

Impact Service Quality Failure on Customer Switching Behavior in Mobile Telephone User: With Special Reference to Kandy and Nuwaraeliya Districts

W.M.P.G.R. Pushpakumara

Department of Business management, Rajarata University of Sri Lanka, Mihintale, Sri Lanka

Sri Lankan telecommunication industry is fast growing and there are several operators engaged in huge competition, and also newcomers are coming into the market in the recent past. In this context, the competition is increasing and market growth is reaching the saturation in the operators' perspective. They need to sustain their customers and at the same time to attract other customers. Due to the rapidly growing and intensive competition of the mobile communication market and the fast-tracking customer sophistication, the bargaining power of customers in switching service providers has been a benefited option rather than being loyal to one subscriber. In this study, the researcher attempted to find the influencing factors of customer switching behavior in the Sri Lankan telecommunication market. This study aims to reveal why customers switch from one operator to another, what are the deterrents factors of their behaviors, and to identify the service quality failures impacted on switching in the local market. Referring to previous literature it was found that core service failure, services encounter failures, service responds failures are the main deterrents of customer switching and the research design was developed considering those factors. The sample of the study was mobile users in the Kandy and Nuwara-Eliya who have switched among mobile connections from all leading networks. The sampling method was random sampling and sample size of 200 customers were selected from both districts. Primary data were collected through a self-administrative questionnaire and secondary data were also collected. Data analysis were done through SPSS 16.0. According to data analysis, results showed a positive relationship between the service quality failures and customer switching behavior in the Sri Lankan telecommunication market.

Keywords: Service quality, Customer switching behavior