

Level of Customer Satisfaction: An Analysis of Vodacom Mobile Phone Services in Gauteng province of South Africa

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Key Words

Customer Satisfaction, Perceived quality, corporate image, customer complaints

Abstract

The principal aim of this research paper is to investigate the factors that influence customer satisfaction in respect of the services rendered by Vodacom in Gauteng province of South Africa. In view of this, the researcher carried out an empirical investigation on those factors that can influence customer satisfaction. The findings of this research analysis confirmed the following: Firstly, the research shows that there is a relationship between customer`s perceived quality and the level of satisfaction. Secondly, the research confirmed that there is a relationship between customer loyalty and the level of satisfaction in the services offered by Vodacom. Thirdly, it was also confirmed that there is a relationship between Vodacom corporate image and the level of customer satisfaction. Fourthly, this research confirmed that there is a relationship between customer complaints handling techniques by Vodacom and the level of customer satisfaction. Conclusively, this research finally developed a model on how the above factors can be integrated so as to increase customer`s level of satisfaction in the use of Vodacom services in Gauteng province of South Africa.