

The Role of Service Quality in Achieving Customer Satisfaction: An Analytical Study of the Opinions of a Sample of Mobilis Network Customers

دور جودة الخدمة في تحقيق رضا الزبون: دراسة تحليلية لآراء عينة من متعملي شبكة موبيليس

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Abstract:

The study's objective was twofold: The first was theoretical, providing a conceptual framework for the study, and the second was field-based or applied, examining the relationship between service quality and customer satisfaction among Mobilis customers. A questionnaire was distributed to a sample of citizens dealing with Mobilis. The questionnaire was used as a measurement tool, and several statistical methods were used, such as the arithmetic mean, standard deviation, coefficient of determination, and correlation coefficient, to test the correlation hypotheses. This was achieved using SPSS. The results of the hypothesis testing, analysis and interpretation, revealed a strong, significant correlation between service quality and customer satisfaction.

Keywords: Quality, Service Quality, Customer Satisfaction, Reliability, Tangibility, Responsiveness

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Introduction:

Service organizations currently face numerous challenges, including the increasing number of service organizations and the increasing competition among them. To address these challenges, most organizations have shifted their focus to the quality of their services and the excellence they provide. Customer satisfaction has become paramount for all service organizations.

In order for service institutions to provide a service that matches customers' expectations and meets their needs, they must look for ways and means to develop and improve the quality of service. From the customers' point of view, good service is one that matches their expectations. Therefore, the institution must identify the standards and indicators that customers rely on to judge the quality of the service provided to them.

Hence, the study's problem is as follows:

- **Study Problem:** Through this study, we attempted to answer the following main question: What is the importance of service quality in achieving customer satisfaction?

- **Study Hypotheses:** To answer the problem, we proposed the following main hypothesis: There is a positive, statistically and significant correlation between service quality and customer satisfaction among Mobilis customers.

- **Sub-hypotheses:** The main hypothesis is divided into sub-hypotheses, which are:

- There is a statistically significant effect of the reliability index on customer satisfaction at a significance level of less than or equal to 0.05.
- There is a statistically significant effect of the service accessibility index on customer satisfaction at a significance level of less than or equal to 0.05.
- There is a statistically significant effect of the security index on customer satisfaction at a significance level of less than or equal to 0.05.
- There is a statistically significant effect of the credibility index on customer satisfaction at a significance level of less than or equal to 0.05.
- There is a statistically significant effect of the emotion index on customer satisfaction at a significance level of less than or equal to 0.05.
- There is a statistically significant effect of the responsiveness index on customer satisfaction at a significance level of less than or equal to 0.05.
- There is a statistically significant effect of the competence and competence index on customer satisfaction at a significance level of less than or equal to 0.05.
- There is a statistically significant effect of the tangibility index on customer satisfaction. Customer satisfaction at a significance level of less than or equal to 0.05.
- There is a statistically significant effect of the communication and trustworthiness index on customer satisfaction at a significance level of less than or equal to 0.05.

- **Significance of the Study:** The importance of the study stems from its impact on all segments of society, including mobile phone users. Telecom companies have become increasingly important at the present time, and given the increasing number of these companies, it has become essential for them to gain customer satisfaction in order to gain a position in the telecom market.

- **Objectives of the Study:** The study aims to:

- Shed light on the topic of service quality and customer satisfaction and attempt to prove the relationship between them.
- Test the strength of the relationship between the study variables.

I-Conceptual Framework of the Study:

I-1-The Theoretical Framework of Service Quality

I-1-1-Service quality and its dimensions

The most important elements of this requirement are introducing the concept of service quality and its various dimensions.

- Service quality

Providing a definition of service quality is not easy, as each thinker views it in a different way. Therefore, various definitions have been proposed, including the following: **Badero** defines service quality as a balanced level of service characteristics based on the service organization's capabilities and customer needs. He adds that the set of characteristics that determine the ability of service quality to satisfy customer needs is the responsibility of every employee or worker within the organization.

Swan and **Coombs** define service quality as having two important dimensions: process quality, which describes the physical aspects of a service, while expressive quality relates to the intangible or non-physical aspects. **Chiarato Welch** define service quality as reflecting whether this quality satisfies users' requirements, the extent to which this satisfaction is achieved, and whether it has achieved the purpose for which the service was created

Wright and **Lovelock** define service quality as the degree of satisfaction a service can provide to users and customers by satisfying and meeting their needs, desires, and expectations (Al-Taie & others, 2008).

- Service quality Dimensions: Many studies have analyzed the various dimensions of service quality assessment. **Sasser** and **colleagues** (1998) identified three dimensions of service performance assessment: tools, facilities, and personnel. This implicitly indicates that service quality encompasses more than just the outputs, but also the manner in which the service or process is performed.

The truth is that a successful service organization focuses its attention on both its customers and employees and believes that meeting the needs of employees and customers will lead to increased profits for the service organization. This is called the **Tower Chain**, which consists of five links as follows:

A. Internal Service Quality: This refers to the selection and training of better human resources, improving the work environment within the organization, and continuous support for service providers who deal directly with customers.

B. Satisfying Employee Needs and Increasing Productivity: This refers to increasing employee loyalty, raising their productivity, and their willingness to work more effectively.

C. Better Service Performance: This refers to employees providing better service and improving the efficiency and effectiveness of service delivery from the customer's perspective.

D. Meeting Customer Needs by Strengthening Their Loyalty to Institutions: This refers to increasing customer satisfaction with the institution, continuing to engage with it, and sharing their experience with others.

E. Increasing the profits and growth of the service institution: This refers to a successful and distinguished service institution. In the previous section, we learned about service quality and its dimensions. In the next section, we will explain the importance of service quality.

I-1-2-The Importance of Service Quality

The importance of quality in customer service is paramount for all organizations. The importance of service quality can be explained by four main reasons(Al-Shabli, 2008):

- Growth in the service sector
- Increased competition

- Greater understanding of customers
- Economic significance of customer service quality

- Growth in the Service Sector

One of the most significant transformations witnessed by the global economy is the growing interest in the service sector, which has become a significant contributor to economic activity and a significant source of state revenue. Consequently, the growing interest in the service industry is primarily linked to society's standard of living. As living standards rise, individuals' need for various types of services, including tourism, education, banking, insurance, and others, has multiplied. Consequently, the role played by services has increased at the macroeconomic level of countries, particularly in terms of their contribution to the gross domestic product (GDP), and the number of individuals employed in this sector.

- Increasing competition

Service quality is among the most important competitive indicators that organizations rely on to strengthen their competitive position and ensure survival and continuity in the competitive environment in which they operate.

- Greater understanding of customers

Most successful organizations have focused on understanding what customers want to ensure continued excellence and success. Providing quality services at a reasonable price is not sufficient without good treatment and a greater understanding of customers. This is because customers are not always aware of all their requirements, and even if they are, they do not always express them. When they do specify their requirements, they do not always provide detailed information about them. Customer requirements are organized into four categories:

- Explicitly stated requirements, which are the customer's answers to questions posed directly by service providers.
- Assumed requirements, which are difficult to define because the customer assumes they are clear.
- Implicit requirements, which occur when the customer believes the service provider is unable to meet certain requirements, and therefore considers themselves unconcerned about disclosing them.
- Unknown requirements, which are completely absent from the customer's awareness because they are things that have never occurred to them. Organizations that master customer requirements from the four categories and fully understand customer requirements are the ones destined to survive.

- Economic significance of customer service quality

Organizations must not only seek to attract new customers, but must also retain and maintain existing ones. In this regard, studies indicate that the cost of attracting a new customer is, on average, five times the cost of maintaining the loyalty of a single customer. There are many definitions of service quality, but they all agree that it is the provision of service that exceeds or equals customer expectations. Quality assessment is considered one of the most important stages of service quality management, as it is how customers judge the services provided. After learning about service quality, we will discuss how to evaluate it, and what are the indicators used for this purpose.

I-1-3-Evaluating Service Quality

In this title we will address customer quality evaluation and the most important indicators and models used for this purpose.

- Service Quality Evaluation Indicators For service organizations

To provide services that meet customer expectations and satisfy their needs, they must seek ways and means to develop and improve service quality. From the customer's perspective, good service is one that meets their expectations. Therefore, the organization must identify the criteria and indicators that customers rely on to judge the quality of the service provided. The most important indicators used to interpret service quality are (Al Damour, 2006):

A. Reliability Index: It is the ability to provide a service that is as promised by the organization, meaning that it is reliable and has a high degree of accuracy and precision. The customer expects to be provided with accurate service in terms of commitment to time and performance as previously promised, in addition to his reliance on the service provider to perform it. The car owner relied on the mechanic to repair and maintain the car on time and to repair it in a reliable manner.

B. Service Availability Index: This relates to the institution's ability and commitment to providing the service at the time the customer desires, as well as its availability in the location they desire. This also includes the customer's access to the service whenever requested, the customer's waiting time, and the ease of access to the service location.

C. Safety Index: This reflects the degree of feeling of security in the service provided and its provider. This relates to the perceived risks associated with receiving the service from the institution, its provider, or both, such as the degree of security associated with renting an apartment or a hotel room.

D. Credibility Index: This reflects the degree of trust the customer places in the service provider. The service provider must be credible and committed to the promises they make, similar to a patient's confidence in a surgeon that they will not be harmed during surgery.

- The service provider's understanding of customer needs (emotional) index. This index refers to the extent to which the service provider understands and identifies customer needs, and provides them with care and attention. In other words, the amount of time and effort the service provider requires to identify the customer's needs, understand their feelings, and empathize with them.

E. The responsiveness index: This index relates to the service provider's ability to consistently provide service to the customer, their ability to provide service when the customer needs it, and the service provider's sense of enthusiasm and happiness when providing service to the customer and their level of preparedness, similar to a restaurant worker who is ready, willing, and eager to serve customers.

F. Competency and worthiness index: This relates to the competence and worthiness of service providers in terms of their skills, ability to analyze and draw conclusions, and knowledge that enables them to perform their tasks effectively. Clients typically rely on academic credentials, their sources, and their expertise when dealing with service providers, as they prefer to receive services from individuals with high levels of education and officially accredited sources, such as dealing with a law firm staffed with competent and experienced lawyers.

G. Tangibility index: This refers to the physical facilities available at a service facility, such as equipment, the appearance of service providers, and the tools and means of communication with them. Clients often judge the quality of a service based on the formal characteristics accompanying the service, such as physical facilities.

Service quality is judged by the formal characteristics accompanying the service, such as the physical facilities, the technology used to provide the service, the interior appearance and design of the store or institution, and its decor to create a comfortable atmosphere for the customer.

H. Communication Index: It relates to the extent to which the service provider is able to explain the characteristics of the service to the customer, and the role that the customer must play to obtain the required service. The customer must be informed of what he must do and the damages that may befall him if he does not comply with what was requested of him, as well as the problems that may occur during the provision of the service, and how to avoid them. Therefore, the process of communicating with the customer must be clear, relying on appropriate methods for this according to the customer's level and culture, and ensuring that the message is received in an understandable and clear manner. The patient was asked to follow a set of procedures and instructions before undergoing the surgical procedure.

Researchers see that through research and studies conducted in the field of services, reliability (trust) plays the primary and basic role in judging the quality of service by customers, followed by tangible aspects and then responsiveness.

I-2-The Theoretical Framework for Customer Satisfaction

I-2-1- Concept: Kotler defined it as the feeling of satisfaction or dissatisfaction that a customer experiences when comparing product performance with customer expectations (Fatima, 2023).

It is defined as the customer's perception of the organization's effectiveness in providing products that meet his needs and desires.

It also expresses a customer's psychological state or emotional feeling resulting from a comparison between the performance of a product or service and expectations. Which means that satisfaction is related to the level of perceived service quality, and the degree of satisfaction determines the level of satisfaction, which in turn, is determined by comparing the level of expectations with the actual outcome (Abdelwahab & Towal, 2021).

Thus, we conclude that customer satisfaction is a state experienced by a customer as a result of his use of a product, such that the latter meets the customer's expectations and desires.

I- 2-2- The Effects of Customer Satisfaction on the Organization: Customer satisfaction with the quality of an organization's services and products has positive effects, perhaps the most important of which are:

- Attracting other customers and beneficiaries
- Retaining customers
- Changing customer purchasing behavior to positive
- Trust
- Employee satisfaction with the organization
- Encouraging the organization to strive to improve service quality and achieve a competitive advantage in the market,
- Enabling the organization to achieve profits by meeting customer requirements and needs,
- Creating customer loyalty,
- Making the relationship with the customer recurring due to customer satisfaction and loyalty. (Abdelwahab, Towal, & Op.cit)

II-The Methodological Framework of the Study

II-1-The Methodology:

II-1-1-The Followed Approach: To analyze and interpret the correlation between the study variables, and to gain a firm grasp of the subject, we decided to adopt the descriptive analytical approach, which is considered the best type for such studies, that adopt a cognitive approach by describing the existing situation and interpreting and analyzing the relationships between the study variables. The type of analysis used was quantitative analysis, relying on a questionnaire to test the study hypothesis and analyze the relationship between the variables.

II-1-2-The Study Tool: We used the questionnaire as the most appropriate tool for collecting data to cover the largest possible sample. We divided it into two sections.

- **The first section:** It was dedicated to personal information about the sample members, including gender, age, and educational qualifications.

- **The second section:** It was dedicated to the statements posed to the sample members to identify the role of service quality in achieving customer satisfaction. The questionnaire included 10 statements on a Likert scale.

II-1-3-The Study Population and Sample: A Subsidiary of Groupe Télécom Algérie, ATM Mobilis has established itself as the leading mobile operator in Algeria since its creation in 2002. In August 2003, Mobilis gained its autonomy, allowing it to focus on its key objectives: customer

satisfaction and loyalty, innovation, and technological progress. This strategy has paid off, with meteoric growth and the acquisition of nearly 23 million subscribers in record time.

- **The Vision:** To become the preferred partner for digital transformation in Algeria by offering cutting-edge telecommunications solutions and contributing to the digital inclusion of all Algerians.

- **The Mission:**

- Provide high-quality telecommunications services at affordable prices.
- Continuously invest in innovation and the development of new technologies.
- Offer an exceptional customer experience and responsive technical support.
- Contribute to the socio-economic development of Algeria by promoting digital inclusion.

A Driving Force: Innovation and Proximity

Mobilis is firmly committed to a policy of change and innovation. The company is constantly working to improve its brand image and offer its customers an optimal experience. By deploying a high-quality network, providing impeccable customer service, and offering innovative products and services, Mobilis positions itself as an operator close to its partners and customers. Its institutional signature, "**Together we make the future**" perfectly summarizes this commitment (www.mobilis.com, s.d.).

II-2-Analysis and Discussion of the Results

II-2-1- Reliability of the Study Tool

After conducting **Cronbach's alpha analysis** to determine the reliability and consistency of the questionnaire's axes, we obtained the following table:

Table n°1: Reliability Results of the Questionnaire's Axes

The Number	Titel	value alpha
1	service quality	80.3
2	<i>Customer Satisfaction</i>	83.5
3	The questionnaire as a whole	88

Source: Prepared by researcher based on SPSS output.

According to the resulting table, we find that the **Cronbach's alphacoefficient** for the two axes of the questionnaire is at a good value, and it is also high for the questionnaire as a whole. This demonstrates the reliability of the questionnaire tool and the consistency of its statements.

II-2-2- Analyzing the questionnaire axes:

We will analyze the questionnaire based on the use of **arithmetic mean** and **standard deviation**.

- **Analyzing the study results for the independent variable (service quality) through its dimensions:**

- **Reliability Index:** The results of this dimension are summarized in the following table:

Table n°2:Arithmetic means and standard deviations for the reliabilitydimension.

Phrase Order	Phrase Number	Phrases the reliability dimension	Mean Standard	Deviation	Estimate
1	2	Mobilis adheres to work schedules	4.56	0.37	Good
2	3	The waiting period for service does not take long	4.29	0.34	Good
3	1	AnySIM card-related problems are resolved in the shortest possible time	4.05	0.39	Good

Source: Prepared by researcher based on SPSS output.

Looking at Table 2, we note the unanimity of Mobilis customers on the existence of the reliability dimension, as evidenced by their agreement with the statements in this dimension. The **arithmetic means** and **standard deviations** were very good, indicating that Mobilis works to provide its services in accordance with its promises to its customers, with a high degree of accuracy and precision.

- **Index of the extent of access to the service:** The results of this dimension are summarized in the following table:

Table n°3: Arithmetic means and standard deviations for the extent of access to the service dimension.

Phrase Order	Phrase Number	Phrases the extent of access to the service dimension	Mean Standard	Deviation	Estimate
2	5	Electronic recharge service is available 24 hours a day	4.24	0.67	Very Good
1	6	Access to other services is available	4.13	0.73	Good
3	4	Mobilis network is available in all states of the country	3.83	0.90	Good
Arithmetic mean and standard deviation for the total dimension			4.06	0.76	Good

Source: Prepared by researcher based on SPSS output.

Looking at Table 3, it is clear that the opinions of Mobilis customers regarding the availability and accessibility of the electronic charging service around the clock are agreed upon, as both the **arithmetic mean** and **standard deviation** of the answers of the researched sample were at a good amount of 4.24. As for the phrase obtaining other services is available, it was unanimously less, as the arithmetic mean of the phrase was at 4.13, while the **arithmetic mean** and **standard deviation** of the phrase Mobilis network is available in all the states of the country were weak compared to the averages of the two previous phrases, which indicates that the Mobilis network does not completely cover the entire country, as some areas lack good coverage.

- **Security Index:** The results of this security dimension are summarized in the following table:

Table n°4: Arithmetic means and standard deviations for the security dimension

Phrase Order	Phrase Number	Phrases the security dimension	Mean Standard	Deviation	Estimate
2	7	Trust in Mobilis regarding personal data and information	4.56	0.66	Very Good
1	9	Trust in Mobilis regarding phone calls	4.41	0.56	Very Good
3	8	Trust in Mobilis's honesty regarding its customers' information	4.05	0.78	Good
Arithmetic means and standard deviations for the total dimension			4.34	0.66	Very Good

Source: Prepared by researcher based on SPSS output.

Looking at Table 4, it is clear that Mobilis customers completely agree on the trust dimension in terms of personal data and information, phone calls, and customer information. This indicates that Mobilis customers place complete trust in the company, due to its experience, the quality of its services, and, most importantly, the company's good selection of employees.

- Response Index: The results of the response dimension are summarized in the following table:

Table n°5: Arithmetic means and standard deviations for the response dimension

Phrase Order	Phrase Number	Phrases the response dimension	Mean Standard	Deviation	Estimate
2	11	The number of hours Mobilis stores are open to customers is sufficient and appropriate	4.56	0.49	Very Good
3	10	The immediate response to customer requests	4.29	0.65	Very Good
1	12	The wait time to receive service is short compared to other telecom companies	4.22	0.61	Very Good
Arithmetic means and standard deviations for the total dimension			4.35	0.58	Very Good

Source: Prepared by researcher based on SPSS output.

Looking at Table 5, it is clear that Mobilis customers agreed on the responsiveness dimension. The arithmetic means and standard deviations were good for the statements in this dimension, including the number of working hours the company receives its customers, the immediate response to customer requests, and the short waiting time for service compared to other telecom companies. This serves as evidence that Mobilis is responsive to customer needs, demonstrating the company's professionalism and expertise in its field.

- Tangibility Index: The results of this tangibility dimension are summarized in the following table:

Table n°6: Arithmetic means and standard deviations for the tangibility dimension

Phrase Order	Phrase Number	Phrases the tangibility dimension	Mean Standard	Deviation	Estimate
1	14	Mobilis agencies are convenient for customers in terms of their design and location relative to residential areas	4.51	0.46	Very Good
3	15	Mobilis agencies' facilities and equipment are modern and sophisticated	4.45	0.41	Very Good
2	13	Reception staff and agents are polite and elegant	4.00	0.89	Good
Arithmetic means and standard deviations for the total dimension			4.32	0.62	Very Good

Source: Prepared by researcher based on SPSS output.

Looking at Table 6, it is clear that Mobilis's physical component is available in terms of its equipment and facilities, as well as the appearance of its employees. This is confirmed by the tangibility dimension, where the arithmetic means and standard deviations were high. The phrase "the company's design and location relative to residential areas are appropriate" was stated by the company's customers, while the phrase "the staff and receptionists are polite and elegant" was somewhat lower.

- Analysis of the study results for the dependent variable (customer satisfaction)

Table Table n°7: Arithmetic means and standard deviations for customer satisfaction

Phrase Order	Phrase Number	Phrases the customer satisfaction	Mean Standard	Deviation	Estimate
3	1	Mobilis's offers and services meet the expectations of its customers	4.67	0.69	Very Good
2	2	Mobilis agencies' facilities and equipment are modern and sophisticated	4.42	0.73	Very Good
1	3	Mobilis is committed to continuously raising awareness of its customers	4.51	0.76	Very Good
4	4	The quality of services provided by Mobilis is at the required level	4.05	0.80	Very Good
5	5	Mobilis is considered a leader in the field of communications	3.98	0.93	Good
Arithmetic means and standard deviations for the total dimension			4.32	0.78	Very Good

Source: Prepared by the researcher based on SPSS outputs.

Looking at Table 7, it is clear that most customer satisfaction statements express Mobilis customers' affirmation of their satisfaction with its services. This is confirmed by the arithmetic means and standard deviations for most of the statements in this variable, which were at very good rates across the various statements.

II-3- Testing the Study Hypothesis: Testing the Study Hypothesis: Based on the study hypothesis (there is a significant direct correlation at 0.05 between service quality and customer satisfaction among Mobilis customers), to test the relationship, we will calculate the correlation coefficient, the coefficient of determination, and linear regression.

II-3-1- Testing the correlation and determination coefficients for the study variables: After processing the data using SPSS, we obtained the following table:

Table n°8: Results of the Correlation Coefficient and the Coefficient of Determination

variable	customer satisfaction	
	The coefficient of determination	The correlation coefficient
service quality	0.797	0.893

Source: Prepared by the researcher based on SPSS outputs.

From the previous table, we find that the correlation coefficient between the two study variables is positive and strong, estimated at 0.893. The coefficient of determination is good,

estimated at 0.797, indicating a strong and positive correlation between the independent variable (service quality) and the dependent variable (customer satisfaction).

II-3-2- Testing the validity of the main hypothesis: There is a statistically significant positive correlation between service quality and customer satisfaction among Mobilis customers. We rely on the null and alternative hypotheses to prove the validity of the main hypothesis.

H1: Accept the hypothesis

H2: Reject the hypothesis

Table n°9: Results of the multiple linear regression test of the impact of service quality variables on customer satisfaction among Mobilis customers

Variables Independent	F tabular	F calculated	Sig	Statistical decision
Variables service quality	3.92	15.765	.000	Accepted the alternative hypothesis

Source: SPSS program outputs

From the previous table, we find that there is a statistically significant effect between service quality and customer satisfaction. The calculated F value was estimated at 15.765, which is greater than the tabular value estimated at 3.92, which leads us to accept the alternative hypothesis H1.

- Testing the validity of the sub-hypotheses:

- There is a statistically significant effect of the reliability index on customer satisfaction at a significance level less than or equal to 0.05.
- There is a statistically significant effect of the service accessibility index on customer satisfaction at a significance level less than or equal to 0.05.
- There is a statistically significant effect of the security index on customer satisfaction at a significance level less than or equal to 0.05.
- There is a statistically significant effect of the credibility index on customer satisfaction at a significance level less than or equal to 0.05.
- There is a statistically significant effect of the emotion index on customer satisfaction at a significance level less than or equal to 0.05.
- There is a statistically significant effect of the response index on customer satisfaction at a significance level less than or equal to 0.05
- There is a statistically significant effect of the efficiency and competence index on customer satisfaction at a significance level less than or equal to 0.05
- There is a statistically significant effect of the tangibility index on customer satisfaction at a significance level less than or equal to 0.05
- There is a statistically significant effect of the communication and competence index on customer satisfaction at a significance level less than or equal to 0.05 After processing the data using SPSS, we obtained the following table:

H1: The relationship is confirmed.

H0: The relationship is not confirmed.

To verify the effect of the service quality variables individually, we relied on simple regression to test the effect of each variable individually:

Table n°10: Testing the impact of service quality variables on customer satisfaction among Mobilis customers

Variables	tabular F	calculated F	Statistical decision
The Reliability	2.00	4.80	Accepted the alternative hypothesis
The service accessibility	2.00	7.38	Accepted the alternative hypothesis
The security	2.00	8.54	Accepted the alternative hypothesis
The response	2.00	7.98	Accepted the alternative hypothesis
the tangibility	2.00	5.76	Accepted the alternative hypothesis

Source: Prepared by the researcher based on SPSS

The table shows that the calculated t-values are greater than the tabulated t-values for all variables. The statistical decision in this case was to accept the alternative hypothesis stating that "there is a statistically significant positive correlation between the dimensions of service quality and customer satisfaction among Mobilis customers." Therefore, we arrive at a conclusion indicating that there is an explanation for the service quality variables from the variance of the dependent variable (customer satisfaction) for the customers of the company under study.

III- Discussion of the Results: Based on theoretical and applied information, the quality of services provided by organizations plays a significant role in customer satisfaction. Customer satisfaction reflects the customer's psychological state regarding the service provided. If it is up to the required standard, this has a positive impact on the company's profits, competitiveness, and sustainability. Service quality is also measured by many dimensions, and we have tried to limit the study to only a few of them. In the applied section, we concluded that the dimensions of tangibility, reliability, accessibility, security, and responsiveness, as determinants of service quality, all impact customer satisfaction.

Organizations that work to improve the quality of their services and products will inevitably gain customers, ensure their loyalty, and, most importantly, ensure their satisfaction. Conclusion: Customer satisfaction is a goal of both academic and regional organizations. Customer satisfaction is an important criterion for evaluating organizational performance and future trends, especially in light of the technology provided by modern communication devices.

Conclusion:

From the above, we've concluded that the quality of service provided by an organization guarantees consumer satisfaction and loyalty. This won't happen by chance, but rather is a given due to the organization's commitment to certain indicators such as reliability, accessibility, security, responsiveness, and tangibility, which ensure the delivery of products/services of higher quality than before.

Gaining customer satisfaction will encourage repeat business and create a positive image of the company. This, in turn, will motivate the company to continually deliver the best and most innovative services. This will also increase profitability, which will be positively impacted by selecting the finest raw materials and equipment, which in turn will enhance quality and ensure the company's continued service to its customers.

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