

ABSTRACT

With the rapid growth in the mobile telecommunication, it becomes as an essential service to the Naval Personnel. Dialog and Mobitel companies play a vital role in the mobile communication industry in Sri Lanka Navy being the two leading mobile phone service providers in the country. Both the companies introduced such corporate connectivity by offering various facilities with special packages. The core objective of this study was to explore the determinant of customer Satisfaction of corporative mobile package in the Sri Lanka Navy and secondary objectives were to identify the impact of Price Rewards on the satisfaction level of corporate customers, to find out how Service Quality would impact to the corporate customer satisfaction, to see the effect of the Value Added Services on the satisfaction level of the corporate customers and to identify the impact of Competitive Innovativeness on the satisfaction level of corporate customers. The sample size was one hundred mobile corporate customers who were drawn from different positions and different age groups in Sri Lanka Navy. Price Rewards, Service Quality, Value Added Services and Competitive Innovativeness were the independent variables while corporate customer satisfaction was the dependent variable. Structured questionnaire was used as an instrument to collect the data for this particular study and the collected data were analyzed with the Statistical Package for Social Science (SPSS). The overall research finding indicates that corporate mobile customers in Sri Lanka Navy are not satisfied with the service of Dialog and Mobitel service providers. However, corporate customers in Sri Lanka Navy are satisfied with Value Added Services and Competitive Innovativeness while not satisfied with Price Rewards and Service Quality. According to Parameter estimates, it shows that the independent variables of Price Rewards, Service quality, Value Added Services and Competitive Innovativeness are positively related towards corporate customer satisfaction. Out of these, Service Quality is highly significant while other three are not significant. However, the Value Added Services also having a moderate significant under 90 percent confidence interval.

Keywords: Value Added Services, Price Rewards, Service Quality, Competitive Innovativeness and Corporate Customer satisfaction.