

Customer Buying Behavior Intentions of Internet Service Providers- The Role of Service Quality and its Aspects, Satisfaction and Value

¹Seyed Rajab Nikhashemi, ²Laily Paim, ³Syuhaily Osman and ⁴Samsinar Md Sidin

^{1,2,3}Department of Resource Management and Consumer Studies
Universiti Putra Malaysia

⁴Departments of Management and Marketing, Universiti Putra Malaysia

Received: July 20 2013

Accepted: August 11 2013

ABSTRACT

This study seeks to improve our understanding of Malaysian customer buying behaviour intention in mobile telecommunication industry by testing a conceptual model which has considered aspects of service quality, customer Satisfaction and customer perceived value towards buying behaviour simultaneously. The purposes of this study are to figure out the relationship among service quality, customer satisfaction and customer values on customer buying behaviour intention which could be one of the critical issues in Malaysian mobile telecommunication industry. However finding revealed that service quality, customer perceived value and customer satisfaction and their effects on customer buying behaviour in telecommunication Industry is rather divergent and related studies are fragmented especially for complicated interrelationship among them. Structure equation modeling and multiple regression analysis were applied to analyze the data. Data were collected from outlets of Maxis and DiGi which were located in Klang Valley area in Malaysia. The main findings of the study are as follow. (1) All service quality aspects has positive interrelationship with customer satisfaction and value (2) customer Satisfaction, service quality as well as customer perceived value positively affects customer buying behaviour.

KEY WORDS: Service quality, Customer satisfaction, Customer perceived value

1. INTRODUCTION

The literature has been revealed that customer-perceived service quality, customer value and satisfaction have been the most imperative success factors which effects on customer buying behaviour intention especially in telecommunication industry (Nikhashemi et al., 2013). Such factors are becoming the main priority of managers in the increasingly intensified competition for customers in the customer-centered area of today and future (Aksoy et al., 2003). However, many different conclusions have been conducted on the subject of service quality, customer satisfaction, customer value and customer buying behaviour intention but yet related studies are quite fragmented, predominantly for the complex interrelationships among them. Moreover, for the present studies focusing on the relationships among service quality and its dimension, customer value, satisfaction and their effect on customer buying behaviour intention in Malaysian's telecom industry context, however a few number of empirical studies have been taken customer satisfaction as and mediating factor in service model. Consequently, less is known about the relative impacts of quality- and its associated factors on customer value, customer satisfaction and customer buying behaviour intention so far. Thus the crucial drivers of customer perceived service quality, customer value, customer satisfaction and their effect on customer buying behaviour intention still need more wide in-depth studies. Furthermore, even though attention has given to the neglected characteristic in the discussion of customer evaluation of services and products recently, but still service quality aspects and its possible relationship role between customer satisfaction, and customer perceived value appears to have received even less attention, which is in fact should be one of the significant points to help us to identify the complicated relationships among them. As the number of studies of telecom service quality is still limited, and a definite set of measurement indices for the service quality, customer satisfaction and customer perceived value and its impact on customer buying behaviour intention in telecommunication industry is not available. The result of the study can provide valuable reference information for Malaysian telecom providers to manage their services and enhance their service quality.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Service Quality

Service quality has been defined as the suitability for use, or to what extent it can meet the consumers' expectations or serves the purposes of the consumers (Nikhashemi et al., 2012). Service quality since last decades has become one of the pivotal factors in all organization as well as enterprises, because of this many

*Corresponding Author: Seyed Rajab Nikhashemi, Department of Resource Management and Consumer Studies Universiti Putra Malaysia

organization for stay ahead from their competitors, has taken this factor into their consideration. This significant feature has emphasized on evaluation of completion and whatever is required to attract business opportunities to increase profitability, as it is also attempting to enable greater entrance to the market to boost up the consumer satisfaction and loyalty (Balanca et al., 2010). Parasuraman, Zeithaml, and Berry (1998, 1966) have declared that quality of service is the difference between what customer perceives and what they expect. By considering this concept Parasuraman et al. (1998) has developed service quality model (dimensions namely; tangible, responsiveness, reliability, assurance, and empathy) to measure service quality. This proposed model has drawn attention from the academic and the practical circles. Yet, many scholars have come across with variety of questions about the conceptual framework as well measurement method of this model. For instance, Cronin and Taylor (1992) acknowledged that using service quality performance to measure service quality produces greater results of reliability, validity, and predictive power than using SERVQUAL. Some other studies (Boulding, Kalra, Richard; McAlexander, Kaldenberg, & Koenig, 1994) also confirmed that SERVPERF is more accurate than SERVQUAL in the measurement of service quality, and SERVQUAL can offer superior diagnostic information. Similar result have been anticipated in information industry studies, (Landrum & Prybutok, 2004), and Zeithaml, Parasuraman, and Malhotra (2001) suggested that it is not required to use customers' expectation to measure the service quality of a website. Therefore, this study will directly use perceived service quality to measure the service quality of Malaysian telecommunication industry. Godwin et al., (2010) also proposed that one of the key factors of many quality enhancements is considering the service quality. Measurement of the service quality has been important because of having potential to offer managers insight into area of service quality to identify its strengths as well as weaknesses. In the research of the relationships between service quality, tangibility, assurance, empathy, responsiveness and reliability in conventional retailing and online shopping, most of the empirical studies have proven that , tangibility, reliability, assurance, empathy and responsiveness will positively influence on service quality (Bauer et al., 2006). Among the studies of the telecom industry, Wang et al. (2004) and Turel and Serenko (2006), respectively, observed the mobile services in China and Canada and figure out that service quality is positively related to its dimension (Reliability, assurance, tangibility, assurance and empathy). Therefore, Hypothesis **H1_A** to **H1_E** is proposed as follows:

H1_A: There is positive relationship between reliability and perceived service quality in Malaysia Telecom.

H1_B: There is positive relationship between assurance and perceived service quality in Malaysia Telecom.

H1_C: There is positive relationship between tangibility and perceived service quality in Malaysia Telecom

H1_D: There is positive relationship between responsiveness and perceived service quality in Malaysia Telecom

H1_E: There is positive relationship between empathy and perceived service quality in Malaysia Telecom

2.2. Perceived Value

In many studies scholars have proven that the consumer perceived value of a service is determined by its price (He et al., 2012) and its quality (Sirdeshmukh et al., 2002), an increases level of customer satisfaction in telecom subscribers might also influence consumers' perceptions of value. In other words, it is the concept of consumer surplus in economics; perceived value is the difference between the highest price that consumers are willing to pay for a product or a service and the amount practically paid. When the consumer pay less for the one product which has got very high and good quality the perceived positive value can be created. If we take look from benefit perspective, it would indicate that perceived value can be considered as an overall consumer's perceived benefits and perceived sacrifices (Urška Tuške et al., 2013). In other hand, consumer will think that what they have paid for the product and services and what they are received instead, in other hand what customer need to give up for gaining one particular product or services. However, the sacrifice means the extra money you are going to paid for certain product or services. Non-monetary expenditure, such as transaction negotiation cost, and the time which has killed during the negotiation, also are necessary need to be included (Brady, et al., 2001). As some of the researchers have concluded (Ahasanul Haque et al., 2012), building strong customer value is one of the critical factor for firms. Actually, providing greater customer value is certainly becoming one of the most significant fruitful factors for any firm at the present and in the future, due to its important impact on consumer buying behaviour intention. As a result, many firms are converting their attention from looking internally within the organization for enhancement byway of quality management, economizing, business process reengineering and agile manufacturing to chasing greater customer value delivery (Oh, 2000). However, knowledge about customer value and related awareness, which can offer sufficient customers voice to guide managers how to reply, is playing an ever important role in a firm's increasingly competitive environments. In the research of the relationships between service quality and customer's perceived value in conventional retailing and online shopping, most of the studies have proposed that service quality related factors will positively influence perceived value (Cronin et al., 2000). Among the studies of the telecom industry, Wang et al. (2004) respectively, investigated the mobile services in China and Canada found out that service quality dimension are positively related to perceived value. Thus, Hypothesis 2 is proposed as follows:

H2_A: There is positive relationship between reliability and customer perceived value.

H2_B: There is positive relationship between assurance and customer perceived value.

H2_c: There is positive relationship between tangibility and customer perceived value

H2_d: There is positive relationship between responsiveness and customer perceived values.

H2_e: There is positive relationship between empathy and customer perceived value.

2.3. Customer satisfaction

Customer satisfaction is fundamental to the practice of customer (Anderson et al., 1998). For Telecom service providers, customer satisfaction leads to favorable result, such as rates of subscriber's retention, perceived value and customer buying behaviour intention, (Yang et al., 2004). Satisfaction might occur, through feature of product, or sale person, and it might obtain through the experience that consumer committed, at a more fundamental level, it should be seen as satisfaction with a product, whether a commodity or service. We have got two significant conceptualization regarding satisfaction. One is transaction-specific; the other is cumulative (Nikhashemi et al, 2011). In other word, from a transaction-specific perspective, customer satisfaction considers as a post chose purchase evaluation (Oliver, 1977). To date there is variety of behavioral research which has developed this type of customer satisfaction and they are concentrating on the antecedents and consequences of this category of customer satisfaction from individual perspective (Urška Tuške et al., 2013). In other hand from cumulative satisfaction perspective, cumulative customer satisfaction attentions to the customer evaluation based on the total purchase and consumption experiences with a product or service over time (Cronin et al., 2000), and such category of customer satisfaction would be more fundamental and valuable than transaction-specific consumer satisfaction, in forecasting subsequent consumer behaviors and an organization's past, present and future performance. It is the cumulative customer satisfaction that encourages a firm's investment in customer satisfaction. Hence the theoretical framework of this study would treats customer satisfaction as cumulative. Customer satisfaction has been defined using the transaction-specific perspective or cumulative perspective. The transaction-specific perspective indicates that customer satisfaction is the evaluation based on the recent purchase experiences (Boulding et al., 1993). Compared with the transaction-specific perspective, the cumulative perspective stresses overall evaluations, demonstrating that evaluations of customer satisfaction should be based on all the purchase experiences of the customer, disregarding any specific purchase experience (Johnson & Fornell, 1991). Parasuraman et al. (1988) argued that the cumulative perspective is more capable of evaluating the service performance of firms and more useful in predicting consumers' post-purchase behaviors (Yang et al., 2004). Among the studies which have done in customer satisfaction in the information industry, Lin and Wang (2006) revealed that customer satisfaction of mobile commerce is consumer's total response to the purchase experiences in a mobile commerce environment. Therefore in this study, customer satisfaction is defined as the total consumption perception of consumers when interacting with telecom service. One of the previous studies which has conducted in retail marketing and consumer science have found that service quality could positively influences on customer satisfaction (Cronin et al., 2000). As resemble study in website and online shopping also has raised the positive relationship of service quality and customer satisfaction in their result and discussion part (Collier & Bienstock, 2006; Park & Kim, 2006). As for the key quality-related drivers of customer satisfaction, Oliver (1993) first suggests that service quality is the antecedent to customer satisfaction regardless of whether these constructs are measured for a given experience or over time. To date, other researchers have found empirical support for the, Oliver view (CemalZehir et al., 2011; Ruyter et al 2004). Therefore, similar to the identification of the key quality-related drivers of customer value, we can also propose that quality related factors are the key drivers of customer satisfaction. For example, a customer who obtain a reliable product/service in the proper time and place supported by quick responses of a product/service provider when he/she have any inquiry or problem tends to exhibit higher satisfaction. Therefore, the following hypotheses can be formed.

H3_A: There is positive relationship between reliability and customer satisfaction.

H3_B: There is positive relationship between assurance and customer satisfaction.

H3_C: There is positive relationship between tangibility and customer satisfaction.

H3_D: There is positive relationship between responsiveness and customer satisfaction.

H3_E: There is positive relationship between empathy and customer satisfaction.

2.4. Customer buying behaviour

According to Lin et al., (2006) consumer behaviour is one of the most important field in Marketing which has deep root in marketing strategy since 1950s, when some of the intelligent marketers began to realize that if they be able to identify what their customers' needs and wants then they can increase the level of their sale. And high rate of selling can be achieved if they conduct marketing research to figure out what the customers want. The study of consumer behaviour is more concern about how individual make decision to spend their own time and effort as well as money in related time, or let say in specific time. That incorporated what the consumer buys, why they buy it, where they buy it how often they will buy it and lastly how often they consume it. Marketing theorist has extracted heavily from some other scientific developed discipline such as, psychology, sociology, economic in order to develop the consumer behaviour theory. At the later stage, many of researcher

realized that consumer not only effected by their family and friends also it has effected by mood, situation and emotion as well. (Nikhashemi *et al.*, 2012) all these elements have combined to form a comprehensive model of consumer behaviour which has incorporated both cognitive and also emotional aspect of the consumer behaviour. The consumer buying behavioral intention would be affected by the quality of service which has provided by organization and it would result to evaluation of service performance by the consumer. John, (2002). Nikhashemi (2013) has pointed out that the firms should be able to manage, the negative intend behavior by consumers to increase the rate of their customer retention e in order to protect and hold back the diffusion of negative word of mouth, and minimize disadvantages by applying sophisticated intellectual approach consumer post purchase intention. According to Devender (2002), the high price which has offered by service providers can create obstacle for the customers and wouldn't allow to the consumers to easily switch service providers. In a case where switching costs/barriers are low or alternatives are available, consumer can also remain loyal to the service provides if of course they become satisfied with the service which has already provided for them. (Alexandris *et al.*, 2002) The consumer who really are satisfy and happy with the service which has provided by provider would like to revisit will engage to make purchase as it has positive influence on their buying behaviour intention and also through word of mouth they will advise others to visit service providers, Lee and Lin (2005). Lee and Lin (2005) identified that, there is positive association between service quality and customer buying behaviour intention, hence we propose that:

H4: Service quality positively influences on customer buying behavior intention

Since a couple of years ago, many of organization managers as well as their marketing staffs have used long-neglected perceived value to evaluate consumer's buying behaviour intention (Eggert&Ulaga, 2002; Petrick, 2002; Wang *et al.*, 2004). In recent years many discussion have been done between perceived value and consumer buying behaviour intention, and many of researcher have considered that perceived value has direct effects on consumer buying behaviour intention as well as and word of mouth (Eggert&Ulaga, 2002; Petrick, 2002; Wang *et al.*, 2004). Cronin *et al.* (2000) identified in a cross-industrial research that perceived value has got positive effects on consumer buying behaviour intention and post purchase intention. Wang *et al.* (2004) who is a person which focused on the telecom industry in China also stayed that perceived value positively influences post-purchase intention and consumer buying behaviour intention. Lin and Wang (2006) also discovered that perceived value positively has impact on loyalty in the research of mobile commerce in Taiwan. Thus, Hypothesis 5 is proposed as follows:

H5: Perceived value positively influences on consumer buying behaviour intention.

Many scholars in some studies of satisfaction have addressed a positive relationship between customer satisfaction and consumer buying behaviour intention (Brady *et al.*, 2001). Consumer with higher level of satisfaction inclined more to repurchase product and services (Zeithaml *et al.*, 1996). In simple word, when customer satisfaction is boosted, it will definitely have positive impact on consumer buying behaviour intention and it would lead to repurchase product or services. The extant studies of e-retailing and online shopping also provided the similar conclusions (Collier & Bienstock, 2006). Among many of studies which have been conducted in telecommunication industry, Gerpott, Rams, and Schindler (2001), respectively, examined the telecom industry in Germany and SMS service in Singapore. They also concluded that customer satisfaction is positively related to post-purchase intention. However, other studies of the mobile services which have conducted in Canada and China also supported this argument (Turel & Serenko, 2006). Lin and Wang (2004) manifested a positive relationship between customer satisfaction and customer loyalty in the study of mobile commerce in Taiwan. Thus, Hypothesis 6 is proposed as follows:

H6: Customer satisfaction positively influences on consumer buying behaviour intention.

The literatures discussed in previous sections figured out different factors that may be influenced customer buying behaviour in Malaysian telecom industry. Interrelationship between these factors also has been empirically examined in dissimilar technological context. The recommended framework contains six hypothesized relationship that will be tested in customer buying behaviour in telecommunication industry context. A model of that Framework is shown Figure 1.

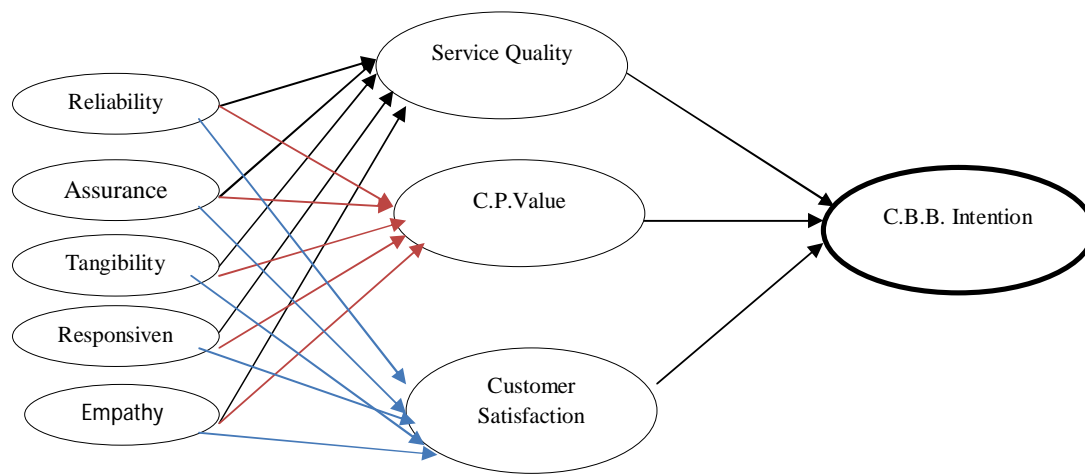


Figure 1: Proposed Research model

3. RESEARCH METHODOLOGY

3.1. Questioner design

The questionnaire which has been used in this study was designed according to the related literatures and users' and experts' views. After the draft was completed, a pilot test was made on experts and users who are familiar with telecommunication industry in Malaysia to adapt items with unclear terms. Consequently, questionnaire respondents are able to understand the questions in the formal survey and the content validity of the questionnaire could be guaranteed. The questionnaire was included of two parts. The first part was attempted to know each respondent's basic personal data. The second section measured the respondent's perception of each concept in the research model. All items were assessed using five-point Likert scales from 1 = "strongly disagree" to 5 = "strongly agree".

3.2. Sampling and Measurement

To examine the hypothesis a survey was conducted after a pilot study had identified and refined measurement items used in this study. Primary data have been collected from customer's different telecom users in Kuala Lumpur (Serdang area from Maxis and DiGi outlets). Systematic random sampling was used to select roughly equal number of customers from each type of telecom provider. The final sample consist of 546 individuals whose declare that they were customers of one of the above-mentioned online service provider. A total of 526 were considered valid and were used to develop structure equation modeling. The significant reason for us to select telecommunication industry in Malaysia for this study is due to some factors as follow: First, this is one of the most important service markets but it has been neglected by many of prior studies. Second, over the last decade, the centralized telecommunication monopoly in Malaysia has been changed and a fairly open and free competitive market is gradually coming into being. Due to that, many fundamental changes have taken place in telecommunication transformations and more attention has paid to the enhancement of customer perceived service quality, customer value and customer satisfaction in order to stimulate their buying behaviour intention to shape superior competitive advantages by way of effective customer attainment and holding with the increasingly intensified domestic competition.

4. ANALYSIS AND RESULT

4.1. Proposed model Analysis

Data has been analyzed by using Statistical Package of Social Science (SPSS- 19) and Analysis of Momentum Structure (Amos) version 17.0 to carry out Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) to examine the hypothesized relationship between the constructs in the structural model which has returned in Figure 2. In structure equation modeling, in first phase the reliability and validity of the constructs are measured, followed by assessment of model fitness and then the path co efficient of the hypothesized relationships.

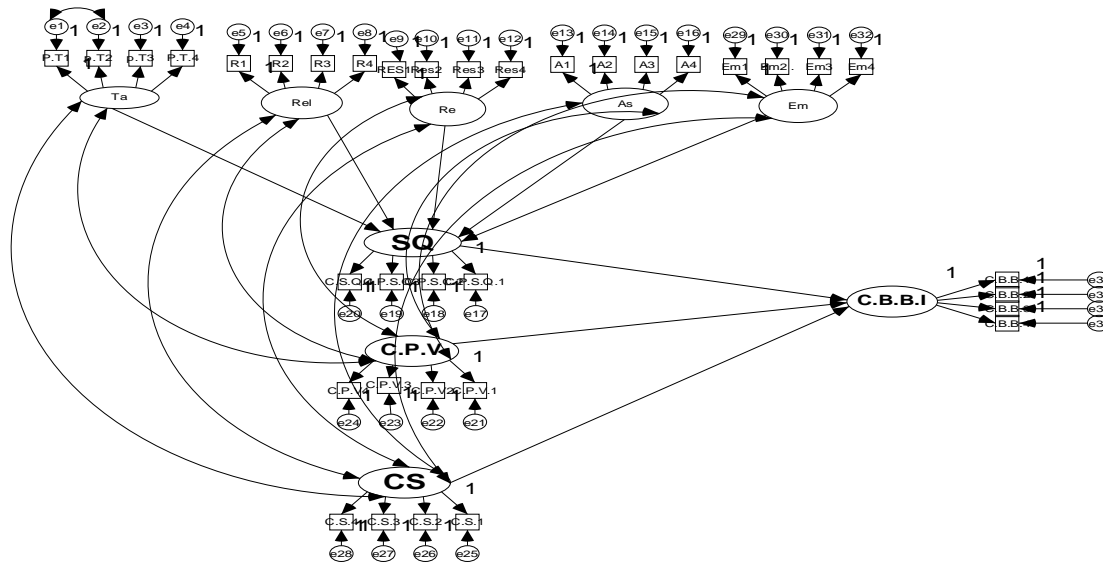


Figure 2: Structure Model

4.2 Reliability Test

Reliability refers to the extent to which a measuring instrument yields consistent results under similar conditions (Hair *et al.*, 2006). To make sure construct reliability, all the items were resulting from empirical studies with strong theoretical background (Hair *et al.*, 2006). It has also been suggested that for a measurement instrument to have decent reliability, the item reliability signified in high factor loadings must be more than 0.5 and the construct or composite reliability (CR) should be greater than or equal to 0.7 (DeVellis, 2003). From Table 1, the Cronbach alphas indicate values greater than 0.70, implying acceptable level of reliability for each construct (Table 2). It indicates that all the items have high factor loading above 0.05 indicating that the individual items explain well, the variances of the construct they represent.

Table 1 shows the research constructs, their measurement items and Cronbach Alpha values

Constructs, Indicators	Cod	No of Item	Factor Loading
Service quality: (Alpha 0.772)			
The mobile communication provider always delivers excellent overall service.	SQ.1	3	0.783
The offerings of the service provider are of high quality. users' transaction record	SQ.2		0.698
The mobile communication provider delivers superior service in every way.	SQ.3		0.834
Reliability (0.883)		4	
When the service provider promises to do something by a certain time, it does so.	RE.1		0.889
When customers have a problem, the service provider shows a sincere interest in solving it.	RE.2		0.878
The service provider delivers its services at the times it promises to do so.	RE.3		0.882
The service provider always performs the service right the first time	RE.4		0.884
Tangibility (0.809)			
The physical facilities in Malaysia telecom outlets are visually appealing.	TA.1	4	0.713
The telecom service provider's outlets in Klang valley are well organized.	TA.2		0.842
The service providers are well dressed and neat in appearance.	TA.3		0.847
Responsiveness (0.850)		4	
The service provider tells me exactly when services will be performed.	RES1		0.849
The service provider gives me a prompt service.	RES2		0.851
The service providers are always willing to help me.	RES3		0.857
The service providers are never too busy to respond to my requests.	RES4		0.843
Assurance (0.874)		4	
The service providers instil confidence in customers.	A.1		0.869
Customers feel safe in transactions with the service provider.	A.2		0.879
The service providers are consistently courteous with customers	A.3		0.884
The service provider has knowledge to answer customers' questions.	A.4		0.864
Empathy (0.882)		4	
The service provider gives customers individual attention.	EM1		0.879
The service provider has customers' best interest at heart.	EM2		0.887
The service provider has operating hours and location convenient to all its customers.	EM3		0.883
The service providers give their personal attention	EM4		0.882

Customer Perceived Value- (0.894)		4	
Overall, the chosen offerings are value for money	C.P.V.1		0.901
The chosen offerings are worth what is given up such as time, energy and effort.	C.P.V.2		0.886
I'm very grateful to service providers due to offering good offering price.	C.P.V.3		0.898
Compared with other telecom companies, it is wise to select Maxis and DiGi companies.	C.P.V.4		0.892
Customer satisfaction (0.902)			
I am completely satisfied with the services delivered by Malaysian telecom service providers.	C.S.1	4	0.899
I feel very pleased with delivered services.	C.S.2		0.905
I feel absolutely delighted Malaysian Telecom service providers.	C.S.3		0.768
I am satisfied with the value-added services provided by Maxis and DiGi companies.	C.S.4		0.887
Customer Buying behaviour intention (0.897)		4	0.917
I would like to recommend Maxis and DiGi telecom services to others.	C.B.B.I.1		0.890
I would like to keep close relationship with the Maxis and DiGi as a good service provider	C.B.B.I.2		0.887
In the future, I will continue to use the value-added services provided by this telecom company.	C.B.B.I.3		0.914
I will recommend to all my relative and friends to use	C.B.B.I.4		0.869

4.3. Confirmatory Factor Analysis

The Exploratory factor analysis gives us confidence to do Confirmatory Factor Analysis (CFA). Confirmatory factor analysis (CFA) can be used to measure unidimensionality. A CFA was accompanied for each of the nine constructs to define whether the 35 indicators measured the construct effectively as they were allocated. Maximum likelihood estimation was employed to estimate the eight CFA models. The Structure equation modeling program, (SEM), analysis of momentum structure was employed during the study to conduct the analyses. In order to evaluate main model, this research assessing both measurement and structural model. This study used different types of goodness of fit indicators because one single statistical test is going to be questionable (Byrne 2001). Consequently, the assessment of models for this study is based on multiple goodness-of-fit indicators. All loadings between indicators and latent variables are statistically significant (P. 0.001). Standardized paths between factor and indicators are all above .40 and also correlations among all variables exist, as mean values of all measures are fairly high and they are positive and significant, therefore they are meaningful (Chin, 1998). Table 2 and 3 summarizes the results of these tests.

Table 1: Descriptive analysis and correlation

Constructs	Mean	Std.	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Empathy	4.71	0.68	1								
Reliability	4.31	0.76	0.85**	1							
Tangibility	4.19	0.53	0.83**	0.80**	1						
Responsiveness	4.13	0.74	-0.78**	0.75**	-0.73**	1					
Assurance	3.89	0.66	0.80**	0.76**	0.70**	-0.68**	1				
P.S. Quality	3.78	0.61	-0.79**	0.77**	-0.73**	0.71**	0.69**	1			
C. Satisfaction	3.64	0.59	0.74**	0.71**	-0.69**	0.67**	0.65**	0.63**	1		
C. P. value	3.35	0.71	0.69**	0.67**	0.65**	0.63**	0.60**	0.58**	0.52**	1	
C.B. B.I	2.08	0.59	0.65**	0.64**	0.62**	-0.59**	0.57**	0.53**	0.49**	0.44**	1

Table 3: Summary of Factor Analysis

Factor Indicators	X ²	Df	P	GFI	AGFI	CFI	RMSEA	Factor Loading
Customer Perceived Service quality	6.255	2	0.024	0.973	0.945	0.989	0.054	
C.P.S.Q.1								0.783
C.P.S.Q.2								0.698
C.P.S.Q.3								0.834
Reliability	7.528	2	0.011	0.958	0.895	0.938	0.068	
R1								0.889
R2								0.873
R3								0.882
R4								0.884
Tangibility	6.024	2	0.031	0.928	0.917	0.989	0.073	
P.T.1								0.713
P.T.2								0.842
P.T.3								0.842
Responsiveness	8.511	2	0.029	0.984	0.973	0.976	0.043	
Res1								0.849
Res2								0.851
Res3								0.857
Res4								0.843
Assurance	5.538	2	0.010	0.969	0.958	0.999	0.0511	
A1								0.869
A2								0.879
A3								0.884

A4								0.864
Empathy	4.358	2	0.043	0.939	0.914	0.969	0.0631	
EM1								0.879
EM2								0.887
EM3								0.883
EM4								0.882
Customer Value	0.429	2	0.032	0.979	0.965	0.926	0.0611	
C.P.V.1								0.901
C.P.V.1								0.886
C.P.V.1								0.898
C.P.V.1								0.892
Customer Satisfaction	0.598	2	0.041	0.953	0.929	0.937	0.0711	
C.S.1								0.899
C.S.2								0.905
C.S.3								0.768
C.S.4								0.887
C.B. intention	3.589	2	0.012	0.983	0.979	0.911	0.0625	
C.B.B.1								0.890
C.B.B.2								0.887
C.B.B.3								0.914
C.B.B.4								0.869

4.3.1. CFI

Comparative Fit Index is a proposed model to evaluate the goodness of fit indexes that reflect the fitness of the model to the data at hand. CFI falls in incremental fit category. CFI value close to 1 is usually recognized as being indications of well-fitting models (Raykov and Marcoulides, 2000). A CFI value, greater than 0.90 shows an acceptable fit to the data (Bentler, 1992). The CFI values for the eight CFAs are displayed in Table 2. An analysis of the table reveals that all the CFI values are very high ranging from 0.94 to 1, which suggests very good model fits.

4.3.2. RMSEA

The RMSEA (Root Mean Square of Error Approximation) is an index used to measure the residuals. It adjusts the parsimony in the model and is relatively insensitive to sample size (sample size should not be lesser than 200). According to Hu and Bentler (1999), RMSEA should less than 0.08 for an adequate model fit. Table 2 displays that all the RMSEA values are below 0.08 and indicate adequate model fits.

4.3.3. GFI

The goodness of fit index, tells us what proportion of the variance in the sample variance-covariance matrix is accounted for by the model. This should exceed .9 for an appropriate model.

4.3.4. AGFI

Adjusted Goodness of fit (AGFI) is considered as an alternate GFI index in which the value of the index is adjusted for the number of parameters in the model. Few numbers of parameters in the model was relative to the number of data points.

4.3.5. NFI

The NFI is basically the difference between the two models' chi-squares divided by the chi-square for the independence model. Value of 0.90 or greater than 0.90 considers as a good fit.

4.3.6. Parameter estimates

Table 2 demonstrates that all of the parameter estimates are statistically significant and range from 0.698 to 0.901.

4.3.7. Reliability and validity

Reliability refers to extent of how reliable is the Saied measurement model in measuring the intended latent construct. Internal reliability would achieve when Cronbach's Alpha exceeds from 0.7 (O'Leary-Kelly and Vokurka, 1998). The Cronbach's alpha for the nine factors range from 0.772 to 0.902, suggesting that they are all reliable (Table 2).

4.3.8. Content (internal) validity

Content validity depends on how well the researcher created measurement items using the relevant literature to cover the content domain of the variable that is being measured (Bohrnstedt, 1983). The selection of

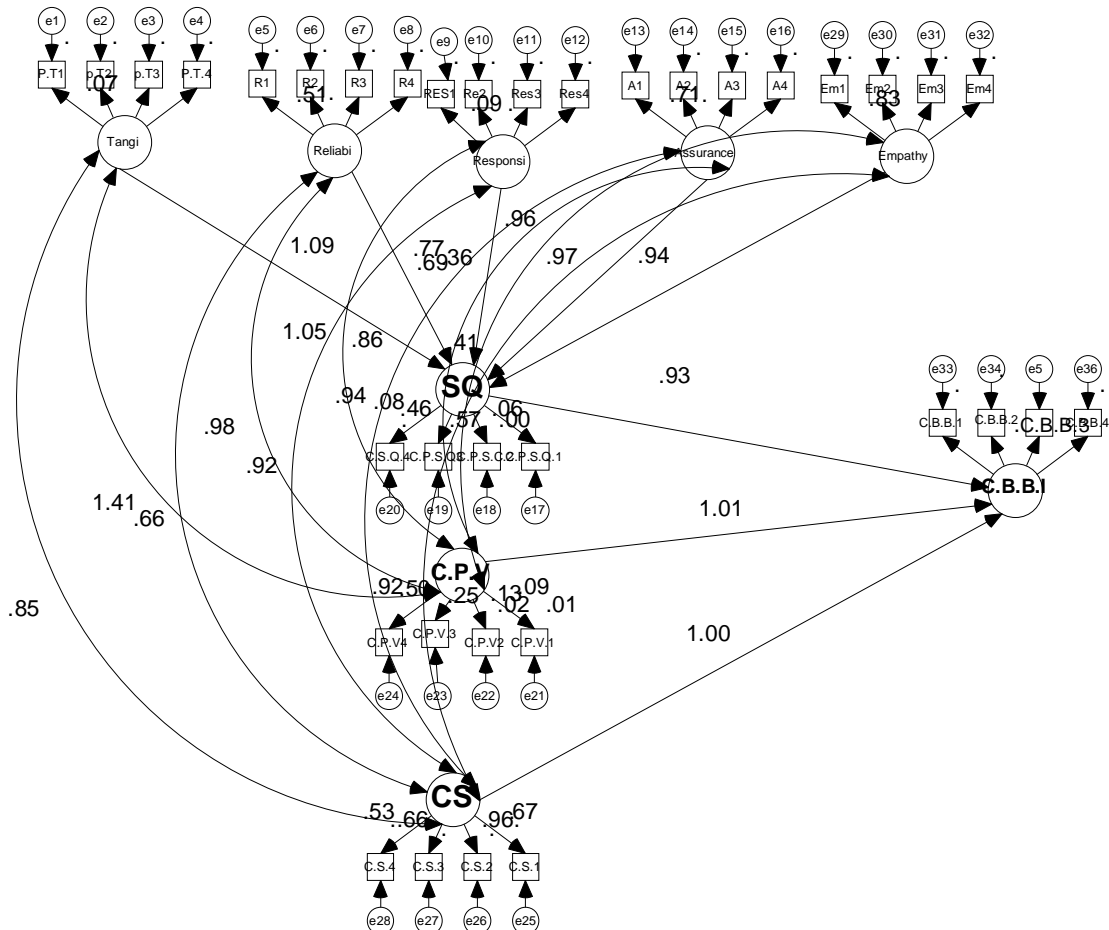
items in this study was based on an extensive review of the literature, giving a strong content validity to the variables being measured.

4.3.9. Convergent validity

This validity will gain while all parameters in measurement model are statistically significant. The Bentler-Bonett stated that, Normed Fit Index (NFI) gained from Confirmative Factor Analysis (CFA) can be used to measure convergent validity. This index evaluates the extent to which different approaches to measuring a construct produce the same results (Ahire et al., 1996). According to a rule of thumb, NFI values of 0.90 or greater indicate an acceptable model fit (Bentler, 1995). Convergent validity can also be verified through AVE. The AVE should be higher than 0.5. Table2 shows that all the NFI values are greater than 0.90 indicating strong convergent validity.

4.4. Structure model and hypothesis testing:

The Structural equation model was applied to examine the relationships among constructs. Goodness-of-fit indicates for this model were Chi-square/df = .882, GFI = .979, AGFI = .959, NFI = .977, CFI = 1.00, RMSEA = .001. Figure 2 depicts the full model of the paths hypothesized in the model. All the paths were significant at $p < 0.05$. Our result reports that there is significant relationship between Reliability, Assurance, tangibility, Responsiveness, empathy and Service quality. Therefore $H1_A$ to $H1_E$ are accepted at 0.5 level of significance $p < 0.05$. In relation with the second hypothesis, Reliability, Assurance, tangibility, Responsiveness, empathy also have positive influence on customer perceived value as a result $H2_A$ to $H2_E$ are accepted at 0.5 level of significance $p < 0.05$. The result showed that the dimension of service quality also results to positive impact on customer satisfaction as the $p < 0.05$ therefore $H3_A$ to $H3_E$ are supported. Results related hypothesis four revealed that Service quality has significant influence on consumer buying behaviour intention. Hence, H4 is supported where $p < 0.05$. Results related with hypothesis five showed that Customer perceived value has significant positive effect on the consumer buying behaviour intention in Malaysian telecom context. Therefore, H5 is accepted as $p < 0.05$. Results related with the final hypothesis showed that Customer satisfaction also has significant positive effect on the consumer buying behaviour intention. Therefore, this hypothesis is also accepted as $p < 0.05$.



4.5. Managerial implementation

The advancement of information technology has actually made consumer expectations from telecommunication service provider to cheer a higher level. Customers are getting choosier regarding the product or services which they intend to take out of service supplier. This is why this research advises the telecommunication company (MAXIS and DIGI) to effectively utilize the implacable plan in their company tasks in order to keep up with consumer expectation changes. Supplying great plan top quality will helps in enhancement customer fulfillment and viewed worth towards services and product acquiring behavior objective. In fact, it is an excellent action to take currently to meet up the difficulty of extreme competition given that few telecomm providers in Malaysia understand the including worth to their services specifically tangible one. Most of the telecommunications service provider's only concentrate on concrete dimension of service top quality and they mostly overlooked the intangible dimension elements which could lead to achieve higher client regarded solution top quality. Therefore, it would be a new beginning for solution supplies in Malaysia to aggressively utilize all tangible and also intangible aspect available for a maintainable competitive advantage over their competitors. It is most important for company to utilize the excellent customer service specifically in building an effective customer-centric business model. Customer-centric will have the tendency to set up a durable partnership with the consumers, thus preserving higher prosperity in for a longer time period.

4.6. Limitations and directions for future research

It is notified that the results of the current study should be interpreted within in the context of Malaysian telecommunication industry, and parallel studies should be done in comparable industry context in different countries to compare the results before generalizations could be made. The factors of Service quality (SQ) dimensions that positively relate to Customer satisfaction and Customer perceived value applicable to mobile telecommunication industry are not exhaustive in the information systems contexts as noted in the work of Pather and Usabuwera (2010), therefore, future research should explore other critical factors that could affect overall customer satisfaction, customer perceived value and customer buying behaviour intention (CBBI) in mobile telecommunication contexts. Finally, based on the constructs and measurement items in this study, future research should also develop a simplified CBBI index for estimating the level of CBBI for different companies or players in the mobile telecom industry for the purpose of industrial policy management.

5. CONCLUSION

Drawing upon theoretical perspective from Consumer behaviour and marketing, describe in this paper examined the important factors that effect on customer buying behaviour intention on Malaysian mobile telecom service providers. Based on the results, all factors showed significant effect on customer buying behaviour intention. All dimension of service quality (SQ) were found to have a greater positive effect on service quality, Customer perceived value (C.P.S.V) as well as customer satisfaction (C.S). It suggested that not only reliability, tangibility, responsiveness, empathy and assurance which are the dimension of service quality can have positive impact on service quality at the same time it has positive influence on customer perceived value and satisfaction as well which has not considered in precious studies. In other hand, based on the findings of the structural equation modeling, service quality and its dimension, Customer perceived value and customer satisfaction can results to positive evaluation of customer towards telecom service providers and finally influence positively on customer buying behaviour intention, however the purpose of this study was to empirically examine the key Service quality (SQ) aspects that impacts on customer perceived value (C.P.V) and Customer Satisfaction (CS) towards customer buying behaviour intention (C.B.B.I) in Malaysian telecommunication industry. The study suggested and validated a model that links SQ aspects to CS and C.P.V. finding of study demonstrated that the model has high goodness-of-fit index, it promises an satisfactory model for forecasting and influencing overall Customer satisfaction (CS), Customer perceived value (C.P.V) and behaviour intention through Service quality aspects (SQ) in the mobile telecommunication industry in general, and in Malaysia in particular. Based on the outcomes, the implications to theory, consumer behaviour and marketing future research have been discussed, and limitations of the study are noted.

Acknowledgments: The author sincerely appreciates the insightful critiques from the anonymous reviewers. The author also thanks Professor Khatibi, Ahasanul Haque and Dr Arun Kumar Tarofder, for their invaluable comments on previous version of this manuscript.

REFERENCES

- Abdullah Sarwar, S.M. Ferdous Azam, Ahasanul Haque, Ghassan Sleman and Seyed Rajab Nikhashemi; 2013. Customer's Perception towards Buying Chinese Products: an Empirical Investigation in Malaysia. *World Applied Sciences Journal* 22 (2): 152-160

- Ahasanul Haque, Arun Kumar Tarofder, Farzana Yasmin, Seyed Rajab Nikhashemi; 2012.Critical Investigation on Adoption of E-business Towards Malaysian Organizational Perspective: *J. Basic. Appl. Sci. Res.*, 2(10)10440-10449
- Aksoy, S., Atilgan, E., Akinci, S., 2003. Airline services marketing by domestic and foreign firms: differences from the customers' viewpoint. *Journal of Air Transport Management*,9(6), 343–351.
- Alexandris, K., Dimitriadis, N., &Markata, D. 2002. Can perceptions of service quality predict behavioral intentions? An exploratory study in the hotel sector in Greece. *Managing Service Quality*, 1(4):224- 231.
- Anderson JC, Gerbing DW.1998.Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*; 103(3), 411–423.
- Balanca Hernandez, Julio Jimenez and M. Jose Martin 2010.Consumer Behavior in Electronic Commerce: The Moderating Effect of E-Purchasing Experience, *Journal of Business Research*, 63(1):964-971.
- Bauer, H. H., Falk, T., &Hammerschmidt, M. 2006.eTransQual: A transaction process-based approach for capturing service quality in online shopping, *Journal of Business Research*,59(7): 866–875.
- Boulding W, Kalra A, Staelin R, Zeithaml VA 1993.A dynamic process model of service quality: From expectation. *Journal of Marketing Research*,30(2):7–27.
- Brady, M. K., Robertson, C. J., & Cronin, J. J. 2001.Managing behavioral intentions in diverse cultural environments: An investigation of service quality, service value, and satisfaction for American and Ecuadorian fast-food customers. *Journal of International Management*, 7(2): 129–149.
- CemalZehir b, Azize, ahina, HakanKitapç and Mehtap Özahinb, 2011. The Effects of Brand Communication and Service Quality in Building Brand Loyalty through Brand Trust; the Empirical Research On Global Brands. International Strategic Management Conference. Pp.1219-1231
- Collier, J. E., & Bienstock, C. C. 2006.Measuring service quality in E-retailing.*Journal of Service Research*, 8(3): 260–275.
- Cronin, J. J., Brady, M. K., &Hult, G. T. M. 2000.Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments.*Journal of Retailing*, 76(2):193–218.
- Eggert, A., &Ulaga, W. 2002.Customer perceived value: A substitute for satisfaction in business markets. The *Journal of Business and Industrial Marketing*, 17(23).107 118.
- Godwin J. Udo, Kallol K. Bagchi, Peeter J. Kirs, 2010. An assessment of customers' e-service quality perception, satisfaction and intention.*International Journal of Information Management*30(3), 481 492.
- Hair, J.F., Anderson, R.E., Tatham, R.L. and Black, W.C. 1992.Multivariate Data Analysis with Readings, *Macmillan Publishing, New York, NY*.
- He, H., Li, Y., Harris, L., 2012.Social identity perspective on brand loyalty.*Journal of Business management Research*.65, 648–657
- Johnson MD, Fornell C. A 1991.framework for comparing customer satisfaction across individuals and product categories. *Journal of Economics Psychology*;12(6): 267–286.
- Landrum, H., & Prybutok, V. R. 2004. A service quality and success model for the information service industry. *European Journal of Operational Research*, 156(3):628–642.
- Lee, G. G., & Lin, H. F. 2005.Customer perceptions of e-service quality in online shopping.*International Journal of Retail and Distribution Management*, 33(23):161–176.
- Lin, H. H., & Wang, Y. S. 2006.An examination of the determinants of customer loyalty in mobile commerce contexts. *Information and Management*, 43(3):271–282.
- Lin, H. H., & Wang, Y. S. 2006.An examination of the determinants of customer loyalty in mobile commerce contexts. *Information and Management*, 43(3): 271–282.
- McAlexander, J. H., Kaldenberg, D. O., & Koenig, H. F. 1994. Service quality measurement: Examination of dental practices sheds more light on the relationships between service quality, satisfaction, and purchase intentions in a health care setting. *Journal of Health Care Marketing*, 14(1):34–39.
- Oh, H., 2000. The effect of brand class, brand awareness, and price on customer value and behavioral intentions. *Journal of Hospitality and Tourism Research*24(2): 136–162.

- Oliver, R., Rust, R.T., & Varki, S. (1997): Customer delight: foundations, findings, and managerial insight. *Journal of Retailing*, **73**(3): 311-336.
- Parasuraman, A., Zeithaml, V.A. and Berry L.L. 1988.SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality.*Journal of Retailing*, **64**(1):12-40.
- Parasuraman, A., Zeithaml, V.A. and Berry L.L. 1988.SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality.*Journal of Retailing*, **64**(1): 12-40.
- Pather, S. & Usabuwera, S. 2010. 'Implications of e-Service Quality Dimensions for the Information Systems Function.' In `43rd Hawaii International Conference on System Sciences (HICSS),' IEEE.pp.1-11
- Petrick, J. F. 2002. Development of a multi-dimensional scale for measuring the perceived value of a service. *Journal of Leisure Research*.**34**(2): 119–134.
- Ruyter, Ko De, Wetzels, Martin and Kleijnen, Mirella, 2000. Customer Adoption of E-Service; An Experimental Study, *International Journal of Service Industry Management*, **12**(2):184-207.
- Seyed Rajab Nikhashemi, Farzana Yasmin, Ahasanul Haque and Ali Khatibi, 2012. E service quality and consumer purchase intention toward online ticketing. '*Journal of Business Management Dynamics***1**(7): 22-30.
- Seyed Rajab Nikhashemi, Laily Paim, 2013.The Effectiveness of E-advertisement Towards Customer Purchase intention: Malaysian Perspective .*Journal of business management***10** (3): 93-104
- Seyed Rajab Nikhashemi, Laily Paim, Ahasanul Haque, Ali Khatibi and Arun Kumar 2013.Internet technology, CRM and Customer Loyalty: Customer satisfaction and retention perspectives. *Middle-East Journal of Scientific Research***14** (1): 79-92.
- Sirdeshmukh, D., Singh, J., Sabol, B., 2002. Consumer trust, value, and loyalty in relational exchanges. The *Journal of Marketing*.**66**(1):15–37.
- Turel, O., & Serenko, A. 2006. Satisfaction with mobile services in Canada: An empirical investigation. *Telecommunications Policy*, **30**(5): 314–331.
- Wang, Y., Lo, H. P., & Yang, Y. 2004.An integrated framework for service quality, customer value, satisfaction: Evidence from China's telecommunication industry. *Information Systems Frontiers*,**6**(4):325–340.
- Yang, Z., & Peterson, R. T. 2004. Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology and Marketing*, **21**(10): 799–822.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. 1996.The behavioral consequences of service quality.*Journal of Marketing*,**60**(2):31–46.
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. 2002.Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, **30**(4):362–375.