*Corresponding Author's Email: irisikasapi@unyt.edu.al
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Customer Satisfaction in the Telecom Industry: A Survey Research Approach

Irisi Kasapi
University of New York Tirana, Tirana, Albania

Abstract

The telecom sector is rapidly expanding and has enormous implications for the technological, economic, and social development of emerging countries like Albania. Furthermore, being one of the industries with the highest churn rates, assessing the customer satisfaction aspects of their customer base is deemed critical for their retention. As a result, the study intends to provide insights into the Albanian telecom market by focusing on package preferences, switching behavior, and indicators contributing to customer satisfaction. 103 usable surveys were collected by One Albania telecommunications company's poll of former and active users, following a convenience sampling approach. Descriptive and inferential statistics are used to analyze the data and shed light on the research questions raised. The results of the study signify that each of the examined aspects — billing & payment, call quality, customer support, internet speed, network coverage, and pricing — is significantly and strongly associated with overall customer satisfaction in the telecommunications service context. Additionally, the findings demonstrate that the main driver of telecom users' decision to switch is their perception of rival carriers' cheaper pricing plans, which are followed by stronger and more dependable network signals. In terms of package preferences, the 'monthly plan' is the most prevalent option, while among the key features that comprise the packages, 'data allowance' is the most important aspect. The findings contribute to the body of knowledge on customer satisfaction in the telecom sector while providing a practical guide regarding the drivers of users' switching behavior.

Keywords: package preferences; satisfaction determinants; switching behavior; telecom market.

1. Introduction

In recent years, the telecommunications industry has witnessed remarkable growth all over the world. In the everlasting battle for share of wallet, telecom operators are faced with high customer churn rates (Wagh, et al., 2024, Edwine et al., 2022; Eshghi et al., 2007; Prince & Greenstein, 2014; Zhang et al., 2022) and volatility in terms of switching carriers (Dey et al., 2020, Kumar, et al., 2018, Sahi, et al., 2016, Saha et al., 2023). As such, the mobile telecom

services industry is recently entering a new transition period. This resulted from the maturing of the mobile telecommunications business. In response, the industry is shifting its strategic focus away from attracting new customers, towards retaining existing customers through the promotion of customer loyalty and satisfaction (Awan & Cheng, 2016). The telecom industry in Albania is no different than those mentioned above. Since the establishment of a free market economy to date, the competition in this sector has intensified. As the Albanian market evolves and matures, mobile communication services start to look more similar to one another. This similarity drives up competition, making it harder for companies to both attract new customers and keep their current ones. Consequently, ensuring customer satisfaction has become essential for telecom service providers to preserve and enhance their market share and profitability. In light of this, it is beneficial to shed light on the relationship between satisfaction and aspects of telecommunications service, like network coverage, internet speed, call quality, customer support, billing and payment processes, and price, for the Albanian telecom users.

The objectives of this study are thus three-fold. First, it aims to understand the usage and package preferences among telecommunication users in Albania. Second, to shed some light on factors that influence switching behavior among telecommunication users in Albania, and third to assess the relationship between satisfaction and aspects of telecommunications service, like network coverage, internet speed, call quality, customer support, billing and payment processes, and price. The significance of the study on telecommunication users in Albania is multifaceted and profound. This investigation goes beyond mere academic curiosity, delving into the practical implications that affect both the industry's trajectory and consumer satisfaction measurement. At its core, the research unravels customer preferences and switching behaviors, providing a strategic compass for telecommunication companies and policymakers to refine their offerings and strategies in alignment with market needs. Hence, the study's importance lies in its immediate relevance and application by mapping the contours of customer satisfaction aspects in the telecom context.

2. Research Questions and Objectives

Two are the main questions this study aims to answer.

RQ_1: What behavior do users exhibit regarding preferred packages and switching intentions?

RQ_2: Is there an association between customer satisfaction and network coverage, internet speed, call quality, customer support, billing and payment process, and price?

In line with the literature review and research objectives, the following hypotheses are postulated to address RQ_2.

H10= There is no association between billing payment and overall satisfaction
H1a= There is an association between billing payment and overall satisfaction

H20= There is no association between call quality and overall satisfaction
H2a= There is an association between call quality and overall satisfaction

H30= There is no association between customer support and overall satisfaction
H3a= There is an association between customer support and overall satisfaction

H40= There is no association between internet speed and overall satisfaction
H4a= There is an association between internet speed and overall satisfaction

H50= There is no association between network coverage and overall satisfaction
H5a= There is an association between network coverage and overall satisfaction

H60= There is no association between price and overall satisfaction
H6a= There is an association between price and overall satisfaction

3. Literature Review

3.1 The Importance of Studying Customer Satisfaction among Telecom Users

Customer satisfaction has been a variable studied for more than 40 years. Further, this construct has been widely studied as a mediator between perceived value and loyalty (Andreassen and Lindestad, 1998; Cronin et al., 2000). Customer satisfaction is an important ingredient for a long-term relationship between a firm and a customer (Anderson and Srinivasan, 2003). Loyalty refers to a consumer's commitment to repurchase a preferred product or service consistently in the future (Oliver, 1980). Research has shown that the consumer's positive effect toward a service provider is likely to motivate the consumer to stay with the provider and recommend the service to others (Zeithaml, et al., 1988) (Zeithaml, 1996).

According to Safe & Alagha (2020), service quality is one of the most effective tools to gain customer satisfaction and loyalty. It aimed to examine the relationship between service quality and customer satisfaction in the private telecom sector in India. The results of this study revealed that there is a significant relationship between service quality and customer satisfaction. This study contributes invaluable information for both academicians and managers for their theoretical and practical purposes.

In the above-mentioned study, referring to many other scholars, it is said that nowadays most organizations in their pursuit of the best quality and lowest cost try to reach this end through products or services provided. Previously, the best means to create competitiveness was to attain the total quality level in terms of production, but currently, such a goal represents the first stage in a long journey due to the intense competition characterizing the marketplace. Therefore, any organization willing to increase profits is required to achieve customer satisfaction and to keep existing customers grateful, since recent studies point out to the fact that the attraction of new customers involves costs five times greater than the expenses incurred to keep existing customers. Meanwhile, the economic systems call for expansion in the present investment as a more effective strategy than the attempt to invest in new activities. Many studies have indicated that a 5% growth in customer satisfaction and loyalty can boost profits from 20% to 85% (Reichheld and Sasser 1990).

Moreover, other studies (Gao et al., 2023; García-Mariñoso & Suárez, 2019; Quoquab et al., 2018; Jin, 2022; Dey et al., 2020;) claim that customer satisfaction has a significant impact on loyalty. It means that organizations must develop and apply strategies to satisfy the customers to gain their loyalty after some time. Researchers declared that a highly satisfied customer is almost six times more expected to reveal loyalty and thereby repeat purchases than recommend the product/service to friends and family as put by Ali et al., (2016). Thus, many businesses started focusing on analyzing customer satisfaction as the core unit and basic strategy to build a long-term relationship with the customer. As a result of continuous competition among existing and new companies, telecom service providers should focus on maintaining and enhancing the quality of services to gain customer satisfaction.

3.2 Customer Satisfaction

Customer satisfaction can be defined as an evaluation (whether positive or negative), the outcome of the comparison between the product or service expectations and the perception of product or service performance by the customer (Gerpott et al., 2001). It reflects a macro judgment after the total purchase and consumption experiences of a good or service over time (Fornell, 1992; Johnson & Fornell, 1991). In support of Ekinci et al. (2008), customer satisfaction is also affected by previous experiences of satisfaction. In the telecommunication field, many studies have confirmed satisfaction as the major driver of loyalty in general (Dey, Haque, & Bougheas, 2020; Gao et al., 2023; García-Mariñoso, & Suárez, 2019; Jin, 2022; Quoquab, Mohammad, & Thant, 2018) and in packaged services (Dey et al., 2020; Gao et al., 2023). In addition, satisfaction is one of the most important factors of customer willingness to switch to use other telecom service provider [Dey et al. (2020); Eshghi et al. (2007); García-Mariñoso & Suárez (2019); Izogo (2015); Quoquab et al. (2018)] in the case of pure telecom service provider and also main determinant to customer loyalty in bundled services [Moreira et al. (2017)].

Earlier studies suggest that customer loyalty provides the foundation of a company's sustained competitive edge and that developing and increasing customer loyalty is a crucial factor in companies' growth and performance (Lee & Cunningham, 2001; Reichheld, 1996). However, not enough studies have been conducted about the mobile telecommunication services industry. This is due, in part, to the industry's relatively brief history, which began in the 1990s as Albania opened following the communist regime's stringent communication restrictions. More attention should be paid to examining interactions between factors affecting customer satisfaction, which is considered the main ingredient of customer loyalty.

3.3 Switching Behavior in the Telecom Sector

Brand switching refers to a consumer's inclination to end their relationship with one provider in favor of another offering the same or a similar service (Chuang, 2011). While a plethora of studies (Gerrard & Cunningham, 2004; Han, et al., 2011; Hossain & Suchy, 2013; Kim, et al., 2004) explore several factors that may influence switching behavior, the topic remains underexplored in academic literature. Building on previous studies (Gerpot et al., 2001; Lee and Cunningham, 2001; Ahn et al., 2006) we identify several less-studied elements impacting customer brand switching behavior in the telecommunications sector. These factors include network quality, call drops, coverage area, and pricing plans. Notably, we recognize that brand-switching behavior could be influenced by a broader range of factors than those analyzed in this research.

4. Research Methodology

This study follows a deductive survey approach, examining how valid the made suppositions are (Bell, et.al., 2022). The 150 surveys originally distributed to ONE Telecommunications' users yielded 103 usable surveys administered online using Google Forms. The survey questionnaire was designed based on the literature review and other validated research instruments used in similar studies. It comprises of 15 questions, divided into 3 sections. The first section contained three questions related to the respondents' demographic profile, the second section contained four questions related to usage and package preferences, and the third section contained eight questions related to the aspects of customer satisfaction among former and active customers of the company. The survey begins with a screener question, designed to identify former and current users of the One Albania telecommunications services company. According to Brink (1996:134-135), Burns and Grove

(1999:238), and Welman and Kruger (1999:61-62), who point out the characteristics of non-probability sampling, the researcher's judgment is used to select individual subjects who meet the eligibility criteria. The survey was anonymized, and a number was assigned by the researchers for data analysis purposes, to each of the surveys. SPSS 28.0 was employed to process the data.

As previously mentioned, the study comprises of One Albania telecom company's former and active users, intercepted through e-mail and social media platforms through a convenience sampling procedure. "Convenience sampling is a method of collecting samples that are conveniently located around a location or internet service" (Edgar and Manz, 2017). In terms of age, approximately 64.1% of the respondents identify as male,35% identify as female, while a very small proportion (0.9%) preferred not to disclose their gender. The age distribution of the respondents is quite varied. The largest group falls into the "18-24" category, accounting for 64.1% of the sample. The demographic information of the 103 observations is as follows:

- 36 were female and 66 were male.
- 66 individuals ranged from 18-24, 29 individuals ranged 25-34, 35-44 and 45-54 were populated by 2 individuals each.
- 30 individuals were students, 52 employed full-time and 14 employed part-time.

Descriptive and inferential statistics (Spearman's rho correlation) was employed to analyze the data, answer the research questions, and test the hypothesis developed.

5. Results and Data Analysis

5.1 Respondents' Demographic and Behavioral Characteristics

Analyzing the respondents' demographic and behavioral profiles provides valuable insights into the composition of the sample population. Table 1 summarizes the results for the variables 'age', 'gender', 'occupation', and 'years of relationship with the company'. The sample comprises a diverse group in terms of gender. Approximately 64.1% of the respondents identify as male, while 35% identify as female. A very small proportion, about 0.9%, preferred not to disclose their gender. The age distribution of the respondents is quite varied. The largest group falls into the "18-24" category, accounting for 64.1% of the sample. Additionally, 28.2% of respondents belong to the "25-34" age group. The "Under 18" and "55+" age groups represent the smallest segments of the sample, with 3% and 0.9% respectively. The "35-44" and "45-54" age groups each make up 1.9% of the respondents. Further, the respondents' occupation status reveals a mix of employment types. The majority, 50.5%, are employed full-time, while 29.1% are students. A notable portion, 13.6%, work part-time, and 6.8% identify as self-employed. There are no retired individuals in the sample.

Table 1: Respondents' Demographic Profile

Variable	Categories	Frequency	Percentage
Gender	Male	66	64.10%
	Female	36	35%
	Prefer not to say	1	0.90%
Age	Under 18	3	3%
	18-24	66	64.10%
	25-34	29	28.20%
	35-44	2	1.90%
	45-54	2	1.90%
	55+	1	0.90%
Occupation	Student	30	29.10%
	Employed full-time	52	50.50%
	Employed part-time	14	13.60%
	Self-employed	7	6.80%
	Retired	0	0%
Years of relationship with the company	Less than 6 mo	24	23.30%
	6 mo-1yr	23	22.30%
	1-3 yrs	26	25.20%
	More than 3 yrs	30	29.10%

When it comes to the behavioral profile of the respondents, a significant portion, 29.1%, have been associated with the company for "More than 3 years." Additionally, 25.2% have a tenure of "1-3 years." Roughly equal proportions of respondents, 23.3% and 22.3%, have been with the company for "Less than 6 months" and "6 months to 1 year," respectively.

5.2 Research Question 1

To answer RQ1 descriptive statistics are employed by showing the frequency distribution tables for the variables corresponding to questions number 2 and 4 from section 2 of the survey.

Table 2: Types of Packages Preferred

Package Type	Frequency	Percentage
Monthly Plan	92	89.3%
Weekly Plan	5	5%
Daily Plan	4	3.7%
Other	2	2%

As exhibited in the table above, the monthly plan is the most preferred package. Most respondents (92 out of 103, or 89.3%) prefer the monthly plan, which is a very dominant preference. This suggests that a monthly plan aligns well with the needs or habits of most customers. Only a small fraction of respondents (5 out of 103, or 5%) prefer weekly plans. This indicates that weekly plans are significantly less popular than monthly plans. Similarly,

daily plans are preferred by a very small portion of the sample (4 out of 103, or 3.7%). This suggests that daily plans do not meet the needs of most customers as effectively as monthly plans. An even smaller group (2 out of 103, or 2%) have preferences that fall outside the standard offerings, indicating there might be a niche group with specific needs that are not addressed by the typical package types. Meanwhile, key drivers for package selection are data allowance, voice call quality, and roaming services.

Table 3: Key features for telecommunication package selection

Features/Services	Frequency	Percentage
Data allowance	70	68%
Voice call quality	10	10.3%
Text message allowance	5	5.15%
Roaming	7	7.21%
International calls	4	4.12%
Entertainment	4	4.12%
Customer Support	3	1.1%

The predominant feature of importance is data allowance, with 70 out of 103 respondents (68%) considering it important (Table 3). This underscores the centrality of data services in modern telecommunication packages. Voice call quality is important to 10.3% of respondents, reflecting a smaller, yet significant, concern for clear and reliable voice communication. Only 5.15% of respondents prioritize text message allowance, suggesting that texting may be less critical compared to other services, possibly due to the rise of internet-based messaging platforms. Roaming services are important to 7.21% of respondents, indicating a niche but relevant concern for users who need service continuity across different regions or countries.

Similarly, the need to make international calls is a key feature for 4.12% of respondents, which is likely important for those with personal or business contacts abroad.

Entertainment services like streaming are valued at 4.12% of the sample, suggesting a niche market interested in packages that include entertainment options. A small percentage of respondents (1.1%) consider customer support to be a key feature, indicating that while it is not the main driver of package selection for most, it is still a critical factor for some. Furthermore, to assess the brand-switching behavior of telecommunications users in Albania, descriptive statistics is employed to show the frequency distribution results for the variables corresponding to question number 8 in section 3 of the survey.

Table 4: Switching circumstances from the current carrier.

Switching Circumstances	Frequency	Percentage
More affordable pricing by Vodafone	31	30.1%
More competitive pricing for similar plans by Vodafone	18	17.5%
Stronger and more reliable network signal by Vodafone	19	18.4%
Superior network stability and fewer interruptions by Vodafone	23	22.3%
Wouldn’t go with Vodafone	12	10.7%

As shown in the table above, the main factor that influences switching behavior is more affordable pricing by Vodafone, followed by stronger and more reliable network signal. A significant portion of the respondents (31 out of 103, or 30.1%) would consider switching to Vodafone if it offered more affordable pricing. This is the most common reason for considering a switch, highlighting the importance of price in customers' decision-making processes. The second most common reason, with 18 out of 103 respondents (17.5%), is the competitiveness of Vodafone's pricing for similar plans. Customers are looking for value for money and are willing to switch if they perceive better value. Close to the competitive pricing factor, 19 respondents (18.4%) would switch to a stronger and more reliable network signal. This indicates that network reliability is nearly as important as price for customers considering a switch. Network stability is a key consideration for 23 respondents (22.3%), suggesting that customers place a high value on consistent service without interruptions. This could be a deciding factor for customers, especially if they experience frequent service issues with their current carrier. There is a group of respondents (12 out of 103, or 10.7%) who indicate they would not switch to Vodafone under any of the given circumstances. This suggests a level of loyalty to their current carrier or dissatisfaction with Vodafone that would not be overcome by the factors listed.

5.2 Research Question 2 and Hypothesis Testing

Spearman rank analysis addressed this research question and tested the hypotheses developed. The Spearman's rho correlation coefficients and their significance levels between overall satisfaction and various aspects of telecommunications service are reported. The Spearman rank-order is a non-parametric measure of the strength and direction of association between two variables (Laerd Statistics, 2023). Research reveals that it is far more commonly employed in business research studies than Kendall's tau, mostly because of the robustness it provides and the ability to capture nonlinear associations (Kruskal, 1958). The measurement scale used to measure 'customer satisfaction' in the telecom industry is a 5-points Likert scale, denoted with '*1=Exceeds expectations', '2=Excellent'; '3=Meets expectations'; '4= Needs improvement'; '5=Poor'.*

5.2.1 Customer Satisfaction and Billing & Payment

H10= There is no association between billing payment and overall satisfaction
H1a= There is an association between billing payment and overall satisfaction

Spearman's correlation was run to determine the relationship between billing and overall satisfaction values. There was a strong, positive monotonic correlation between billing and satisfaction (rs = .923, n = 103, p < .001). The relationship is statistically significant at p < .001, thus H10 is rejected and H1a is accepted.

Table 5: Spearman's Correlation Coefficient for Billing and Payment

			Overall Satisfaction	Billing and Payment
Spearman's rho	Overall Satisfaction	Correlation Coefficient	1.000	.923**
		Sig. (2-tailed)		<.001
		N	103	103
	Billing and Payment	Correlation Coefficient	.923**	1.000
		Sig. (2-tailed)	<.001	
		N	103	103

**Correlation is significant at the 0.01 level (2 -tailed)

5.2.2 Customer Satisfaction and Call Quality

H20= There is no association between call quality and overall satisfaction
H2a= There is an association between call quality and overall satisfaction

Spearman's correlation results report a strong, positive monotonic correlation between call quality and overall customer satisfaction (*rs* = .923, n = 103, p < .001). H20 is rejected and H2a is accepted at p < .001.

Table 6: Spearman's Correlation Coefficient for Call Quality

			Overall Satisfaction	Call Quality
Spearman's rho	Overall Satisfaction	Correlation Coefficient	1.000	.946**
		Sig. (2-tailed)		<.001
		N	103	103
	Call Quality	Correlation Coefficient	.946**	1.000
		Sig. (2-tailed)	<.001	
		N	103	103

**Correlation is significant at the 0.01 level (2 -tailed)

5.2.3 Customer Satisfaction and Customer Support

H30= There is no association between customer support and overall satisfaction
H3a= There is an association between customer support and overall satisfaction

Table 7: Spearman's Correlation Coefficient for Customer Support

			Overall Satisfaction	Customer Support
Spearman's rho	Overall Satisfaction	Correlation Coefficient	1.000	.936**
		Sig. (2-tailed)		<.001
		N	103	103
	Customer Support	Correlation Coefficient	.936**	1.000
		Sig. (2-tailed)	<.001	
		N	103	103

**Correlation is significant at the 0.01 level (2 -tailed)

Spearman's correlation results report a strong, positive monotonic correlation between customer support and overall customer satisfaction (*rs* = .936, n = 103, p < .001). The relationship between the variables is statistically significant at p < .001, thus, H30 is rejected, and H3a is accepted.

5.2.4 Customer Satisfaction and Internet Speed

H40= There is no association between internet speed and overall satisfaction
H4a= There is an association between internet speed and overall satisfaction

In addition, there was reported a strong, positive monotonic correlation between internet speed and overall customer satisfaction (*rs* = .941, n = 103, p < .001). The relationship is statistically significant at p < .001, supporting H4a.

Table 8: Spearman's Correlation Coefficient for Billing and Internet Speed

			Overall Satisfaction	Internet Speed
Spearman's rho	Overall Satisfaction	Correlation Coefficient	1.000	.941**
		Sig. (2-tailed)		<.001
		N	103	103
	Internet Speed	Correlation Coefficient	.941**	1.000
		Sig. (2-tailed)	<.001	
		N	103	103

**Correlation is significant at the 0.01 level (2 -tailed)

5.2.5 Customer Satisfaction and Network Coverage

H50= There is no association between network coverage and overall satisfaction
H5a= There is an association between network coverage and overall satisfaction

Table 9: Spearman's Correlation Coefficient for Network Coverage

			Overall Satisfaction	Network Coverage
Spearman's rho	Overall Satisfaction	Correlation Coefficient	1.000	.956**
		Sig. (2-tailed)		<.001
		N	103	103
	Network Coverage	Correlation Coefficient	.956**	1.000
		Sig. (2-tailed)	<.001	
		N	103	103

**Correlation is significant at the 0.01 level (2 -tailed)

Spearman's correlation results report a strong, positive monotonic correlation between customer support and overall customer satisfaction (rs = .956, n = 103, $p < .001$). The relationship between the variables is statistically significant at $p < .001$, thus, H50 is rejected, and H5a is accepted.

5.2.6 Customer Satisfaction and Pricing

H60= There is no association between price and overall satisfaction
H6a= There is an association between price and overall satisfaction

Further, when looking at the relationship between price and overall satisfaction, again Spearman's correlation results report a strong, positive monotonic correlation between these variables (rs = .965, n = 103, $p < .001$). The relationship between the variables is statistically significant at $p < .001$, thus, H60 is rejected, and H6a is accepted.

Table 10: Spearman's Correlation Coefficient for Pricing

			Overall Satisfaction	Pricing
Spearman's rho	Overall Satisfaction	Correlation Coefficient	1.000	.965**
		Sig. (2-tailed)		<.001
		N	103	103
	Pricing	Correlation Coefficient	.965**	1.000
		Sig. (2-tailed)	<.001	
		N	103	103

**Correlation is significant at the 0.01 level (2 -tailed)

In summary, the results indicate that each of the aspects measured—*billing & payment, call quality, customer support, internet speed, network coverage, and pricing*—are all strongly associated with overall customer satisfaction in the telecommunications service context. All hypotheses have been supported with high statistical confidence showing a very strong positive correlation between overall satisfaction and its aspects. These findings can inform strategic improvements in service areas that are highly valued by customers, to decrease the churn rate and improve customer retention efforts.

6 Conclusion

6.1 Discussion

This study makes major contributions to the field of telecommunications in Albania by shedding light on a firm that has received little attention in the present literature and has never been studied before. It addresses a critical gap in current knowledge by studying the company's operations, strategy, and issues, as well as contributing to the existing body of literature on the topic. This study's results and suggestions can be a helpful resource for industry practitioners, policymakers, and scholars interested in Albania's telecommunications sector, offering a framework for future studies and efforts. Further, the findings align with the overall literature on the topic indicating that aspects of telecommunications measured—*billing & payment, call quality, customer support, internet speed, network coverage, and pricing*—are all strongly associated with overall customer satisfaction in the telecommunications service context.

In particular, the study shines a spotlight on pricing as a pivotal aspect of customer satisfaction. It draws from the business case of ONE Telecommunications and the feedback received regarding the incentives for customers considering switching to a competitor. These insights are not only indicative of current market dynamics but also serve as a beacon for future industry practices, potentially guiding investment decisions and regulatory frameworks that aim to bolster consumer satisfaction and drive competition in the Albanian telecommunication sector. The findings underscore the weight of pricing in the competitive equation, providing a crucial understanding that could inform the development of consumer-centric pricing models and innovative service offerings tailored to the Albanian market's unique context. From the results drawn, it is worth emphasizing that other aspects of customer satisfaction are equally important for the telecom market in Albania. As such, marketing managers' decisions regarding billing and payment, customer support, network coverage, and internet speed might be fed by the results of this study. These findings are consistent with the existing research on the telecom sector in Albania and other neighboring

countries (Buhaljoti, 2019; Fetanji, et.al., 2023), which also found statistically significant relationships between pricing, network coverage and internet speed and customer satisfaction.

Considering the research findings, telecom service providers in Albania need to consider offering more competitive monthly plans for their users, focusing on improving features like data allowance and voice call quality. Further, to enhance customer satisfaction, telecom service companies should provide excellent services in terms of billing and payment, internet speed, customer support, and network coverage. To conclude, it is recommended that telecommunications service providers differentiate their market offerings through various pricing plans with the purpose of providing superior customer value.

6.2 Limitations and Future Research

In examining the study, it is critical to evaluate both the sample size and the purposeful non-random approach used in its acquisition. The sample size was carefully chosen to provide a broad representation and allow meaningful analysis. Furthermore, the purposeful use of a non-random approach adds purpose and thought to the selection process, necessitating careful interpretation of the outcomes. It is critical to underline the survey's basic assumptions. It assumes that respondents would participate in the study with honesty and integrity, providing accurate and reliable data. Moreover, the survey assumes a normal distribution pattern of responses, indicating that the collected data is expected to conform to theoretical norms. The average response is utilized as a measure of central tendency to assess the veracity of respondents' answers.

This study presents forth various opportunities for further research in Albania's telecommunications sector. To begin, more research may be conducted on the individual firm under consideration in this study to have a better knowledge of its performance, market positioning, and development potential. This might include researching to analyze the company's growth over time and identify significant elements influencing its success or issues.

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