies that most customers were not satisfied to use Tigo service employees because they service providers does not indicate sincere interest in handling problem. Therefore, according to the results of this study, customers from Tigo expect good services based on reliability through the presence of punctuality, customer consistency, dependability, brand survival and accuracy. In today's business we agree that some supervisors from points of sale started to take some initiative on making sure that they employ reliable services provider who will be willing to ensure that they provide what is supposed to be provided according to the need and wants of the customers, customers will look more even on reliability of the customer if what they get from them are well deserved. Some reports from the telecom industry say that having reliable service providers is one of the profitable stages to the company where customers will be part of the brand ambassadors if they are well treated. During interview, one respondent says that: In this sector some of the service providers are not caring, it reaches a point if we want to go to some point of sale for float or cash, remember that their services are not good we quit the process and seek that help from other financial agents like banks. (Mobile Financial Service 5) Another respondent described his experience from the interview that: Sometimes a company change the service especially the use of bundles price without alerting the customers, therefore if the price of service provided is changing that high, likely most of the customer will shift to another telecom company, there is a need of making changes very immediately" (Mobile Financial Service 2Also, this finding is supported by the study of Wang et al. (2020) carried out a study titled "Measuring customers' perceived service quality and care delivery in a private organisation in Tanzania. The findings from this study revealed that reliability of service care has a positive and significant effect on customer perception and customer satisfaction. The reliability aspect is an important element in the perception of service quality by the customer's satisfaction and their loyalty. Hence the service company's need to be aware of customer expectations on reliability. In the case of telecommunication services, the reliability dimension includes regularity, attitude towards complaints, keeping customers informed; consistency and procedures tell a lot about the customer's feelings on how they perceive things.

4.3:   Customers' perception of responsiveness to the services provided
Table 3:   Customers' perception of responsiveness to the services provided

Statement	SD		D		N		A		Total
	F	%	F	%	F	%	F	%	F
The customer is informed about the services that will be offered	8	12.3	28	43.1	24	36.9	5	7.7	65
The service providers give prompt service to customers	5	7.7	31	47.7	27	41.5	2	3.1	65
The service providers are willing to help customers	8	12.3	25	38.5	24	36.9	8	12.3	65
Employees respond to customers' demands and requests	8	12.3	22	33.8	29	44.6	6	9.2	65

Source: Researcher (2022)

The finding shows that out of 65 respondents, Statement 1, 36 (55.4%) respondents agree that the customer is not informed about the services that will be offered while 5 (7.7%) respondents said the customers are informed this implies that most respondents were not satisfied because of they were not informed about the service provided. Statement 2, 36 (55.7%) respondents agreed that the service providers do not give prompt service to customers while 2 (12.3%) said that the service provided is prompt. This implies that most customers were not satisfied because the service provided does not give prompt service to customers. Statement 3, 32 (50.8%) agreed that the service providers are not willing to help customers while 8 (12.3%) agreed that the providers are willing to help customers. This implies that most customers were not satisfied with the

service provided because providers are not willing to help customers. Statement 4, 30 (51%) respondents agreed that employees do not respond to customers demand and requests while 9.2% agreed that employees respond to customers demand and requests on service quality based on responsiveness. This implies that most customers were not satisfied because employees do not respond to customers' demands and requests. Therefore, according to the results of this study, reveals that customers from Tigo customers expect good services based on responsiveness through the presence of Prompt services, willingness, product quality, product demand. On the other hand, the service provided concept was learned to be a challenge in some areas. In spite of initiative from the ministry and the companies the respondents from different point of sale refused to follow the procedures of services provide by saying, that it's too slow, not good, and once they get service problems, they decide to change the chip and not to find the solution of it because of poor performance of service provided to a specific company. This dimension focuses on the attitude and promptness in dealing with customer requests, questions, complaints and problems. It also focuses on punctuality, presence, professional commitment of the employees or staff. It can be calculated on the length of time customers wait for assistance, answers to questions etc. The conditions of responsiveness can be improved by continuously viewing the process of service delivery and employees' attitude towards requests of customers. One respondent described his experience from the interview that: Always customers expect to gets service that meet their needs on business, competition is very stiff so we need to be cooperative as services providers, failure to this is they could be difficulty for the companies to satisfy customers in our Tanzania telecom companies. (Mobile Financial Service 4). The study reveals that, through this result, according to today's business growth on service sector this show the industry that, based of the respondents, the youth group who agreed to focus and to put much attention on responsiveness alert the industry to plan more on thriving themselves to fight hardly on this competition otherwise they will struggle more on retaining and satisfying their customers.

4.4: Customers' perception of empathy for the services
Table 4: Customers' perception of empathy for the services

Statement	SD		D		N		A		Total
	F	%	F	%	F	%	F	%	F
There is much individual attention to customer	9	13.8	17	26.2	32	49.2	7	10.8	65
Tigo service providers provides caring services	6	9.2	22	33.8	32	49.2	5	7.7	65
Tigo service providers deal with customer in a courtesy way	4	6.2	29	44.6	29	44.6	3	4.6	65
The product is offered for the best interest and awareness of customers	4	6.2	27	41.5	31	47.7	3	4.6	65

Source: Researcher (2022)

The finding shows that, Statement,1 26 (40%) of respondents agreed that there is not much individual attention in Tigo company while 7 (10.8) respondents agreed that there is much individual attention. This implies that most customers are not satisfied because there is no much individual attention in Tigo Company. Statement 2, 28 (51%) respondents agreed that the service providers do not provide caring service while 5 (7.7%) respondents said the Tigo service providers provide caring service. This implies that most customers were not satisfied because the service providers do not provide caring service Statement 3, 33 (50.8%) respondents agreed that Tigo service providers do not deal with customers in a courtesy way while in the same route 3 (4.6%). respondents said Tigo service providers deal with customers in a courtesy way. This implies that most customers were not satisfied because service providers do not deal with customers in a courtesy way. Statement 4, 31 (47.7%) respondents agreed that the Tigo product

does not offered for the best interest and awareness of customers while 3 (4.6%) respondents agreed that the product is offered for the best interest and awareness of customers due to this the results implies that customers are not satisfied because the product were not offered for the best interest and awareness of customer based on empathy. During interview, one respondent says that: Sometimes you might go to some point of sale and realise that no one is on your, it happened timely that you address your problem to some service provider but because of his or her personal responsibilities, may tell you that, I am busy now to attend your case until next time and he does not tell you when exactly will it going to be solved. (Mobile Financial Service 1). Furthermore, the service qualities on the empathy dimension. It defines a clear meaning of caring, individualised attention provided to the customers. This dimension tries to convey the meaning through personalised or individualised services that customers are unique and special to the company. The focus of this dimension is on a variety of services that satisfy different needs of customers, individualised or personalised services. In this case the service providers need to know customers personal needs or wants and preferences.

4.5: Customers' perception of assurance to the services provided
Table 5: Customers' perception of assurance to the services provided

Statement	SD		D		N		A		Total
	F	%	F	%	F	%	F	%	F
Tigo service providers understand customer needs	3	4.6	26	40.0	29	44.6	7	10.8	65
Tigo service providers are credible to customers	3	4.6	28	44.0	25	38.5	11	16.9	65
The customer feels safe using services offered by Tigo company	2	3.1	24	36.9	29	44.6	10	15.3	65
Tigo service providers are polite to customers	2	3.1	23	35.4	31	47.7	9	13.8	65

Source: Researcher (2022)

The finding shows that for statement 1, 39 (44.6%) of respondents agreed that Tigo service providers do not understand customer needs while 7 (10.8%) of respondents agreed that service providers from Tigo company understand customer's needs. This implies that most customers were not satisfied because service providers do not understand their needs. Statement 2, 31 (48.6%) respondents agree that Tigo service providers are not credible to customers while 11 respondents which is 16.9% agreed that the providers are credible. This implies that most customers were not satisfied with the service provided because the service providers are not credible to customers. Statement 3, 28 (40%) also agreed that the customers do not feel safe using services offered by Tigo and 38.4% agreed that the service providers are not well polite, this implies that most customers were not satisfied with provided services they do not feel safe using service offered by Tigo. Statement 4, 25 (35.4) agreed that the service provided is not polite to customers while 9 (13.8%) agree that the service providers are polite to customers on service quality based on assurance. This implies that most customers were not satisfied because the service providers are not polite to customers based on assurance. According to the results of this study, customers from Tigo expect good services based on assurance through the presence of trust, credibility, competence and security. This objective of service quality is the assurance dimension. It can be displayed as an employee's knowledge, courtesy and the ability of the company and its employees to inspire trust and confidence in their customers. This dimension is important in the telecommunication sector and other services because customers feel uncertain about their ability to evaluate outcomes. In some situations, telecom services and other sectors like insuring services which their company tries to build trust and loyalty between key contact persons like service provider, insurance agents, brokers and individual customers. In

telecommunication services "service provider" plays the role of key contact person. This objective focuses on job knowledge and skill, accuracy, courtesy of employees and securities which ensure the company is well developed. One respondent described his experience from the interview that: Some telecom companies promise the services which they cannot deliver on time thus why many customers decide to stop using the provided services. Customers receive many promises from different sources of information so if you cannot promise them well enough to trust you, there is no way that they can come back to you again. (Mobile Financial Service 3) The result also shows that there is a reason for these telecommunication companies to invest more of their effort on service provision based on the assurance. If the company does not consider the issue of assurance from the service provider to customers it will be not easy for them to win the market, and this business reveal from the study that, respondents who agreed to consider on assurance alert the service sector to plan more on strategies and implementing more their ways to make sure customers are well delighted.

4.6:   Correlation analysis

In statistics, correlation refers to the fact that there is a link between various events. One of the tools to infer whether such a link exists is correlation analysis and to perform reliable correlation analysis to make in depth observation of the two variables which give a researcher advantage in obtaining results, according to the findings the results shows that there is a positive correlation between customers perception and service quality provided by telecommunication sector in Tanzania as shown in the table 4.8 below

Table 4.6:   Correlation Analysis

Variable(s)	Tangibility	Responsiveness	Reliability	Empathy	Assurance
Tangibility	1	0.48	0.395	0.526	0.262
Responsiveness	0.48	1	0.751	0.411	0.221
Reliability	0.395	0.751	1	0.401	0.193
Empathy	0.526	0.411	0.401	1	0.329
Assurance	0.262	0.221	0.193	0.329	1

Source: Researcher (2022)

According to the above findings, the results show that there is a significant positive relationship between responsiveness and reliability with correlation coefficient of 0.751. The remaining variable(s) such as empathy, assurance and tangibility have low to moderate relationships with one another and with responsiveness and reliability as their correlation coefficients range from 0.193 to 0.526. In general, the correlation coefficients were positive indicating that variables are positively related which means the improvement in one characteristic (reliability) goes along with the improvement in other characteristics (responsiveness).

5.0   Conclusion

The study acknowledges the importance of customer perception on provision of service quality in Tanzania where the focus on service quality issues based on customers perception on tangibility, reliability, responsiveness, assurance and empathy can be a guideline for the fastest growth of service industry in the telecommunication sector. As the service industry grows very quickly, this study analyses different literatures on service quality dimensions and is clear that those literatures are based on some elements which are directly related to the service quality issues and these issues are equivalently important for a company's sustainability and growth of

their profitability. Moreover, in this study the researchers also propose a model of service quality dimensions based on independent variables of this study were the instruments based on the earlier research work, which can be followed by Tigo Company and all other companies from service sectors, especially in telecommunication to promote and deliver true quality service. Also, it can be a guideline for the management and employees to understand the different aspects of service quality dimensions so that they can be able to choose the right dimensions and instruments to offer competitive service for the sake of holding sustainable growth and profitability of the company. From the study, customer's perception on service quality has a great influence on better provision of service quality as it dictates how things are done.

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