User Perception of Quality in Service Organizations of Pakistan: A Case of Jazz Customer Service Center

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Abstract

The current study focuses user's perception of service quality in telecom industry of Pakistan because in the present intensive competition in telecom sector, the end users serve as a key tool for competition and survival. Though the researchers used various constructs to measure service quality, this paper identifies the user's perception of quality on ten dimensions and SERVQUAL is the base model of dimensions under observation. The study discovers how users perceive the Telecom Pakistan's offerings and where they place it in competition. An aggregate of 300 questionnaires were distributed among the customers of telecom industry of Pakistan through electronic forms as well as simple forms out of which all 300 forms were returned i.e. response rate was 100%. The outcomes of statistical tests demonstrate that users are satisfied with nine out of ten quality dimensions (i.e. timeliness, completeness, courtesy, consistency, accessibility, convenience, accuracy, responsiveness, value for money, overall quality of service) but respondents are not satisfied with the "time" dimension because they have to wait for services.

Key Words: User perception; Performance; Service Quality; SERVQUAL; Telecommunication

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1.   Introduction

Many service organizations believe that their role is to add value in user's perception and experience to win the competition. Grönroos in (2001) defined Perceived service quality as "the outcome of an evaluation process where the consumer compares his expectations with the service he perceives he has received". Parasuraman et al., (1985, 1988) discussed that Service quality is determined on perceived variances between customer's expectations of service, provider's performance and their evaluation of received services. It ca also be measured from a business perspective as author comments "the overall evaluation of a specific service firm that result from comparing the firm's performance with the customer's general expectations of how firms in that industry should perform" (ibid). So the user's perception is based on existing expectations of service quality by which user compares the actual service delivery. Moreover, perceived service quality is also conceptualized as a global judgment, or attitude, relating to the superiority of the service in prior researches (Parasuraman et al., 1988). Zeithaml et al., (1990) discussed that service quality is frequently theorized as the evaluation of service expectations with actual performance perceptions. "Quality evaluations are not made solely on the outcome of a service; they also involve evaluations of the process of service

delivery" (Parasuraman et al., 1985). MacStravic, (1977) explain, perceived service quality and its measurement have become important for the organization in designing and implementing a customer oriented strategy. However, users often fail to judge value, cost accurately, objectively and act on perceived value. Many researchers view quality as ability of a product or Service to fulfill human wants which are complex and dynamic and may not all the time be contented in an exact mode. From 1990, with the introduction of Mobile phone service, Pakistan Telecom industry is evident of remarkable growth as a result of cautious strategies of the government. PTA, the regulatory body reported that the country is witnessed continuous and fast growth of Mobile subscribers as number increased upto139.8 million as in 2017. Broadband penetration increased upto 22.6% with a 58.33 million broad band users and cellular teledensity with an upgraded figure to 72.4% in 2017. Hussain, (2017) observed that the mobile sector has become a critical indicator of economic development in a country. This continuous growth has pulled the deep study of user perception of quality of service. Resultantly, regulatory bodies as well as companies by their own have an increased focus on studying user's demographics, geographic, behavioral intentions and perceptions. PTA monitors the quality of services of mobile telephone operators on regular basis and developed service parameters for conducting survey. The quality of service parameters include network accessibility, service accessibility, access delay, voice quality, and short message service (PTA, 2009). However, Global System for Mobile Communication (GSM) Association identified a number of quality indicators for mobile phone service including network access; service access, service integrity, and service retain ability (Sutherland, 2007).

Today Users have become more important for businesses than was in past and may be more vital in future due to increased national as well as global completion. In order to lead or survive, firms are applying various positioning and differentiation strategies to capture the User's perception. The topic is important for Jazz in knowing the rates user's give to the quality of their services. Moreover the preferences of study will help company to find out the gap between User's expectations and their perception on actual delivery and will identify and remove the procedural or structural flaws to make better strategies. The study will also provide imminent insights for future research and managerial implications in service sector. Some researches in Pakistan tried to define quality with the company's perspective and aimed to express how these companies can

better implement various quality approaches but there is no or limited research on user's perception of quality. Therefore, the paper examines the users perceptions of service quality in Telecom sector of Pakistan. In telecommunication sector, the use of SERVQUAL has been found very reliable in various cultures and business environments (Chen & Cheng, 2012; Ayapong, 2011; Ojo, 2010). The study identifies the application of important service quality dimensions on user's perception to give companies an intuition and help in developing better positioning strategies. The particular objectives of study includes: 1) The study is aimed to examine the significance of User perception of quality; 2) To measure the user perception of quality of various services offered by Jazz; 3) To investigate on what basis users in Pakistan perceive the quality of service. The structure of paper is as follows: Section two consists of theoretical framework on user's perception based on service quality dimensions with special reference of Pakistan. Section-3 contains methodology; the next section gives a detailed description of data analysis and the section five the results drawn from study the key issues by comparing the experience of Pakistan with that of some developing countries, and concludes the paper.

2.   Literature Review

Service quality is a multidimensional or multi-attribute construct that may have different meaning for different people (Cronin & Taylor, 1992; Dabholkar et al., 1996; Parasuraman et al., 1985, 1988). Service Quality is based on theory of relativity, argues that quality requires control associated with experiential conditions (Hui & Tse, 1996) and absolute facet are more close to hard or static perspectives of quality. In beginning, the quality was associated with products and production but later on quality found to be similar in many ways to an attitude that forced the businesses to study Users. Users are Individuals or businesses who buy the products of a company with intention to use it. The users are important in all businesses nonetheless Peppard & Rylander, (2006) believed that Users are an important component of the mobile service value chain. Reid & Bojanic (2009) derived from restaurant management bible by William martin, suggest the two dimensions to define service quality, procedural dimension (refer to the procedures used in the services delivery process; incremental flow of service, timeliness, taking care of consumer needs, anticipation needs, communicating clearly and concisely) and convivial dimension (refers to the human element e.g.

display of positive attitude ,body language, saying the guest name, personal attention, solving problems) in service delivery.

Existing literature of Service quality built upon the difference in expected and actual performance with a managerial and academic focus on considering how customer perceive quality (Parasuraman 1985). Examinations of prior studies on service quality recommend three primary themes: First, Service quality is more difficult for the consumer to evaluate than goods quality. Second theme believes Service quality perceptions result from a comparison of consumer expectations with actual service performance. Third is the service delivery construct of quality and argue that Quality evaluations are not made solely on the outcome of a service; they also involve evaluations of the process of service delivery.

Services are different from physical products due to some unique characteristics such as intangibility, inseparability, variability, and perishability (Kotler, 1994; Rust et al., 1996); Objective measurement of service quality is difficult because of distinctive nature of services (Zhao et al., 2002). Intangibility enlightens the subjective nature of services, hard to measure aspect. Variability / heterogeneity, the other feature narrates service are performances so vary in nature, human being cannot act in same way all the time with different people, at different place and in different situations. Next is inseparability state that services are inseparable from people, process, and places. Perishability involves services are produced and consumed simultaneously and cannot be stored or reproduce the same due to complexity in human nature, makes measurement of service quality harder.

User perception of quality is built upon a gap in user expectations and actual performance as quality theory suggests that clients will judge that quality is low if performance does not meet their expectations and quality increases as performance exceeds expectations (Oliver, 1980). Apparently, perceptions of service quality are multidimensional but there are few general grounds to set the contents of the dimensions (Brady & Cronin, 2001). Different researchers came up with varying number of dimensions to measure the user's perception of service quality such as Grönroos 1982 talked about two dimensions (e.g. technical and functional). Technical dimension of model describes "what" evaluation of service quality after use, Parasuraman et al. (1985) called it physical

quality and Lehtinen and Lehtinen (1982) denoted it as outcome quality. On other hand, functional aspect deals with "How" evaluation of service during delivery, Parasuraman et al. (1985) titled it as process quality and Lehtinen and Lehtinen (1982) called it interactive quality. Basis of Oliver's disconfirmation model, Parasuraman et al. in 1985 introduced SERVQUAL model consisting ten dimensions (e.g. tangibles, reliability', responsiveness, competence, courtesy, credibility, security, convenience, communication and understanding the customer) to examine the interpersonal service encounters in face-to-face interactions. Later on Parasuraman, Zeithaml, and Berry 1988 reduced the model to five attributes of service quality naming Reliabilty, Responsiveness, Empathy, Assurances, and Tangibles. SERVQUAL model measures service quality gap in perception of customers about service transaction and expectations of service transaction. Rust and Oliver 1994 offered three dimensions of service quality are introduced by to measure the user's perception includes service product, service delivery and service environment, that along with technical (service product) and functional (service delivery) aspects of service quality also deals with environment in which particular services are offered. Later on, a study conducted in banking sector Johnston (1995) found 18 service magnitudes comprising access, aesthetics, attentiveness, availability, care, cleanliness/tidiness, comfort, commitment, communication, competence, courtesy, flexibility, friendliness, functionality, integrity, reliability, responsiveness, and security. The Multilevel Model (Dabholkar, Thorpe, & Rentz 1996) explore and measure many magnitudes of service quality in a hierarchical form to develop an understanding of service quality in retail sector and categorize it in three levels, first service quality overall perceptions, second level contains key dimensions, and at third level there are sub-dimensions.

Nevertheless, Literature tries to unify all existing dimensional models on two general grounds i.e. Nordic or two factor model (Grönroos 1982, 1984) and American or five factor model (Parasuraman, Zeithaml, and Berry 1988). Nordic perspective gives a global perspective of service quality. The subsequent, is American perspective, describe service quality in term of characteristics based on SERVQUAL. The later perspective dominates the literature and there is no consensus among theorist regarding which approach is not more appropriate and applicable nor efforts are made to study. SERVQUAL is the commonly used approach for determining service quality compares consumer's anticipations

prior to a service encounter and perceptions of the services actualy delivered (Gronroos, 1982; Parasuraman et al., 1985). According to Cristobal et al., 2007 and Ladhari, 2010, most of instruments based on the SERVQUAL instrument which, in spite of some criticisms, has been shown to be a very useful benchmarking, diagnostic, and prescriptive tool. Cronin & Taylor, 1992 presented an alternative model of SERVQUAL to measure Service quality known as SERVPERF model that evaluate the service quality on perception of service delivery merely so on the basis of ``performance'' rather than "performance expectation". SERVPERF believes that users automatically compare and rate performance perception with expectations and direct measurement of expectations is needless. Thus, literature suggests that to measure service quality SERVPERF is a better alternative of SERVQUAL (Zhou, 2004; Carrillat et al., 2007).

However, it is agreed that there may be some inconsistencies and differences exist in perception and actual at user level managerial level and delivery level and such gaps serve as hurdles in service quality. An extensive research has been conducted to find the antecedents and consequences of gaps and resultantly "gap model" was introduced by Parasuraman et al. in 1985 which is perceived to be "one of the best received and most heuristically valuable contributions to the services literature" (Brown & Bond 1995). Gap Model comprise of five gaps instigating hurdles in service delivery and have an impact on service quality evaluations; the first gap exist between customer want and management thinking of customer wants; second gap finds difference in management thinking of customer want and quality specifications developed by management to deliver service; third gap present in service quality specification and the service really delivered; gap four differentiate what company provide and what it told customer to provide and fifth is the gap between services, customer receives and services they want. Wong, 2004 introduced service recovery strategies comprising three actions (an apology; assistance to fix problem; compensation by paying the cost of problem) to remove or setoff the hurdles occurred due to gaps.

The superior level of service quality will more able to produce a positive perception and reduced the chances of its negativity so the companies must be more careful to rightly position its customer to get desired behavioral outcomes. At what level of service quality is desired to retain the customer? Which degree

of quality of service will make the people loyal to the company? Answering such questions may increase the chances of right adoption of strategy by top management. However, the paper will identify the user's perception of quality on eight dimensions presented by Evon spread around eleven questions. SERVQUAL is the base model of dimensions under observation. The study will discover how users perceive the Jazz Pakistan's offerings and where they place it in competition.

2.1.   *Time:*

Literature emphasis time as a limited and scarce resource (Jacoby, Szybillo & Berning 1976) and a commonly used extent to measure quality of service (Pullen, 1993). It allows opportunity to choose the time of service, when a particular service will be provided and related to how much the customer is temporally limited. Heinonen in (2004) argued Customer perceived value is conceptualized on basis of four value dimensions: technical, functional, temporal, and spatial e-service value; he further explained that time and location is more important element of customers' value perceptions relatively traditional technical and functional magnitudes. Gross & Sheth, (1989) noted consumers' interest in conserving time and effort. The aggregate view of customer perception suggests temporal dimension shows the time of service delivery occurs at two levels one "any time" means service is available 24 hours a day and second is "office hours" where service is confined to working hours only. Heinonen in (2004) show that time is the most important attribute with an average importance of 40.07 percent. Meyer explained that managers must pay attention on measuring actual waits as well as perceptions to show their concern to minimize waiting times of service delivery. Time saving means spreading accurate time across events to attain greater effectiveness (Feldman & Hornik 1981). Unlike money, time cannot be expanded; it is finite (Berry 2002).

2.2.   *Timeliness:*

Timeliness is promptness; acceptable waiting time for service; completion of service in time; or the ability of a service to perform its required functions and provide its required responses within specified time limits. Timeliness refers to the delivery of service within the agreed lead time (Basu, 2013). Timeliness is affected by three factors: How fast the service is updated after the changes in user

requirements (design decision); the rate of change in customer requirements (volatility); and the time the service is actually delivered. Timeliness from the customer's view point is the delivery on promised time. Promised time is the aggregation between the timing once the user actually require service and firm's ability to deliver the service at the similar time, the firms successful in providing the service when it is required by the customers result in delightful customer experience. Customer's actual time and expectation of interval is eased or delayed by the quickness of services.

2.3. Completeness:

Delivery of order in full (Basu, 2004) as required by the customers. Completeness refers to the availability of all service aspects (scope of services, and availability of support, supplementary, and complimentary services). Completeness is the ability of service to represent every meaningful state of service that represents authenticity. Thus, it is not tied to data-related concepts such as attributes, variables, or values. Completeness of key services is crucial and omissions are less or more a cost and huge opportunity lost.

2.4. Courtesy:

Courtesy is certainly a service quality measure and includes the respect, politeness, consideration and friendliness experienced by the customer at the hands of everyone on staff will color the service experience positively or negatively and effect overall perception of quality in a powerful and emotional way (Schneider, 2002). Courtesy is the assurance, empathy, care, and ability of employees to express trust and confidence with personalized attention to the customers.

2.5. Consistency:

Operationally consistency is observing promises, showing trustworthiness in dealings along with efficient recovery system to keep a track if anything goes wrong. Gilly, (2003) defines consistency in performing services and the degree to which it inspires and trust in customers. The firms steady in their offerings with stable and uniform processes for all customers without any differentiation build an image of consistency and quality of service in mind of customers and create loyalty. Parasuraman et al (1985) argue that consistency is the reliability

and dependability of service organization. To be consistent, firms emphasis on the error free ordering process, on-time delivery of order and complaint handling.

2.6.   *Accessibility:*

Accessibility is the degree of approachability of services means how early and easily a particular service is available or reachable to customers. Accessibility allows an easy or difficult reach to knowledge of existing services and then providing access for consumption of the offered services or products. "Access denoted to accessibility   and ease of access involved aspects such as   telephone access, waiting time, signage, convenient office hours, convenient location, employees, operational systems and adjustable service delivery (Gummesson, 1992) that made the service accessible to customers. Grönroos, 2000 conceptualized time and location as accessibility resources.

2.7.   *Convenience:*

Brown (1990) describes convenience as time and efforts users put in purchasing a product rather than a characteristic or attribute of a product. Convenience is perceived easiness in getting a service. Convenience concentrates on resources like time, opportunity, and energy that consumers give up to buy goods and services.

2.8.   *Accuracy:*

``getting it right first time all the time'' became the target for account accuracy, keeping promises, meeting deadlines and providing timely and accurate information to customers (Newman, 2001). Accuracy may involve order fulfillment in promised time; maintenance of accurate records; efficient tracking system; correct pricing; error free billing; exact measurement of commissions; and observing services promises etc.

2.9.   *Responsiveness:*

The responsiveness dimension actually incorporates a number of activities, including the readiness of staff to tell customers exactly when things will be done,

the provision of prompt service, giving customers their undivided attention as well as being demonstrably responsive to customers' requests (Newman, 2001). This includes the speed of throughput and the ability of the service providers to respond promptly to customer requests, with minimal waiting and queuing time. Providing quick services and help to customers; the reaction speed plays a vital role here. A clear understanding of needs and wants of the customers, suitable operational hours, and distinct consideration given by the staff members, preference to problem solution and customers safety in their transaction is also a part of responsiveness (Kumar et al., 2010).

2.10. Value for money:

Value-for-money is a psychological state where a user compares the service offered for a given price, depicting that a consumers often reflects his or her feeling about what he/she got equates or wants better for what he/she left out. Zeithaml (1988) argued "Consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given". Value is a judgment about what ratio of cost and quality is acceptable for a particular customer and usually the conceptualization of price and quality varies person to person for example too much high price of a good quality product may be perceived as of lower value and a low price product of a moderate quality product may be perceived as of good quality. Zeithaml (1988) explored that different consumers perceive value differently as for some a low price is value while others define value as a tradeoff between quality and price; she further define perceived value is derived from users estimated value is all related 'get' and 'give' elements.

2.11. Overall quality of service:

The concept of overall service quality is the system view that measures the perceived quality of whole services offered by the firm from all prescribed dimensions. Overall service quality is a consequence of firm's inclusive efforts which results in user's satisfaction, dissatisfaction, loyalty or retention. Bitner & Hubbert, (1994) explained such results or outcomes ultimately affect attitudes, behavior and imminent purchase intentions, serves as antecedent of the customer's overall image of inferiority/superiority of the organization and quality of its services relative to its competitors.

3.   Methodology

Using quantitative approach a number of secondary sources like journals, articles, case studies, research papers, conference proceedings, and text books were studied to depict the essence of service quality and user's perception of service quality. To identify the nature of service quality of Jazz and its perception, survey method was used to collect primary information from registered users of Jazz in region Faisalabad. The paper will calculate mean of responses to draw results.

The data was collected using five point likert scale questionnaire constructed on the basis of dimension of service quality. The nine dimensionalities (i.e. time, timeliness, completeness, courtesy, consistency, accessibility, convenience, accuracy, responsiveness) of the questionnaire for the measurement of Perceived Service Quality was directly adopted from the study of Evans, 2003 which was revised from the Parasuraman et al.'s SERVQUAL instruments of 1994. However the dimension of value for money was drawn from the study of Zeithaml (1988) and the notion of overall service quality was taken from research of Bitner & Hubbert, (1994). Along with the list of 11 items covering the 11 different service quality dimensions, demographic and general information was also gathered. The questionnaire pattern to measure user's service quality perception contains eleven questions based on service quality dimensions respondents were asked to mention their expectancy and perception marks against each row on a Likert five-point scale fixed with "1" for "Strongly disagree" means respondent's perception of service quality is very low and "5" for "Strongly agree" places respondent's perception of service quality at very high and "3" for "Neutral" represents indifference response.

In real sense, this research aimed to measure the perception of service quality of users regardless of any specific industry. However, the paper will quantify the user's perception of service quality with reference of Jazz, Pakistan as a case. Therefore, the Population under observation is the registered users of Jazz. According to the latest report of PTA, 2018, the total number of subscribers in country of four mobile phone companies (Jazz, Telenor, Ufone, and Zong)

reached 139.76 million from which Jazz has a share of 52.47 million of registered subscribers. However time and spatial limitation, the study confined only to registered subscribers of Faisalabad and Islamabad (two major cities of Punjab province).

Retrieved from: https://www.pta.gov.pk/en/telecom-indicators/1
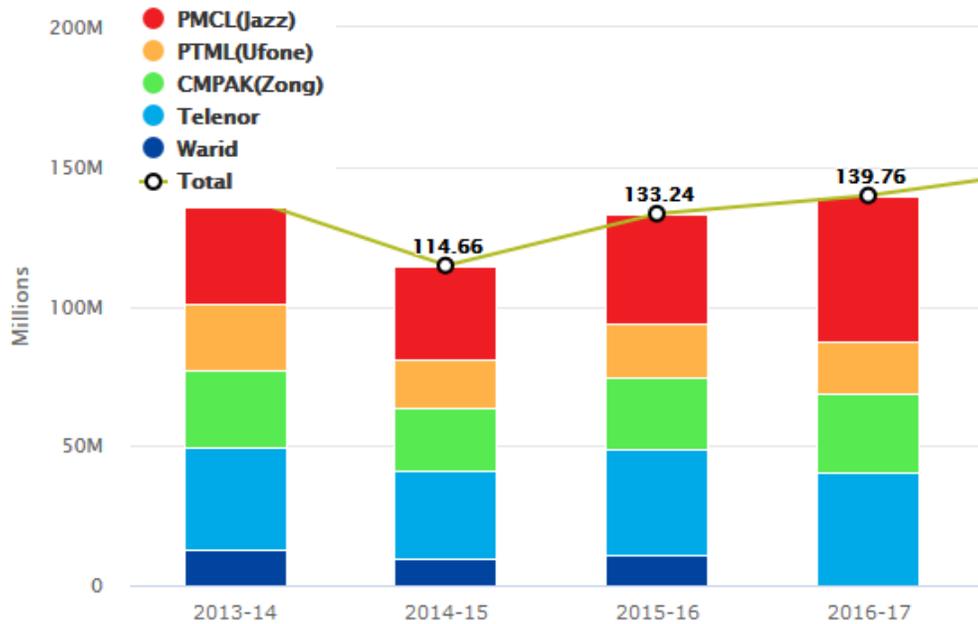
The primary data were collected from registered users of Jazz in region Faisalabad and Islamabad, Pakistan. Respondents were selected on basis random sampling by using modified SERVQUAL questionnaire. A total of 300 questionnaires were distributed. The respondents were properly instructed about filling of questionnaires to ensure 100 percent response rate and resultantly all 300 questionnaires were returned with a response rate of 100%.

The user's perception of service quality was measured through questionnaire designed on basis of service quality dimensions that were graded on five-point Likert scale items. This is consistent with previous researches on service quality of Parasuraman, Zeithaml & Malhotra (2005), Tsaur, Chang & Yen (2002), and Yoo, B., & Donthu, N. (2001). The primary data were directly collected from registered users of Jazz. The perception of current service performance was first

evaluated through perception scores rated on prescribed format of questionnaire and no calculation was involved here. Then mean was calculated for the user's prescribed perception scores and were summed up in three relevant measures "agreement", "disagreement" and "indifferent" to determine the extent to which users' perceptions of service quality are closer with expectations. To analyze perceived service quality a number of measures were used If (agreement > disagreement) shows positive perception that specifies the "quality service" categorized in three levels "excellent", "good" and "fair" from minimum to increasing gap indicating gradual decrease in perceived service quality of firm; If (agreement < disagreement) gives negative response indicating the "poor quality of service" based on gaps categorized in three levels "problematic", "crucial" and "most crucial" from lesser to larger gap indicating more problem perceived in service quality of firm; for mix results if (agreement = disagreement) highlights the "indifference" of user for the firm's service quality shows un-relatedness of user with firm's services evaluated dimension wise to determine the gaps in service quality.

4.   Empirical Results

Acquired responses reveals that in total population of 300 i.e., 208 (69.3%) male and 90 (30.7%) female users of Jazz from different fields responded against the questionnaire. Of the 208 (69.3%) male respondents, 65 (31.3%) were students and 143(68.8%) were professionals. Of the 90 (30.7%) female respondents, 59 (65.6%) were students and 31 (34.4) were professionals.

Table-1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	208	69.3	69.3	69.3
	female	92	30.7	30.7	100.0
	Total	300	100.0	100.0	

Table-2: Male Respondents with Their Profession Details

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	professionals	143	47.7	68.8	68.8
	Students	65	21.7	31.3	100.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Total	208	69.3	100.0	
Missing	System	92	30.7		
Total		300	100.0		

Table-3: **Female Respondents with their profession details**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	professionals	59	19.7	65.6	65.6
	Students	31	10.3	34.4	100.0
	Total	90	30.0	100.0	
Missing	System	210	70.0		
Total		300	100.0		

Table-4: Respondents' Perception and Satisfaction of Jazz and its Services with reference to its dimensions:

	Item	SD	D	N	A	SA
			3	4		
1	I wait to receive service for (hours).	10	5	6	99	110
			2	5	10	
2	I received the service when it is promised	4	5	4	7	110
	I receive all the aspects of the service (the bundle		3	4	10	
3	of the services which I expect)	10	1	2	3	114
			2	4		
4	I am received by employee cheerfully	5	5	8	88	134
	I believe services are delivered in the same manner					
	for every customer, and every time for the same		3	5	12	
5	customer	8	4	2	1	85
	It is easy and convenient to obtain services		4	5	11	
6	required	16	0	7	7	70
			2	6	12	
7	I receive the service right the first time	7	9	0	2	82
			4	7		
8	The service personnel react quickly	10	2	4	99	75
			2	5	13	
9	The service personnel resolve unexpected problem	1	9	3	7	80
			4	5		
10	The service I receive is a good value for money	29	5	4	92	80

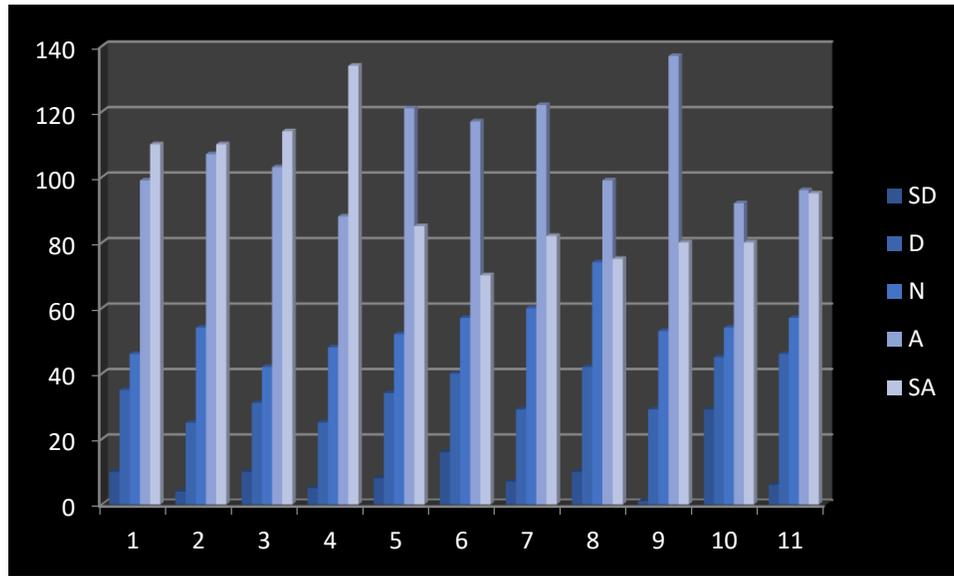|				4	5		
11	The overall quality of service is			6	6	7	96	95

Table 4 shows respondent's point of view about the eleven service quality constructs. These eleven items were measured against five point Likert scale ranging from 1= strongly disagree to 5= strongly agree. In response to the first construct "time" user/respondents highest score is given to the strongly agree which is 110. Answer to second question "timeliness" respondents give high score to 5 which is strongly agree again. Responding to the third construct "completeness", users of the service gives 114 points to strongly agree and minimum points 10 to strongly disagree. Again 5th point of Likert scale has highest score of 134 to the item forth "courtesy" and minimum scores 10 to the strongly disagree. Fifth construct "consistency" scored 141 points which is "agree" and minimum points in "strongly agree". Respondents gave minimum scores of 16 to strongly disagree in sixth dimension of quality which is "accessibility" and maximum points of 117 to "agree" point. When views given against seventh dimension "convenience", respondents gave minimum score 7 to "strongly disagree" and maximum scores 122 to "agree". Respondents were asked about the eights dimension of quality "accuracy", maximum points given to "agree" and minimum to strongly disagree". Answering to quality's ninth dimension "responsiveness", high points given to "agree" and lowest to "strongly disagree" like above. When questioned about tenth construct which is "value for money", 29 scores given to "strongly disagree" and 92 to "agree". Respondents gave high response to agree and low to "strongly disagree". Minimum point

given to strongly agree and maximum point to agree same like above in the eleventh dimension which is "overall quality of services" One of the important trend is being noticed in the responses to each construct that minimum score have been seen in the scale which is given to "strongly disagree" in all of the above items. The objective of the Table 1 is just to compare the score given in the 5th point Likert scale.

Table-5: Percentage response on service quality dimensions

Items	Agreement	Agreement (%)	Disagreement	Disagreement (%)
I wait to receive service for (hours).	209	69.66667	45	15
I received the service when it is promised	217	72.33333	54	18
I receive all the aspects of the service (the bundle of the services which I expect)	217	72.33333	42	14
I am received by employee cheerfully	222	74	48	16
I believe services are delivered in the same manner for every customer, and every time for the same customer	206	68.66667	52	17.33333
It is easy and convenient to obtain services required	187	62.33333	57	19
I receive the service right the first time	204	68	60	20
The service personnel react quickly	174	58	74	24.66667
The service personnel resolve unexpected problem	217	72.33333	53	17.66667
The service I receive is a good value for money	172	57.33333	54	18
The overall quality of service is	191	63.66667	57	19

In table 5, To analyze and understand the difference between the dimensions of the service quality of user's perception by Jazz customer care service against each of the service quality dimension, Agreements and disagreement and their respective percentiles is calculated by combining 1&2 point for disagreement and 4&5 point for agreement. The 3rd point "neutral" is excluded from the analysis

as it has no impact either positive or negative to the results. Agreement and disagreement and its respective percentile shows the size of respondents which are agreed or disagree to each of the question asked regarding to the dimensions of the service quality.

Table-6: Summary of user perception on service quality dimensions

Sr.No	Items	Positive / Negative	Customer perception of quality
1	I wait to receive service for (hours).	209	unsatisfied
2	I received the service when it is promised	217	satisfied
3	I receive all the aspects of the service (the bundle of the services which I expect)	217	satisfied
4	I am received by employee cheerfully	222	satisfied
5	I believe services are delivered in the same manner for every customer, and every time for the same customer	206	satisfied
6	It is easy and convenient to obtain services required	187	satisfied
7	I receive the service right the first time	204	Satisfied
8	The service personnel react quickly	174	Satisfied
9	The service personnel resolve unexpected problem	217	Satisfied
10	The service I receive is a good value for money	172	Satisfied
11	The overall quality of service is	191	Satisfied

Finally, Table 6 shows the findings of the study in which each dimension of service quality is evaluated from user perspective by comparing the frequency of the respondents.

Time : By comparing the agreement and disagreement score of construct 1 from the table 2 it is found that respondents are agree from the statement that they have to wait to receive the service this means they are not satisfied with this dimension of service quality from Jazz customer care center. On the other hand most of the users disagree from the above statement but as there is a significant major

difference between the respondents 209 out of 300 so it is found that people are not satisfied with this dimension.

Timeliness: Respondents agree with the statement that they received the services, which are being promised that means they are satisfied from the second dimension of the quality, which is timeliness. 217 out of 300 respondents are satisfied from the above statement that shows positive significant result.

Completeness: 217 out of 300 respondents are satisfied with the third dimension of service quality "completeness". They agreed from the asked statement that they receive all the aspects of the service (the bundle of the services which they expect).only 42 respondents responses against the statement but frequency tells that majority is satisfied from the third dimension.

Courtesy: The above results from the table shows that majority of the respondents are agreed from the statement that received by employee cheerfully. Only 16 % of the respondents are not satisfied but remaining 74% of the users are happy and satisfied with this dimension of Jazz which shows significant impact in the findings.

Consistency: Respondents were asked that they believe services are delivered in the same manner for every customer, and every time for the same customer? They response positively, 206 respondents were agreed from the above statement and showed confidence to the above service and satisfaction.

Accessibility: The respondents agreed that for them it is easy and convenient to obtain the required services. 187 out of 300 respondents are satisfied with the accessibility of the services 57 respondents are not satisfied with the above statement and rest of respondent (56) responded indifferent neither agree nor disagree. So this dimension has positive relationship with service quality.

Convenience: It is revealed from the acquired result that respondents are agreeing with the statement that they receive the service right the first time (204 agreed respondents out of 300).

Accuracy: Respondents were also asked about that the service personnel react quickly or not? In replied to this questions agreed responses of 174 scores received out of 300 which shows overall satisfaction and positively related to the service quality dimension.

Responsiveness: 217 responses comes in favor of the statement that the service personnel resolve unexpected problem and shows their satisfaction which positively effects the quality dimensions of Jazz customer care services.

Value for money: question asked to the users of Jazz service that the service they receive is a good value for money? In response to above question 172 responses favours the above statement that they satisfied. Out of 300 respondents 54 respondents response against the above construct and 74 respondents remains

neutral so overall this dimension is positively related to the service quality of Jazz and users are almost satisfied with this dimension.

Overall quality of services: The overall quality of service is satisfactory for the respondents because 191 respondents agree to the above statement so this dimension has also a significant positive relation with the service quality of Jazz customer care centre.

Finding:

The study reveals that respondents shows overall satisfaction with the service quality dimensions that is timeliness, completeness, courtesy, consistency, accessibility, convenience, accuracy, responsiveness, value for money, overall quality of service but respondents are not satisfied with the "time" dimension that they have to wait for services so this dimension has negative relationship with the service quality dimensions with the Jazz customer care service. It is also analyzed that in some dimensions there is minor difference between agreement and disagreement though these dimensions also have positive influence but not very significant. It is also revealed that many respondents remain in difference like in tenth dimension "value for money" indifferent respondents were 74 which is a big score that shows almost users have not clear understanding of this dimension regarding the quality and they are confused that to some context they agree and to some extent they disagree which weakened the relationship but still it is considered satisfied.

5.   Conclusion

We are living in information age, where there is very competitive environment and customer care is one of the major challenge specially in telecom sector because new competitors coming in the market and make market extensive, introducing new services day by day as cheaper to their competitors so it is hard to retain customer with the brand. This study investigates the overall user perception and satisfaction in Jazz customer care service with context to the eleven dimensions of service quality which are time, timeliness, completeness, courtesy, consistency, accessibility, convenience, accuracy, responsiveness, value for money and overall quality of service. The key findings of this study are that the customers of Jazz service center are overall satisfied with the quality dimension except one "time". According to the respondents, it is very difficult for them to wait for services for hours so this quality dimension should be

improved and services should be delivered to the customers to any time anywhere.

The objective of this study was to analyze the user perception of quality in Jazz customer care with reference to above 11 quality dimensions. The benefit of this study is that first it will add collaboration in the literature and help in education sectors to the students to understand the user perception of quality in other service sectors of Pakistan. Second it will give knowledge to the Jazz customer care service to improve its quality dimensions. Other organizations of the same industry also can get benefit from this study and improve their quality dimensions. This is the first effort to investigate the user satisfactions with the context of 11 quality dimensions specifically in Jazz customer care services. The researchers hope that this study will further motivate the future research on the topic in Pakistan in other fields and sectors. The quality services are often criticized due to lack of customer focus and input. The study results suggest that concerned authorities should pay attention for the improvement of present level of user satisfaction. On the basis of findings some recommendations are made:

- Time factor should be controlled and services should be provided on time without any delay. Steps should be taken to avoid delays in delivering.
- Consideration should be given on future service deployment. The concerned staff should be highly skilled and train in maintaining high level of customer satisfaction in face to face services.
- Company should consider the features of "user friendliness and helpfulness" while designing online or electronic services to their users.
- Such studies should be conducted more frequently in other provinces of Pakistan on micro and macro level.
- Findings of the study should be kept particular for jazz customer care center and general for other service organizations in order to improve their user satisfaction level and services.

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