

FACTORS AFFECTING GENERATION Y's SATISFACTION TOWARDS MOBILE SERVICE

Amran Harun¹, Siti Noor Shahira binti Mohd Nasir²

^{1,2}Universiti Tun Hussein Onn, Johor, Malaysia

Correspondence email: 2amranh@uthm.edu.my

Article history:

Submitted:
November 6, 2024

Revised:
January 31, 2025

Accepted:
May 5, 2025

Klasifikasi JEL:
M31

Keywords:

Customer expectation; customer satisfaction; perceived quality; perceived value; trust.

Kata kunci:

Harapan pelanggan; kepercayaan; kepuasan pelanggan; perceived quality; perceived value.

How to cite:

Harun, A., & Nasir, S. N. S. B. M. (2025). Factors affecting Generation Y's satisfaction with mobile service. *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi)*, 11(1), 33 – 48. <https://doi.org/10.34203/jimfe.v11i1.10685>



ABSTRACT

This paper aims to understand the relationships between perceived quality, perceived value, customer expectation, corporate image, and trust and Generation Y's satisfaction with mobile services. Previous studies have indicated a non-consistent finding on the relationship between these factors and satisfaction. Thus, this study will reexamine the relationships adapted from the model developed by Naseer et al. (2012) but with the inclusion of trust as a new dimension. This current study used online and offline surveys as the instrument for data collection from 208 respondents among Generation Y. Multiple regression was used to analyze the data. The findings showed that only two dimensions, namely corporate image and perceived quality, directly impact customer satisfaction. Therefore, mobile service providers should enhance their image and product quality to ensure maximum customer satisfaction. In addition, this study helps the government improve the National Telecommunications Policy (NTP) to ensure the growth of telecommunications services and its use of technology to support national development, which aligns with national aspirations.

ABSTRAK

Penelitian ini bertujuan untuk memahami hubungan antara persepsi kualitas, persepsi nilai, ekspektasi pelanggan, citra perusahaan, dan kepercayaan dengan kepuasan Generasi Y terhadap layanan seluler. Penelitian sebelumnya menunjukkan temuan yang tidak konsisten tentang hubungan antara faktor-faktor ini dan kepuasan. Dengan demikian, penelitian ini akan mengkaji ulang hubungan yang diadaptasi dari model yang dikembangkan oleh Naseer et al. (2012) tetapi dengan memasukkan kepercayaan sebagai dimensi baru. Penelitian terkini ini menggunakan survei daring dan luring sebagai instrumen pengumpulan data dari 208 responden di kalangan Generasi Y. Regresi berganda digunakan untuk menganalisis data.. Temuan menunjukkan bahwa hanya dua dimensi, yaitu citra perusahaan dan persepsi kualitas, yang secara langsung memengaruhi kepuasan pelanggan. Oleh karena itu, penyedia layanan seluler harus meningkatkan citra dan kualitas produk mereka untuk memastikan kepuasan pelanggan yang maksimal. Selain itu, penelitian ini membantu pemerintah meningkatkan Kebijakan Telekomunikasi Nasional (NTP) untuk memastikan pertumbuhan layanan telekomunikasi dan penggunaan teknologinya untuk mendukung pembangunan nasional, yang sejalan dengan aspirasi nasional.

INTRODUCTION

Mobile services are transmission services to users of wireless devices (Rouse, 2011). Mobile services can be used anywhere and anytime due to the rapid diffusion of technological advances and new communication technologies (Calvo-Porrall & Prada, 2021). Nowadays, mobile services are an essential way to communicate with others. The mobile application was created to make life easier for users and support their mobility so they can effortlessly carry out their daily tasks anywhere (Azzahra & Kusmawati, 2023). Since the introduction of the National Broadband Implementation Strategy, better known as the National Broadband Initiative (NBI) by the Prime Minister of Malaysia on 24 March 2010 (Malaysia Communications and Multimedia Commission, 2010), mobile services have been widely used among Malaysians, especially Generation Y.

The telecommunications industry is also one of the most competitive and vital sectors. East Asia has been the fastest-growing area in the world over the past three decades, with forthcoming forces of privatization and deregulation as their economies develop (Beard & Hartmann, 1999). Marketing focuses on customers' needs, wants, preferences, attitudes, lifestyles, etc. A successful company must know how to understand its customers. Therefore, mobile service providers should know and understand the importance of customer satisfaction while planning strategies for their users, especially for Generation Y.

Notably, there is a lack of research on Generation Y, especially Generation Y's satisfaction with mobile services. Due to that, Trivedi & Kumar (2014) proposed that future researchers study mobile services among youth to understand their satisfaction and behaviour. In addition, only a few studies investigate the mobile services industry, especially among Generation Y (Nysveen et al., 2015). Previous studies, such as Siew-Phaik et al. (2011), also suggested that academics examine customer satisfaction patterns in other regions, especially Generation Y in Malaysia. Therefore, it is essential to study Generation Y's satisfaction with mobile services.

This current study adopted the model developed by Naseer et al. (2012). Significantly, they focused on four independent variables: perceived quality, perceived value, customer expectation, and corporate image, which affect customer satisfaction. However, recent literature has highlighted one crucial variable, trust, which is significant in explaining customer satisfaction. For example, Pawlasová (2016) studies showed that trust is the most critical factor in customer satisfaction, especially for Generation Y. In addition, trust tends to have a strong relationship with customer satisfaction (Gul, 2014). Several studies also showed trust affects customer satisfaction (Beyari, 2020). Therefore, in this study, the model by Naseer et al. (2012) was improved by adding a new dimension, trust, to be further explored. This research aims to study perceived quality, value, customer expectation, corporate image, and trust, which affect Generation Y satisfaction. Marketers viewed Gen Y as those born between 1980 and 1999 (Jambulingam et al., 2016). Generation Y, who resided in Batu Pahat, was selected for this study due to time and cost constraints.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Customer satisfaction

Satisfied customers benefit companies because they do not readily change to other suppliers (Harzaviona & Syah, 2020). Customer satisfaction is defined as customer attitude, achieved when brands, products and services fulfil the customer's requirements and expectations (Arumugam et al. 2020). Kataria & Saini (2019) also described this concept as a different affective reaction from the overall experience of the product/brand and as a strong indicator of loyalty and subsequent relationships. To satisfy satisfied customers, companies must serve their customers within their expectations. In today's rapidly changing business environment, customer satisfaction is critical for the mobile phone industry to maintain and improve profitability (Dobrota et al., 2012). There are many ways to describe customer satisfaction. Silva (2014) classified customer satisfaction as a feeling of pleasure or disappointment from comparing the

expected product or service to the customer's performance expectations. In this study, customer satisfaction is defined as customer feeling, whether they are pleased or disappointed in comparing the expected product or service, which is aligned with what product or service they get, which is in line with the definition given by Silva (2014).

Perceived Quality

Nordin (2008) mentioned the role of service quality and the service experience when consuming services. It has also been found that perceived quality is an element of consumer decision-making, and consequently, consumers will compare the quality with the price within a category (Jin & Suh, 2005). However, Davis et al. (2003) defined perceived quality as directly related to the reputation of the firm that manufactures the product. Consumer satisfaction can be raised in two ways: by delivering higher consumer-perceived quality at the same price or by delivering the same quality at a lower price (Frank & Enkawa, 2007). In this study, perceived quality is defined as customers comparing the quality of products or services they get regarding the price and category, which aligns with the definition given by Jin & Suh (2005).

Perceived Value

Value is considered to have a higher price if consumers favour the product better than other products (Ulfah & Jatmiko, 2020). Perceived value results from comparing perceived overall benefits and the perceived costs the customer pays (Lin, 2012). Faryabi et al. (2012) stated that perceived value is a consumer's perception of net interest gained in exchange for the cost incurred in obtaining the desired benefits. The term "value" used in this study refers to a judgment of preference by consumers (Gan et al., 2005). Zeithaml (1988) suggested that perceived value could be considered customers' overall assessment of the utility of a product or service based on the perception of what is received and what is given. In this study, perceived value is defined as the result of comparing the benefits and costs that customers have paid for the product and services, which is in line with the definition given by Lin (2012).

Customer Expectation

Customers' expectations are internal standards to evaluate a service experience's quality (Tukiran et al., 2021). Customer expectation is the belief or prediction that a specific target has a certain level of anticipated features (Evangelidis & Osselaer, 2018). Customer expectations, which are customer requirements, are significant for businesses, including in mobile service industries, because they can determine customer satisfaction (Hilda et al., 2015). According to Coye (2004), his studies define customer expectation as an individual's subjective probabilities about the current or future existence of a specific state of affairs. Besides that, customer expectations must be met for an organization to deliver an appropriate service (Hurwitz et al., 2009). Based on Tversky & Kahneman's (1991) study, customers first form an unbiased expectation of the level of product quality that they receive. In this study, customer expectation is defined as a customer's actual assumption when they receive a product or service, whether they are satisfied or unsatisfied with it, which is in line with the definition given by Coye (2004).

Corporate Image

Nukpezah & Nyumuyo (2010) and Islam (2010) indicated that corporate image is related to the physical and behavioural attributes of the firm, such as business name, architecture, variety of products or services, and the impression of quality communicated by each person interacting with the firm's clients. Agyei (2014) describes corporate image as the overall impression made on the public's minds about a firm. The corporate image thus impacts a customer's evaluation of service quality, satisfaction, and loyalty. In this study, corporate image is defined as the physical contribution of the firm that gets a positive

or good impression from the customer to deal with them, which is in line with the definition given by Nukpezah & Nyumuyo (2010) and Islam (2010).

Trust

Trust and satisfaction are two factors that lead to positive purchase outcomes (Ahmed, 2013). Trust is a vital coordination mechanism and a precondition for improved performance and competitive success in complex business environments (Free, 2008). Trivedi & Kumar (2014) emphasised that trust was an essential determinant in the acceptance of m-commerce and conducted a study that included quality and satisfaction as determinants of building trust. Customer trust within the organisation is deepened by relationship marketing, and as customer confidence grows, so does the understanding of customer needs (Pride & Ferrell, 2013). In this study, trust is defined as customers feeling secure and confident with the products and services they receive, which aligns with the definition given by Pride and Ferrell (2013).

Relationship between Perceived Quality and Satisfaction

The effects of perceived quality in different service stages on customer satisfaction are closely relevant to the types of services. For search and credence services, the perceived quality in the preparation and departure stages has a more prominent effect on customer satisfaction. However, inexperienced service and the perceived quality in the delivery and departure stages significantly impact customer satisfaction (Chunchang Xie & Ziqi Sun, 2020). A study also shows a positive and significant relationship between perceived quality and customer satisfaction in mobile service providers (Naseer et al., 2012). Turel & Serenko's (2004) studies also found a positive association between perceived quality and customer satisfaction with mobile services. Perceived quality is influenced by customer satisfaction (Nordin, 2008). In the Malaysian context, Yee's (2008) studies show a relationship between perceived quality and customer satisfaction. A positive relationship exists between perceived quality and satisfaction (Olsen, 2002). In conclusion, consistent findings indicate a positive and significant relationship between perceived quality and customer satisfaction. Therefore, it is hypothesized as follows.

H₁: There is a significant positive relationship between perceived quality and customer satisfaction.

Relationship between Perceived Value and Satisfaction

Both studies by Uddin & Akhter (2012) and Nhi et al. (2015) found a significant positive relationship between perceived value and customer satisfaction. Choi & Kim (2013) also found that perceived value factors proved to be strong drivers behind the development of customer satisfaction. In addition to that, perceived value is also one of the variables that affect customer satisfaction in a positive direction (Lin, 2012). Ariff et al. (2012) found a positive correlation between perceived values and customer satisfaction with mobile phone services. A positive correlation exists between customers' perceived value and satisfaction (Faryabi et al., 2012). In other words, customers' perceived value has a significant and positive impact on and significantly influences customer satisfaction (Zhilin et al., 2004). Several previous studies also stated that there is a relationship between perceived value and customer satisfaction (Chen et al., 2011; Slack et al., 2020). In conclusion, consistent findings indicate a positive and significant relationship between perceived value and customer satisfaction. Therefore, it is hypothesized as follow.

H₂: There is a significant positive relationship between perceived value and customer satisfaction.

Relationship between Customer Expectation and Satisfaction

It was found in Tukiran's study (2021) that customer expectations affect customer satisfaction. Other studies showing that customer expectation positively affects customer satisfaction are Hilda Omo-Diagi & Medina (2015) and Almsalam (2014). A study conducted in Canada by Turel & Serenko (2004) shows a positive association between customer expectations and customer satisfaction with mobile services. A

study in China also shows that customer expectations affect customer satisfaction (Wong & Dioko, 2013). Furthermore, Joo et al. (2016) studies show a positive relationship between customer expectation and user satisfaction. In conclusion, consistent findings indicate a positive and significant relationship between customer expectation and satisfaction. Therefore, it is hypothesized that as follows.

H₃: There is a significant positive relationship between customer expectation and customer satisfaction.

Relationship between Corporate Image and Satisfaction

A study in Indonesia by Christanto & Santoso (2021) proved that corporate image has a positive and meaningful impact on customer satisfaction in the banking sector. Corporate image is also found to positively and significantly affect customer satisfaction (Sukaisih et al., 2015). According to Almsalam et al. (2013), a positive relationship exists between corporate image and customer satisfaction. In the context of mobile service, a positive and significant relationship is also found between corporate image and customer satisfaction (Nasser et al., 2012). In conclusion, consistent findings indicate a positive and significant relationship between corporate image and customer satisfaction. Therefore, it is hypothesized that as follows.

H₄: There is a significant positive relationship between corporate image and customer satisfaction.

Relationship between Trust and Satisfaction

The study by Laura (2016) shows that trust has a positive effect; however, it is not significant in customer satisfaction. In contrast, Hidayat et al. (2015) found that trust significantly affected customer satisfaction. In his study, Ahmad et al. (2015) proved that a positive association exists between customer satisfaction and trust, especially among mobile service providers. Besides, the perception of trust among customers positively influences their satisfaction (Chang et al., 2013). Studies from Beneke et al. (2011) also get the same result: a positive, direct and statistically significant relationship between trust and satisfaction. In conclusion, consistent findings indicate a positive and significant relationship between trust and customer satisfaction. Therefore, it is hypothesized that as follow.

H₅: There is a significant positive relationship between trust and customer satisfaction.

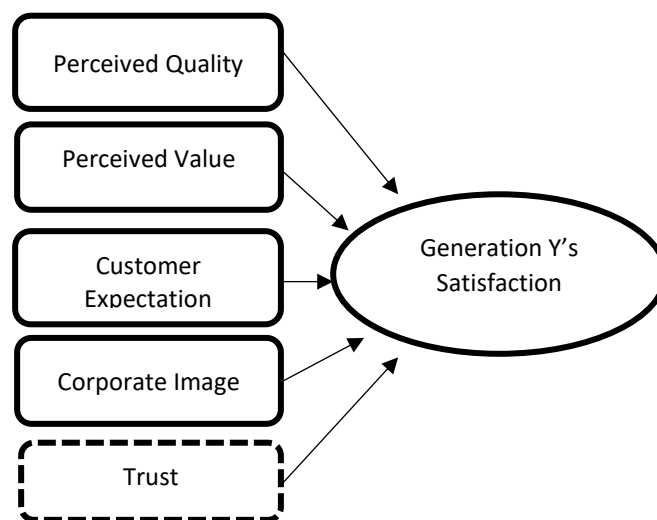


Figure 1. Framework

RESEARCH METHOD

The information was collected from 208 respondents using online and offline surveys. Data was collected by distributing questionnaires to Generation Y in the three most popular malls in Batu Pahat: Batu Pahat Mall, AEON Big, and The Summit Batu Pahat. Besides that, the remaining online surveys were conducted using Google Docs. The questionnaire was developed by adapting the items used by previous researchers and the adapted model by Naseer et al. (2012) in Figure 1. Trust is the study's contribution—data analysis using multiple regression analysis.

RESULTS AND DISCUSSIONS

Profile of Respondents

Table 1 shows the profile of respondents for this study. The analysis of the respondents' information reveals that 68,8% were female, and the rest of 31,3% were male respondents. There are more female respondents than male respondents in this survey. This study has four groups of respondents distributed by age. Most of the age group is 18 to 30, with 108 respondents (51,9%). The second highest is those aged between 23 and 27 years old, with 72 respondents (34,6%). It follows the range of age between 28 and 32 years old, with 21 respondents (10,1%) and the remaining belonging to the age 33 to 37 years old, which includes seven people (3,4%). Regarding education level, the majority have a degree (56,7%), while the minority have a Pra Diploma, comprising three respondents (1,4%). Most respondents in this study use Celcom as their telecommunication service provider, which had 68 respondents (32,7%). It followed by Maxis, which had 63 people (30,3%) of the total. For Umobile service providers, 48 respondents (23,1%). The remaining 29 respondents (13,9%) belonged to Digi users.

Since the majority of respondents are female (68,8%), the findings of the study may be more reflective of female perspectives. This study result should consider whether this gender imbalance affects the generalizability of the results, especially if the study topic is gender-sensitive. Age group dominance with over half of the respondents (51,9%) aged 18–30, the study's results may primarily reflect the behaviors, preferences, or attitudes of younger adults. The fact that most respondents hold a degree (56,7%) suggests that the findings may be more applicable to educated individuals. If the study relates to education-dependent variables (e.g., digital literacy, employment trends), this should be noted.

Table 1. Profile of Respondents

Demographic Variables	Categories	Frequency	Percentage
Gender	Male	65	31,3
	Female	143	68,8
Age	18 – 22	108	51,9
	23 - 27	72	34,6
	28 – 32	21	10,1
	33 - 37	7	3,4
Educational level	SPM	38	18,3
	Pra Diploma	3	1,4
	Diploma	38	18,3
	Degree	118	56,7
service provider	Master/PhD	11	5,3
	Maxis	63	30,3
	Celcom	68	32,7
	Digi	29	13,9
	Umobile	48	23,1

Factor Analysis of Independent Variable (Perceived Value, Corporate Image, Perceived Quality, Customer Expectation and Trust)

Table 2 explains factor analysis results for independent variables. The final run of factor analysis for independent variables produced five components of factors. However, one factor, which is trust, has to be deleted because it only has one item, and its eigenvalue is below 1,0. So, the total factor analysis produced for this study is four components of factors with more than one eigenvalue, which explains 81,205% of the total variance. The Kaiser-Meyer-Okin value was 0,811, and the Bartlett Test of Sphericity was significant at 0,000.

Factor Analysis of Dependent Variable (Customer Satisfaction)

Table 2 explains the factor analysis of the dependent variable—the final run of factor analysis for dependent variables produced five items of factors. The value for the dependent variable was below 1,0.

Table 2. Factor Analysis Of Independent Variable

Factors	Items				
	1	2	3	4	5
Factor 1: Perceived value					
1.Using this mobile service is worth for me to sacrifice some effort in purchasing	0,876				
2.Using this mobile service is worth for me to sacrifice some time in purchasing	0,847				
3. Compared with other mobile services, it is wise to choose this mobile service provider	0,813				
Factor 2: Corporate image					
1. This mobile service is concerned with customers		0,838			
2. This mobile service has a social contribution to the society		0,802			
3. This mobile service is innovative		0,798			
Factor 3: Perceived quality					
1. This mobile service seems to be good in its quality			0,853		
2. This mobile service always delivers excellent overall service			0,815		
3. This mobile services product is better than other mobile services			0,760		
Factor 4: Customer expectation					
1. It is essential for me to buy high-quality mobile services				0,877	
2. Quality is an important criterion when I choose mobile services				0,829	
Factor 5: Trust					
1. This mobile service is willing to help customers					0,899
Eigen Value	5,372	1,430	1,220	1,000	0,725
% of Variance	44,769	11,915	10,167	8,315	6,039
Total Variance Explained	81.205				
Measure of Sampling Adequacy	0,811				
Bartlett’s Test of Sphericity	1312.017				
Significant	0,000				

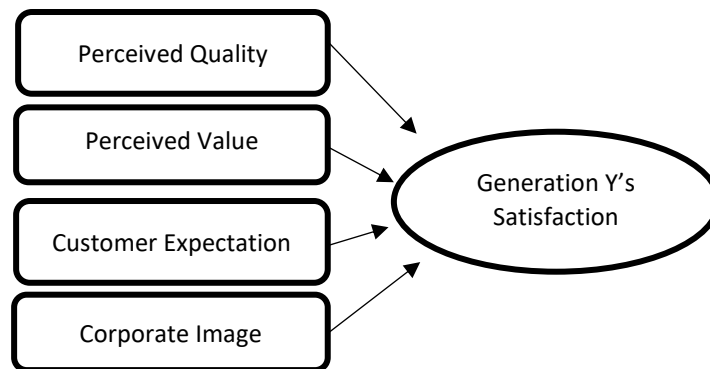


Figure 1. Modified Framework

So, the total factor analysis produced for this study consisted of five factors with more than one eigenvalue, which explained 68,805% of the total variance. The Kaiser-Meyer-Okin value was 0,838, and the Bartlett Test of Sphericity was significant at 0,000.

Reliability Analysis

Based on Table 4, Cronbach's Alpha ranges from 0,744 to 0,885. According to Pallant (2005), Cronbach's Alpha should be above 0,7. However, the values are sensitive to the number of items in the scale, and the reliability of a scale can vary depending on the sample being used in the study. That means the questions in the questionnaire have a good, consistent correlation with each other. This situation means that the data are reliable, and there is no need to make any corrections to the criteria. According to the result of the factor analysis in this study, one of the factors, trust, cannot be tested in the model because the reliability is low. Consequently, the framework was modified as follows.

Descriptive Analysis

According to Table 4.4, the results show that the mean score for each of the 16 items of factors varied from 3,74 to 4,31, indicating that respondents tend to agree with all the statements of factors in the questionnaire. The standard deviation for these components ranged from 0,65 to 0,77. In summary, the means and standard deviations for all the variables in the study were found to be average based upon a scale of 1 to 5; the mean scores can be explained as a mean score that is less than two is rated as low, a mean score between 2 to 4 is rated as average, and a mean score greater than four is rated as high.

Table 3. Factor Analysis of Dependent Variable

Factor		Items
1. I can easily recommend this mobile service to my family		0,674
2. I can easily recommend this mobile service to my friends		0,741
3. I enjoyed using this mobile service		0,810
4. I feel satisfied with the decision to use this mobile service		0,723
5. These mobile service employees properly handle any problems that arise.		0,492
Eigen Value		3,440
% of Variance		68.805
Total Variance Explained	3.440	
The measure of Sampling Adequacy	0,838	
Bartlett's Test of Sphericity	603.159	
Significant	0,000	

Table 4. Reliability Analysis

Variables	No. of Items	Cronbach's Alpha
Customer satisfaction	5	0,885
Perceived value	3	0,870
Corporate image	3	0,838
Perceived quality	3	0,870
Customer expectation	2	0,744

Correlation Analysis

As shown in Table 4.6, the results indicate that all factor dimensions positively correlated with customer satisfaction. Perceived quality is a variable that is highly and positively associated with customer satisfaction ($r = 0,632$, $p < 0,01$). Corporate image positively correlates with customer satisfaction ($r = 0,528$, $p < 0,01$). The result shows a significant correlation between perceived value and customer satisfaction ($r = 0,331$, $p < 0,01$). In addition, there was a significant correlation between customer expectation and satisfaction ($r = 0,224$, $p < 0,01$). Furthermore, the result shows a significant correlation between perceived quality and corporate image ($r = 0,526$, $p < 0,01$). It was found that there was a significant correlation between perceived quality and perceived value ($r = 0,508$, $p < 0,01$). Perceived quality positively correlates with customer expectation ($r = 0,430$, $p < 0,01$). The analysis showed a significant correlation between perceived value and corporate image ($r = 0,438$, $p < 0,01$). The coefficient correlation $r = 0,283$, $p < 0,01$ between perceived value and customer expectation. It was found that there was a significant correlation between corporate image and customer expectation ($r = 0,354$, $p < 0,01$).

Multiple Regression Analysis

Results in Table 4.6 showed that 46% variances in customer satisfaction can be explained by factors ($R^2 = 0,462$, $p < 0,05$). The analysis found that two dimensions in factors, which are corporate image ($\beta = 0,301$, $p < 0,05$) and perceived quality ($\beta = 0,542$, $p < 0,05$), have a direct and positive effect on customer satisfaction. Therefore, the hypothesis H4 and H1 are supported. However, perceived value ($\beta = -0,102$, $p < 0,05$) and customer expectation were found to have insignificant effects on customer satisfaction ($\beta = -0,048$, $p < 0,05$). Therefore, the hypotheses H2 and H3 are rejected. The table shows that perceived quality holds the highest value at 0,542, which makes this variable the most substantial contribution to customer satisfaction. All variables except customer expectation give a statistically significant contribution to customer satisfaction.

Discussion

Based on the findings from data analysis, there are two dimensions in factors: corporate image and perceived quality have a direct positive and significant effect on Generation Y's satisfaction, while perceived value and customer expectation were found to have insignificant effects on Generation Y's satisfaction. Perceived value had an insignificant relationship with Generation Y's satisfaction in this study.

Table 5. Mean and Standard Deviation for Variables

Variables	Mean	Std. Deviation
Customer satisfaction	3,86	0,67
Perceived value	3,74	0,77
Corporate image	3,77	0,65
Perceived quality	3,74	0,77
Customer expectation	4,31	0,73

Table 6. Pearson Correlation Matrix of Study Variables

	Customer satisfaction	Perceived quality	Perceived value	Corporate Image	Customer expectation	
Customer satisfaction	Pearson Correlation	1				Customer satisfaction
Perceived quality	Pearson Correlation	0,632**	1			Perceived quality
Perceived value	Pearson Correlation	0,331**	0,508**	1		Perceived value
Corporate image	Pearson Correlation	0,528**	0,526**	0,438**	1	Corporate image
Customer expectation	Pearson Correlation	0,224**	0,430**	0,283**	0,354**	Customer expectation

** . Correlation is significant at the 0,01 level (1-tailed).

This current finding was consistent with research by Munusamy et al. (2010), which also found no significant relationship between perceived value and customer satisfaction. This had been highlighted by Graf & Maas (2008) that both perceived value and customer satisfaction are different and independent constructs. Several previous studies also stated that there is a relationship between Perceived Value and Customer Satisfaction (Chen et al., 2011; Slack et al., 2020). In this current study, corporate image was found to positively and significantly affect Generation Y's satisfaction. This finding was consistent with the study of Naseer et al. (2012), who found a positive and significant relationship between corporate image and customer satisfaction. Corporate image has been identified as an essential factor in a firm's overall evaluation. It is argued that this comes to customers' minds when they hear a firm's name (Nguyen, 2006).

This current study also found a positive and significant relationship between perceived quality and Generation Y's satisfaction. This current finding was consistent with past findings found by Olsen (2002). Olsen's (2002) study showed a positive relationship between perceived quality and satisfaction. In addition, Chi (2009) proposed that perceived quality is defined based on users' recognition, while objective quality is defined based on product or manufacturing orientation. Surprisingly, an insignificant relationship between customer expectation and Generation Y's satisfaction was found in this current study. This study amplifies the study by Tukiran et al. (2021), who found differences in customer expectation impact on customer satisfaction and no significance. This current finding is also consistent with the past findings by Wei (2016) that showed that the relationship between customer expectation and satisfaction was insignificant. Notably, customer expectations are the totality of those needs and preferences, tangible and intangible, which the customer brings to bear on the supplier of goods and services (Kamarudin, 2015).

Table 7. Regression Analysis

Dependent Variable	Independent Variable	Std. Coefficient Beta (β)
Customer Satisfaction	Factors :	
	Perceived Value	-0,048
	Corporate Image	0,301**
	Perceived Quality	0,542**
	Customer Expectation	-0,102
	R ²	0,462
	Adjust R ²	0,452
	Sig. F	43,651**

Economic and Managerial Implications

This research contributes to academic research and industry and government perspectives. The findings assist academic research in understanding the study variables, especially trust. This research helps mobile service providers identify the factors affecting customer satisfaction in the industry. Furthermore, this study also helps mobile service providers by providing helpful information on ensuring their customers get the maximum satisfaction. Lastly, the Government will benefit from the study. This research can help improve the National Telecommunications Policy (NTP) to ensure the growth of telecommunications services and its use of technology support national development in line with national aspirations. Practical contribution. The conclusion of this study also has some practical implications. First, the conclusion of this study reminds service managers to recognize service types and take corresponding management measures according to the characteristics of the service types. Second, the conclusion of this paper helps service firms identify which stages of services are the more significant sources of customer satisfaction/dissatisfaction and service performance failures, making service maintenance and improvement more targeted. It also helps service firms take varied remedial measures according to the characteristics of different stages where customers complain about service failures. For example, in the hotel stay service, if a service failure occurs in the delivery stage, such as poor hotel sanitation or poor soundproofing, which affects the service experience o

CONCLUSION

This study has five independent variables: corporate image, perceived quality, perceived value, customer expectation and trust towards the dependent variable, customer satisfaction. However, one variable, trust, cannot be tested because it only has one item, and it is not reliable to measure it in this study. Five objectives and hypotheses were developed to achieve the study's aim. Two of the five hypotheses were supported: perceived quality and corporate image. The other three hypotheses, perceived value, customer expectation and trust, were not supported. Due to cost and time constraints, this study focused on the Generation Y population in Batu Pahat, Johor. This study helps the government improve the National Telecommunications Policy (NTP) to ensure the growth of telecommunications services and that its use of technology supports national development in line with national aspirations.

REFERENCES

- Agyei, P. M. (2014). Relationship between corporate image and customer loyalty in the mobile telecommunication market in Kenya. *Management Studies*, 2(5), 299–308.
- Ahmad, J., Hussain, M., & Rajput, A. Customer loyalty framework of telecommunication service market. *International Journal of Managing Value and Supply Chains (IJMVSC)*, 6(1), 69 – 78.
- Almsalam, S. (2014). The effects of customer expectation and perceived service quality on customer satisfaction. *International Journal of Business and Management Invention*, 3(8), 79 – 84.
- Ariff, M. S. B. M., Fen, H. S., Ismail, K. (2012). Relationship between customers' perceived values, satisfaction, and loyalty of mobile phone users. *Review of Integrative Business & Economics Research*, 1(1), 126 – 135.
- Arumugam, N., Subramaniam, A. L. B., Mylvaganam, G., & Singh, K. K. M. (2020). Customer Satisfaction Perpetuates Loyalty: A Case Study. *International Journal of Academic Research in Business and Social Sciences*, 10(12), 149–161. <https://doi.org/10.6007/IJARBSS/v10-i12/8282>.
- Azzahra, T. R., & Kusumawati. (2023). The impact of mobile service quality, perceived value, perceived usefulness, perceived ease of use, customer satisfaction towards continuance intention to use MyTelkomsel App. *Journal of Consumer Studies and Applied Marketing*, 1(1), 46 – 60. <https://doi.org/10.58229/jcsam.v1i1.74>.

- Beard, C., & Hartmann, R. (1999). European and Asian telecoms –their role in global sustainable development. *European Business Review*, 99(1), 42-54. <https://doi.org/10.1108/09555349910245432>.
- Beneke, J., Adams, E., Demetriou, O., & Solomons, R. (2011). An exploratory study of the relationship between store image, trust, satisfaction and loyalty in a franchise setting. *Southern African Business Review*, 15(1), 59 – 74.
- Beyari, H. (2020). The role of trust and its impacts on consumer satisfaction in the context of social commerce. *Journal for Research on Business and Social Science*, 3(9), 1 – 21.
- Calvo-Porrall, C., & Otero-Prada, L. M. (2021). The emotional influence on satisfaction and complaint behavior in hedonic and utilitarian services. *International Journal of Quality and Service Sciences*, 13(3), 471–488. <https://doi.org/10.1108/IJQSS-02-2020-0019>.
- Chang, C. S., Chen, S. Y., & Lan Y. T. (2013). Service quality, trust, and patient satisfaction in interpersonal-based medical service encounters. *BMC Health Services Research*, 13(22), 1 – 11.
- Chen, M. C., Chang, K. C., Hsu, C. L., & Yang, I. C. (2011). Understanding the relationship between service convenience and customer satisfaction in home delivery by Kano model. *Asia Pacific Journal of Marketing and Logistics*, 23(3), 386-410. <https://doi.org/10.1108/13555851111143277>.
- Chi, H. K., Yeh, H. R., Yang, Y. T. (2009). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. *The Journal of International Management Studies*, 4(1), 135 – 144.
- Choi, E. J., & Kim, S. H. (2013). The study of the impact of perceived quality and value of social. *International Journal of Smart Home*, 7(1), 239 – 252.
- Coye, R. W. (2004). Managing customer expectations in the service encounter. *International Journal of Service Industry Management*, 15(1), 54–71. <https://doi.org/10.1108/09564230410523330>
- Christanto, Y. M., & Santoso, S. (2021). The influence of service quality, corporate image, and customer satisfaction on customer loyalty in banking sector in Yogyakarta. *International Journal of Research in Business and Social Science*, 11(7), 9 – 16. <https://doi.org/10.20525/ijrbs.v11i7.2025>.
- Davis, M., Aquilano, N., & Chase, R. B. (2003). *Fundamentals of operations management (4th ed)*. McGraw-Hill Irwin.
- Dobrota, M., Nikodijevic, A., Mihailovic, D. (2012). Influence of the customer experience on satisfaction with mobile phones. *Journal of Engineering Management and Competitiveness*, 2(2), 69-75. <https://doi.org/10.5937/jemc1202069D>.
- Evangelidis, I. and Osselaer, S. M. J. V. (2018). Points of (dis)parity: expectation disconfirmation from common attributes in consumer choice. *Journal of Marketing Research*, 55(1), 1-13. <https://doi.org/10.1509/jmr.15.0233>.
- Faryabi, M., Kaviani, F., Yasrebdoost, H. (2012). The relationship between customer perceived value and customers satisfaction The banking industry in Iran. *Australian Journal of Basic and Applied Sciences*, 6(12), 76–85.
- Frank, B., & Enkawa, T. (2007). How economic growth affects customer satisfaction: A study from Germany. *Proceedings of the 13th Asia Pacific Management Conference, Melbourne, Australia*, 115-120.
- Free, C. (2008). Walking the talk? Supply chain accounting and trust among UK supermarkets and suppliers. *Accounting, Organizations and Society*, 33(6), 629–662. <https://doi.org/10.2139/ssrn.948245>.
- Gan, C., Limsombunchai, V., Clemes, M. D., & Weng, A. (2005). Consumer choice prediction: Artificial neural networks versus logistic models. *Journal Social Science*, 1(4), 211–219.
- Graf, A., & Maas, P. (2008). Customer value from a customer perspective: a comprehensive review. *Journal für Betriebswirtschaft*, 58(1), 1-20. <https://doi.org/10.1007/s11301-008-0032-8>.

- Gul, R. (2014). The relationship between reputation, customer satisfaction, trust and loyalty. *Journal of Public Administration and Governance*, 4(3), 368 – 387. <https://doi.org/10.5296/jpag.v4i3.6678>.
- Harzaviona, Y., & Shah, TYR (2020). Effect of Customer Satisfaction on Customer Loyalty and Marketing Organization Performance in B2B Market Over Heavy Equipment Company. *Journal of Multidisciplinary Academic*, 4(4), 243–249.
- Hidayat, R., Akhmad, S., Machmud, M. (2015). Effects of service quality, customer trust and customer religious commitment on customers satisfaction and loyalty of Islamic Banks in East Java. *Al-Iqtishad Journal of Islamic Economics*, 7(2), 151 – 164. <https://doi.org/10.15408/aiq.v7i2.1681>
- Hurwitz, J., Bloor, R., Kaufman, M., & Halper, F. (2009). *Service management for dummies*. Wiley Publishing.
- Islam, M. S. (2010). The analysis of customer loyalty in the Bangladeshi mobile phone industry. *World Journal of Management*, 2(2), 130–145.
- Jambulingam, M. Sorooshian, S., & Selvarajah, C. S. (2016). Tendency of generation Y in Malaysia to purchase online technological products. *International Business Management*, 10(2),134-146. <https://doi.org/10.3923/ibm.2016.134.146>.
- Jin, B., & Suh, Y. G. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 22(2), 62 – 71. <https://doi.org/10.1108/07363760510589226>.
- Joo, Y. J., Park, S., & Shin, E. K. (2016). Students' expectation, satisfaction, and continuance intention to use digital textbooks. *Computers in Human Behavior*, 69. <https://doi.org/10.1016/j.chb.2016.12.025>.
- Kamarudin, R. F. (2015). Managing customer expectation for passenger service at airport. *Asia-Pacific's annual conference*.
- Kataria, S., & Saini, V. (2019). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: an empirical synthesis and re-examination. *South Asian Journal of Business Studies*, 9(1), 62–87. <https://doi.org/10.1108/SAJBS-03-2019-0046>.
- Laura, N. (2016). The effect of trust and service quality toward patient satisfaction with customer value as intervening variable. *Binus Business Review*, 7(2), 157 – 162. <https://doi.org/10.21512/bbr.v7i2.1589>.
- Lin, H. H., & Wang, Y. S. (2006). An examination of the determinants of customer loyalty in mobile commerce contexts. *Information & Management*, 43(3), 271-282. <https://doi.org/10.1016/j.im.2005.08.001>.
- Lin, J. (2012). The factors affecting customer satisfaction and behavioral intentions in mobile telecommunications service in Bangkok, Thailand. *University of the Thai Chamber of Commerce*.
- Ling, C. H. (2008). Relationships between customer satisfaction and service loyalty: Users' perception on telecommunication service providers in Malaysia.
- Malaysia Communications and Multimedia Commission. (2010). *National Broadband Initiative*. Malaysia.
- Nysveen, H., Pedersen, Per E., & Skard, S. E. R. (2015). *A review of mobile services research: Research gaps and suggestions for future research on mobile apps*. Centre for Applied Research at NNH.
- Naseer, H. A., Salleh, S. B. M., Gelaidan, H. M. (2012). Factors Affecting Customer Satisfaction of Mobile Services in Yemen. *American Journal of Economics*, 2(7), 171-184. <https://doi.org/10.5923/j.economics.20120207.03>.
- Nasser, M., Ahmed, H., Kumar, D. M., Salleh, S. B. M. (2012). Factors affecting customer satisfaction of mobile services in Yemen. *International Journal of Global Management*, 2(2), 81.
- Nguyen, N. (2006). The collective impact of service workers and servicescape on the corporate image formation. *International Journal of Hospitality Management*, 25(2), 227–44.

- Nhi, B. T., Nam, T. T., Thuy, N. T., Oanh, N. K., Trang, L. T. T. (2023). Effects of customer perceived value, brand experience on brand attachment, brand satisfaction, and word-of-mouth. *Ho Chi Minh City Open University Journal of Science – Economics and Business Administration*, 13(2), 39-58. <https://doi.org/10.46223/HCMCOUJS.econ.en.13.2.2333.2023>.
- Nordin, N. (2008). Customer loyalty and cineplex patronage: The influence of corporate image, perceived quality, perceived value and customer satisfaction. *Universiti Sains Malaysia*.
- Nukpezah, D., & Nyumuyo, C. (2010). What drives customer loyalty and profitability? Analysis of perspectives from retail customers in Ghana's banking industry. *Saarbrücken: LAP Lambert Academic Publishing*.
- Olsen, S. O. (2002). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science*, 30(3), 240 – 249. <https://doi.org/10.1177/0092070302303005>
- Omo-Diagi, H. & Medina, I. G. (2015). The impact of customer expectation and satisfaction on repeat patronage in Nigerian fast food restaurants. *PARIPEX-Indian Journal of Research*, 4(9), 178 – 179. <https://doi.org/10.15373/224955X>.
- Pallant, J. (2005). *SPSS survival manual (2nd ed.)*. Routledge.
- Pawlasová, P. (2016). Comparison of indicators affecting satisfaction with online group-buying purchases of Generation Y customers in the Czech Republic and Canada. *Ekonomika a Management*, 1(3).
- Pride, W. M. & Ferrell, O. C. (2013). *Foundations of marketing. (5th ed.)*. Cengage Learning.
- Siew-Phaik L, Ayankunle A. T, Hanisah M. S., and Alan G. D. (2010). Service quality and customer satisfaction in a telecommunication service provider. *International Conference on Financial Management and Economics 11*.
- Silva, V. J. (2014). The impact of service quality on customer satisfaction in a Dublin hostel – Case Study. Undergraduate research project. Retrieved from <http://studylib.net/doc/18412134/the-impact-of-service-quality-on-customer-satisfaction>.
- Slack, N., Singh, G., & Sharma, S. (2020). Impact of perceived value on the satisfaction of supermarket customers: developing country perspective. *International Journal of Retail and Distribution Management*, 48(11), 1235–1254. <https://doi.org/10.1108/IJRDM-03-2019-0099>.
- Sukaisih, E., Suharyono, S., Solimun, S., & Hamid, D. (2015). Effect of functional service quality on customer satisfaction. *International Journal of Business and Management Invention*, 4(2), 43 – 51.
- Trivedi, J. P., & Kumar, S. (2014). Determinants of mobile commerce acceptance amongst Gen Y. *Journal of Marketing Management*, 2(2), 145–163.
- Tu, Y. T. & Chang, H. C. (2012). Corporate brand image and customer satisfaction on loyalty: An empirical study of Starbucks Coffee in Taiwan. *Journal of Social and Development Sciences*, 3(1), 24–32. <https://doi.org/10.22610/jsds.v3i1.682>.
- Tukiran, M., Tan, P. H. P., & Sunaryo, W. (2021). Obtaining customer satisfaction by managing customer expectation, customer perceived quality and perceived value. *Uncertain Supply Chain Management* 9(2021), 481–488. <https://doi.org/10.5267/j.uscm.2021.1.003>.
- Turel, O., & Serenko, A. (2004). User satisfaction with mobile services in Canada. *Proceedings of the Third International Conference on Mobile Business, M-Business*.
- Uddin, M. B., & Akhter, B. (2012). Customer satisfaction in mobile phone services in Bangladesh: a survey research. *Management and Marketing Journal*, x(1), 20 – 36.
- Ulfah, K., & Jatmiko. (2020). The effect of store atmosphere, perceived value and promotion on customer satisfaction. *ICA Economics*, 1(2), 374–382.
- Wei, Y. C., Chang, C. C., Lin, L. Y., Liang, S. C. (2016). A fit perspective approach in linking corporate image and intention-to-apply. *Journal of Business Research*, 69(9), 2220–2225. <https://doi.org/10.1016/j.jbusres.2015.12.033>.

- Wong, I. A., & Dioko, L. A. N. (2013). Understanding the mediated moderating role of customer expectations in the customer satisfaction model. *Tourism Management, 36*, 188-199. <https://doi.org/10.1016/j.tourman.2012.10.010>.
- Xie, C., & Sun, Z. (2020). Influence of perceived quality on customer satisfaction in different stages of services. *Nankai Business Review International, 12*(2), 258 – 280. <https://doi.org/10.1108/NBRI-01-2020-0004>.
- Yang, Z., Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & Marketing, 21*(10), 799–822. <https://doi.org/10.1002/mar.20030>.
- Yee, K. S. (2008). *Customer perceived quality, relationship quality and business loyalty: An example of B2B organization*. University of Malaya.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing, 52*(3), 2 – 22. <https://doi.org/10.2307/1251446>.

