

# Perceived Service Quality and Customer Satisfaction with Mediating Effect of Purchase Intention

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## Abstract

The previous researches contributed in this dimension by working on the purchase intention, service quality, and brand equity and brand loyalty. In this research study relationship among perceived service quality (PSQ), customer satisfaction (CS) and purchase intention (PI) as a mediating role is discussed and shown affect of purchase intention on the customer satisfaction. Took service sector from telecom industry of Pakistan as it is one of the growing industries presently, and it is 60% contributing in the economy Gross Domestic Product. The study utilized a survey through questionnaire which was distributed among the concerned citizen of Lahore, and mobile service users in Lahore Pakistan is taken to be analyzed. It is the cross sectional study, sample size was 150; regression testing is utilized in order to check the impact of each variable and mediating effect of PI on the PSQ and CS. The entire test indicates the positive relationship among the variables with partial mediation.

**Keywords:** Perceived service quality, Purchase intention, Customer satisfaction, Pakistan mobile industry.

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## Introduction

Customer satisfaction and service quality are the key function for an organization. It is important to focus on quality of service provided by the organizations, which cannot be overlooked by the organization. Service quality is not only alone is important as it leads to the purchase of products and that quality of the product makes the customer satisfy. Customer satisfaction is very much different from service quality, each has different senses and usage, in literature, it also shows some kind of similarity, and difference in perceived service quality is a kind of manner in which the consumer decides about the product after a long term usage, whereas customer satisfaction is a transaction specific measure (Bitner 1990)(Bolton and Drew 1991). Before the service quality it comes the perceived service quality, which a customer perceived from the organization's name, its employees, word of mouth, Perceived Service Quality is perceptible about the services in the mind of the customer that they can judge. (A. Parasuarman and L.Berry 1988). (Oliver and Richared 1981) defines customer satisfaction is "it's a psychology state resulting when the emotion surrounding disconfirmed expectations coupled with the customer prior feelings about the consumption experience". Perceived service quality is a form of attitude, that's come up with the passage of time, whereas CS achieved when the customer expectations fulfill (M.J Bitner 1990). Purchase intention is an important element after perceiving the quality of the product, intention to buy the product will come after the perceived service quality.

customer will buy the product from the firm in which he mentally feels satisfied, organization's long term profit depends on the satisfaction of the customer and its satisfaction mainly decides whether they will remain be it customer or switch to the other product this element will be discussed in the future research. By (A. Parasuarman and L.Berry 1988) indicates that service quality can be calculated by the difference of expectation and the service perceived by the consumer, it's not that easy to achieve good service quality and attain competitive advantage, some scholars proposed that the most essential focus of mobile commerce in the future is to create customer value by delivering higher values to customers (Ying-Feng Kuo and Deng 2009 ). Specifically, the study investigates the relation between Perceived service quality, CS and PI. It reviews the literature on these three constructs and shows the relationships. Appropriate actions are identified and research is carried out among mobile consumers. (Tsotsou 2005)

## Literature Review

In the literature we will discuss the study of the brand perception in the perspective of service quality and the antecedents comes under the brand perception, like awareness, attachment, positioning and innovation, shows the consumer purchase intention to buy the product and shows the customer satisfaction. Customer satisfaction leads to the loyalty of products,

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## Satisfaction

In literature satisfaction is described in many ways; it rotates among the few areas which describes all the components of satisfaction, like an outcome or response from a customer, the response of expectations, or a response after the use of the product many times (Giese and Cote 2002). (Garbarina and Johnson 1999) Customer satisfaction is most important to focus than any other thing, we effort is for the satisfaction of customer, (Hauser and Wernerfelt 1994) for the customer satisfaction, have to focus on the product quality, as it is the need of the globalize market, the relationship between the user and service provider rules with the constant satisfaction of user within the boundary that matters, and the evaluation of customer satisfaction needs the massive amount of tolerance to meet with the conditional requirements (A. Parasuarman and L.Berry 1988). It is examined that the construct of service quality, purchase intention and customer satisfaction have the relationship with all three of them, but in the case of Taylor and Baker 1994 customer satisfaction is playing as the moderating role that moderate the relationship of service quality and purchase intention, they also focus some service industries and mobile service was one of them, they in reality check the relationship of PSQ, PI and CS in the mobile service industry, and found the moderating role of Customer Satisfaction in between the PSQ and PI (Taylor and Baker 1994). (Anderson and Rust 1997) Indicated the relationship between the service quality and its usage, (Bolton and Lemon 1992) further explains the idea by giving a more structural model to check the customer's future needs, and also focus on the need of an individual, this measurement model is indicating the care of service provider towards the customer satisfaction. Customer satisfaction can be measured and calculated through the productivity level of the company, and should focus on the productivity level (Anderson and Rust 1997)

## Purchase Intention

Purchase intentions are significantly focused by the consumer's attitude rather than the other tools like demographics or factors of economy (Ferrell and McIntosh 1992). Theory of Planned Behavior (TPB) was proposed by (Ajzen 1991) which was the extension of its own work in 1975 presented Theory of Reasoned Action (TRA). In TRA it was proposed that behavior comes out by an individual's intention and that comes out of the attitude and subjective norms, both are the function of beliefs (i.e. social influences). Relationship among purchase intention, service quality and customer satisfaction was there either there is a satisfaction or post purchase of product (Cronin and Taylor 1992), (Taylor and Baker 1994) resulted the relationship between the service quality and purchase intention but the customer satisfaction is acting as a moderator between the purchase intention and customer satisfaction.

In literature, there is so much focus on purchase intention and behavior of consumer (Sherrel and Ridway 1986), literature said that consumer intention directly effect by the values, and indirectly by the consumers attitudes, intentions and purchase behavior (Woodside 1984), PI can be seen by the attitude of the consumer not by any other factor (Zey-Ferrell and McIntosh 1992), as discussed in the TPB that

indicate the inner of ourselves and the past behavior (Ajzen 1991) is one of the best way to understand the behavior and psyche of human being. This model describes the human behavior, but the decisions taken at once are due to the factors like attitude, norms which influence it. The term customer satisfaction has been conceptualized in various ways along the different related situation (Gon and Soojin 2007)

## Perceived service quality (PSQ)

(A. Parasuarman and L.Berry 1988) Defined PSQ as "the decision making of consumer to buy the product or not, by choosing the best out of it" Perceived service quality (PSQ) is an important constructs in marketing. In recent years, mainly in the services industry, PSQ was the focused area to work on and to get maximum outcome (Cronin and Taylor 1992), service quality as "perceived judgment" which comes from the difference which customer has in his expectation with the services which he perceived (Gronroos 1990). (A. Parasuarman and L.Berry 1988), perceived service quality is an important matter in the development and implementation of marketing strategies and to attain the market share, it is very much important for the service provider to maintain the service, and attain the better picture in their mind of the consumers. Marketing managers can make good marketing strategies, and can use the purchase intention and customer satisfaction as their tools; perceived quality has attracted the interest of practitioners and researchers because of a belief in its beneficial effects on marketing performance. Indeed, in the perceived service quality it is belief that if the PSQ exist then it will lead to the customer satisfaction and to the repeat purchase intention (Tsiotsou 2005). Product and services both have the different aspects (Furrer 2000) (Gronroos 1990) (Patterson 1995). Services quality is the specialization in some specific area and maintains the quality of it (Vargo 2004). In literature it is defined like it emphasis strong impact on overall performance of business, it leads to the lower cost, customer satisfaction and their loyalty (Gurau 2003); (Newman 2001); (Silvestro 2000). PSQ could be used by as a segmentation criterion in order to check the groups of consumers. Indeed, customer satisfaction and service quality both are different from each other. But the major difference in both is PSQ is kind of attitude, a long-run overall-evaluation, whereas customer satisfaction (CS) is a transaction specific measure (Bitner 1990) (Bolton and Drew 1991), (Cronin and Taylor 1992).

## Research Methodology

This part of the research article discusses research design, model used, variables tested (independent, intervening and dependent), hypotheses, population & sample, instrumentation (questionnaire), reliability, data collection methodology, response rate and statistical analysis methodology.

This study is done to examine the impact of perceived service quality on customer Satisfaction through mediating effect of purchase intention. To study the effects of variables a theoretical model is drawn to check the effect of each variable, to find out this relationship survey research design has been devised.

The main purpose of this study is to check the perceived service quality as an independent variable and customer

satisfaction as a dependent variable affect of each other and the mediating role of purchase intention. To see the impact of construct on telecommunication companies in Pakistan Perception about the company will make the customer intent to purchase the services and then ultimately they can focus on the customer satisfaction. Telecom companies use different tools like ad media, print media, magazine publication, billboards and other promotion campaigns to enhance the business and to also retain the old customer, our focus is on the new customer also the satisfied customers, here it is to check that the how much the existed customers are satisfied by the services of the organization either the companies are adding values to the customers and customer are willing to buy the services further. For the quantitative analysis of the data we have to calculate the correlation of the variables, perceived service quality, customer satisfaction and the purchase intention.

### Population

Population of our study is taken the cellular users from Lahore. In the population all kind of users are considered. There was no discrimination of gender, or race. While selecting the population it was in consideration that all the population should represents the cellular companies. By this we can get the real time results from our primary data.

### Sampling

Sample was consisted on the males of 75% and Female of 25% and the companies working in the Pakistan are Ufone, Warid, Mobilink, Telenor and Zong in Lahore, users were representing these companies proportionally and filled out the data for this study. And gave their feedback. (Ufone 32%, Warid 39%, Mobilink 17%, Telenor 8% and Zong 5)

**Table 1**

Total Users	Mobilink	Ufone	Zong	Telenor	WARID
100%	17	32	5	8	39

### Study Design

This study is a cross sectional, in which it is looked into the causal correlation impact of independent variable (Perceived Service Quality) on the dependent variable (Customer Satisfaction). The primary data were collected from the mobile users on all the variables. In this research study convenience sampling has been used in which is a non-probability sampling, it will be easy and convenient to collect data from sample population.

### Hypothesis

In this study we are discussing the relationship among the Perceived Service Quality, Purchase Intention and Customer Satisfaction, our construct is also showing the relationship of this model. And come up with the analysis that how much the perceived service quality is independently act along the purchase intention and customer satisfaction. And the effect of control variable on the construct either is it affecting the model or not much, also the mediation effect of purchase intention on the construct.

### Hypothesis

#### H1: Perceived Service Quality

H1a: Perceived Service Quality has a positive impact on Customer Satisfaction

H1b: Perceived Service Quality has a positive relationship with Customer Satisfaction

H1c: Perceived Service Quality has a positive relationship with Purchase intention

H1d: Perceived Service Quality has a positive impact on purchase intention

#### H2: Purchase Intention

H2a: Purchase intention mediates the relationship between perceived service quality and customer satisfaction

H2b: Purchase intention has a positive impact on customer satisfaction

H2c: Purchase intention has a positive relationship with customer satisfaction

### Instrument and Scales

For the purpose of collecting data especially in the case of primary data, there are different tools to collect data from the sample population, and it is very important to collect accurate and correct data from the respondents, there are few techniques through which we can collect data for the purpose of survey. Seven likert scale is used in the questionnaire, in which the respondent will give the feedback according to preference, in this scale 7 considered as strongly agree, 6 as agree, 5 somewhat agree, 4 neutral, 3 somewhat disagree, 2 disagree, 1 strongly disagree.

Four-item satisfaction measure was used and Cronbach Alpha of satisfaction for the four item scale was 0.76 (Westbrook and Oliver's) (1991). It is very important to check the reliability of our scales, it shows that either the questions we asked is reliable or not, the questions which we used in our questionnaire for the purpose to collect primary data from the respondents. By the reliability testing it avoids us to repeat questions and to exclude some unreliable questions. Most of the time we calculate reliability from the Cronbach Alpha method which gave us the reliability of our questions, Cronbach Alpha can be calculated by the SPSS.16 which gave us the accurate result. In the literature one of the researcher argued that the value of Cronbach Alpha is reliable if its beyond ( $\alpha = .7$ ) (Cuieford 1965). We have calculated the reliability of each variable which is shown in the Table 2, each of the variable is showing reliable data as its Alpha value is away from 0.7. Reliability of perceived service quality is (0.85) showing good reliability, reliability of customer satisfaction is (0.78) which is also very good, and finally the reliability of Purchase intention which is our moderator is (0.8), all variables are showing good reliability level. It is showing that how much the questions were reliable and we grab a good quality of data from our sample population.

Validity of the variable are calculated to check that either we are measuring the accurate and correct thing what we were supposed to calculate. To check the validity of the variable we use the VERIMAX method by using the principal component method, as the orthogonal rotation method. Factor loading help us to check which question is contributing much in the validity, if the values comes

below (0.5) then we have to delete some questions, in our case as shown in table -3 we don't have to do that, as our factor loading is showing good no of validity which is

Dimensions	Cronbach's Alpha
Perceived Service Quality	0.85
Customer Satisfaction	0.78
Purchase Intention	0.8

Factor Loading	
Perceived Service Quality	.798
Customer Satisfaction	.912
Purchase Intention	.895

**Data Collection**

Our study is cross sectional and the data collection source is primary source, and the best source to collect primary data is questionnaire technique, in this technique we can get accurate response from the respondents, they fill up the questionnaire according to their real feeling about that question. In the questionnaire it is important to use a good technique so that the respondent feel convenient and easy to fill up the questionnaire, technique we used is seven point likert scale which ranging from 7 = strongly agree, 6 = agree, 5 = somewhat agree, 4 = neutral, 3 = somewhat disagree, 2 = disagree and 1 = strongly disagree. It is very important to collect data from the sample population, and if the sample size is far big then we have to use a questionnaire technique, otherwise it is not easy to interview each respondent and collect data. In the literature it is shown that we can get data from the sample on the basis of population which are representing the entire population (Kerlinger & Lee, 2000). Relational survey is conducted to check the relationship among the variables that how the variables are affecting other variable and either the relationship among variables are positive or not, also check the mediating/moderating affect of variable on the other ones. This study is relational and causal in nature as it is showing some relationship and impact of one variable on another, like the impact of perceived service quality on the customer satisfaction and purchase intention which is acting as moderating role among the perceived service quality and customer satisfaction.

above from (0.5), and also check the face validity by the expert.

In questionnaire there was two parts one in which we use (Likert scale) and the second part was about the demographics, which can also be used as a control variable which is controlling the construct and showing some impact on the other variables. A total of 250 instruments were distributed among the sample population which is the citizen of Lahore, and also distributed via email and face book (social network) an online generated questionnaire was distributed online, almost 65% we got the response from the sample population, which is of good representation of population, questionnaire which were unfilled or not filled correctly were discarded.

**Procedures for data analysis**

Analysis of data has been done at University of Central Punjab Lahore, Pakistan. Applied the basic tests for the data analysis i.e. factor analysis, Validity test, Reliability test, Descriptive Statistics, Correlation and Regression were used for the data analysis. For the calculation of all these analysis an SPSS 17.0 is used and also the Microsoft Excel 2007.

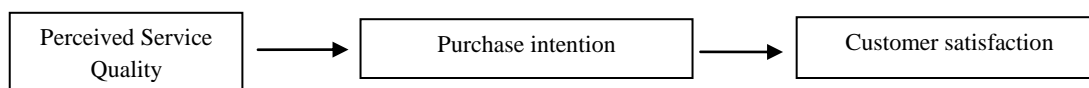
**Research Model and Variables**

After a thorough review of literature the model in fig-1 and variables in table 4, our model is a modified form of the(Dabholkar 1996) he used the perceived service quality and customer satisfaction, and the (Taylor and Baker 1994) used the model of perceived service quality, customer satisfaction and the purchase intention, but he took the customer satisfaction as mediating role in between the Perceived service quality and purchase intention. (Richard Spreng and Thomas 2005) Also shown the relationship among the Customer Satisfaction, perceived service quality and also the relationship among the customer satisfaction and purchase intention

<b>Independent Variable</b>	
1	Perceived Service Quality
<b>Mediating variable</b>	
2	Purchase Intention
<b>Dependent variable</b>	
3	Customer Satisfaction

**Theoretical framework**

Perceived service quality is treated as the independent variable, customer satisfaction is a dependent variable and purchase intention is playing a role of intervening variable, which is moderating the relationship of perceived service quality and customer satisfaction.



**Hypothesis**

**H1: Perceived Service Quality**

H1a: Perceived Service Quality has a positive impact on Customer Satisfaction

H1b: Perceived Service Quality has a positive relationship with Customer Satisfaction

H1c: Perceived Service Quality has a positive relationship with Purchase intention

H1d: Perceived Service Quality has a positive impact on purchase intention

**H2: Purchase Intention**

H2a: Purchase intention mediates the relationship between perceived service quality and customer satisfaction

H2b: Purchase intention has a positive impact on customer satisfaction

H2c: Purchase intention has a positive relationship with customer satisfaction

**Experience**

Experience of the respondents was also noted and calculated in number of years of usage of the mobile connection. This will show the usage and customer satisfaction with the brand. The mean experience which respondents have is  $m = 4.38$  and a S.D of 2.17.

**Connection used**

Usage of connection is vary according to the user taste or satisfaction, no of users are as follows according to the connection usage, Warid 38%, Ufone 32%, Mobilink 17%, Telenor 8% and Zong about 5%.

**Demographics  
Table 05**

Type	Variable	Type of Data
<b>Demographics</b>	<ul style="list-style-type: none"> <li>Age</li> <li>Gender</li> <li>Education</li> <li>Experience</li> </ul>	Continuous
<b>Independent</b>	<ul style="list-style-type: none"> <li>Perceived Service Quality</li> </ul>	Continuous
<b>Dependent</b>	<ul style="list-style-type: none"> <li>Customer Satisfaction</li> </ul>	Continuous
<b>Mediator</b>	<ul style="list-style-type: none"> <li>Purchase Intention</li> </ul>	Continuous
<b>Connections</b>	<ul style="list-style-type: none"> <li>Warid</li> <li>Ufone</li> <li>Mobilink</li> <li>Zong</li> </ul>	

**Demographics**

**Gender**

Both genders were taken in the sample in this study males were 75% and 25% of females. Frequency distribution is also mention in the Table 6. Mean and standard deviations are also shown in the Table 7.

**Age**

Ordinal scale was developed to differentiate the respondents from their ages, and a scale was developed which ranges from age 15-25, 26-36, 37-47 and 48-58. Majority of the respondents were from the younger group which lies under the slot of 15-25 and these were representing the 80% of the sample size, by this feature standard deviation come up is 0.48. Which showing the distribution of respondents according to the age.

**Education**

Nominal scale was considered for the purpose to scale the education level of the respondents, we selected the following category of qualification i.e. Intermediate/A-Levels, Graduate, Masters and M.Phil. According to the data we have collected it shows the Intermediate / A level 5%, Graduate 30%, Masters 61%, and M.Phil / PhD 3%. Standard deviation of qualification was showing as 0.64 and its means was 3.63.

Table 6		
Demographics	Total	Percentage
Gender		
<b>Male</b>	<b>112</b>	75%
<b>Female</b>	<b>38</b>	25%
	<b>150</b>	
Age Wise		
15-25	120	80%
26-36	28	19%
37-47	1	1%
48-58	1	1%
	150	
Qualification wise		
Intermediate / A level	8	5%
Graduate	45	30%
Masters	92	61%
M. Phil / PhD	5	3%
	150	
Connection Wise		
Ufone	48	32%
Warid	58	39%
Mobilink	25	17%
Telenor	12	8%
Zong	7	5%
	150	

Table 7

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Age	150.00	1.00	4.00	1.22	0.48
Qualification	150.00	2.00	5.00	3.63	0.64
Years of usage	150.00	0.08	10.00	4.38	2.17
Mobile Connection	150.00	1.00	5.00	2.15	1.10
Gender	150.00	1.00	2.00	1.25	0.44
PSQ	150.00	2.31	7.00	4.99	0.85
PI	150.00	1.20	7.00	5.13	1.10
CS	150.00	2.33	7.00	5.23	0.91
Valid N (listwise)	150.00				

**Hypothesis Testing**

H1: Perceived Service Quality

H1b: Perceived Service Quality has a positive relationship with Customer Satisfaction

H2c: Purchase intention has a positive relationship with customer satisfaction

Correlation Analysis

Table 8	Mean	S.D	CS	PSQ	PI
Customer Satisfaction	5.23	0.91	1		
Perceived Service Quality	4.99	0.85	0.58***	1	
Purchase Intention	5.13	1.10	0.77***	0.538378	1
* Correlation is significant at the 0.05 level (2-tailed) ** Correlation is significant at the 0.01 level (2-tailed) *** Correlation is significant at the 0.000 level (2-tailed)					

Pearson correlation matrix is method through which we can see the relationship among the dependent, independent and moderating variables. All the above mentioned variables in the graph are representing significant values of the variables, perceived service quality is showing (.58, P=0.000) this value of r is showing positive relationship with the customer satisfaction, as the value of r is above 0.50 and hence accepting H1b. Now we look into the relationship of customer satisfaction with the purchase intention its value is (0.77, P=0.000), it is also showing positive relationship among the variables, as the value of r is also greater than .50 so hence prove it H2c have a positive relationship among the variables

H1a: Perceived Service Quality has a positive impact on Customer Satisfaction

service quality is an independent variable, customer satisfaction is a dependent variable. In this table we have  $\beta$ ,  $R^2$  and change in  $R^2$  these are the indicators which are showing the relationship among two variables, and how much the variable is contributing towards the other variable, in this case our variables are PSQ which is an independent variable and CS is a dependent variable, PSQ is significantly contributing towards CS .339 means that 33% of the dependent variable (customer satisfaction) is represented by perceived service quality which is a good indication. While Beta value represents if there is an increase of one unit in PSQ respondents CS shall increase by 58%. Based on these values H1a is accepted.

H1d: Perceived service quality have positive impact on purchase intention

Table 9

	$\beta$	$R^2$	$\Delta R^2$	Sig.
STEP 1 (Independent Variable)				
Perceived Service Quality	.583	.339	.339	.000

Regression is used to check the impact of variable on each other there contribution as an independent variable, in table 9 it is indicating the regression analysis in which perceived

Table 10

	$\beta$	$R^2$	$\Delta R^2$	Sig.
STEP 1 (Independent Variable)				
Perceived Service Quality	.58	.29	.29	.000

In the above (table-10) beta value is showing that how much the one unit of PI is contributing in the independent variable PSQ, beta value is (0.58) which is showing that if there is an increase of one unit of PI then it would contribute 58% in PSQ. In our H1d hypothesis we said that perceived service quality have positive impact on purchase intention, in this we assume PI is dependent variable and our other variable PSQ which is independent variable, in the above (table-10) we can see the relationship is seems significant, showing (0.000) and PI is significantly contributing by 29% towards the PSQ.

H2b: Purchase intention has a positive impact on customer satisfaction.

**Table 11**

	$\beta$	$R^2$	$\Delta R^2$	Sig.
STEP 1 (Independent Variable)				
Purchase Intention	.775	.600	.600	.000

In our H2bhypothesis in which we took PI as an independent variable and CS as an dependent variable and after running the regression analysis on it results are shown in the above table-11, i.e. Beta value is 0.77, representing the 75% of contribution PI in CS if there is an addition of one unit of PI, and the values of R2 and change in R2 is .600 and showing significant results as its value (P=0.000), PI is 60% represented by CS.

H2a: PI mediates the relationship between PSQ and CS.

	$\beta$	$R^2$	Change in $R^2$	$\beta$	$R^2$	Change in $R^2$
Perceived Service Quality	0.583	0.339	0.339	0.233	0.639	0.039
Purchase Intention				0.775	0.6	0.6

In this hypothesis test we have to check the mediating effect of purchase intention, in the literature (Baron Kenny, 1986) give the solution to find out the mediating effect between dependent and independent variables, he indicates that if we want to find out the relationship between the variables with the mediating variable, one condition is that the all the variable must be significant in nature, then we have to check the effect of each variable on variable, by testing one by one in the way that first calculate the relationship among the independent and dependent variable, after calculating this then check the relationship among the independent and mediating variable, and then the mediating and dependent variable.

After calculating the mediating affect we got the result of PSQ and PI variable and beta value shows the partial mediation reduces from 0.583 to 0.233, by this it shows the our hypothesis is partially accepted

**Discussion and Conclusion**

In this study we mainly focus on the PSQ as an independent variable, CS as a dependent variable, and PI is acting as a moderating variable. Perceived Service quality, purchase intention and customer satisfaction was taken by the previous study (Taylor and Baker 1994), in which he use the customer satisfaction as an mediating variable, and we further extended the study using it in a different way, and took purchase intention as a moderating variable. Perceived service quality and customer satisfaction both are defined differently (Richard Spreng and Thomas 2005) explain both the components alone. Service quality was better explained by(A. Parasuarman and L.Berry 1988) who gave the 22 point scale of service quality as defines SERQUAL model. Our

study is mainly focused on the telecommunication sector of Pakistan, we choose this sector as it is contributing a lot in our economy and this sector are growing very rapidly in a few years its present customers have been reached to 100,715,049, and almost 60% of its contribution in Gross Domestic Product (GDP). As we found in data analysis the relationship among all the variables are positive. Previously, there was less focus on the study of these variables. (Richard Spreng and Thomas 2005) Better explain all three variables; previously there were studies on product quality, emotional satisfaction, and brand loyalty and further in the purchase intention it was taken as repurchase intention. Our model is mainly supported by the model of (Taylor and Baker 1994). As the perceived service quality is having a positive relationship with the customer satisfaction, a thing comes up that managers should emphasis on the quality of the services as the quality of the services got better it will directly affect the customer satisfaction as far as the purchase intention is concerned, it is moderating the relationship among the perceived service quality and the customer satisfaction, so ultimately the intention of the customer to purchase more service will inclined.

**Contribution of the Study**

This study is contributing in the field of research, in which it helps out the telecom industry to enhance their sale by satisfying their customers, purchase intention mediates the relationship among the CS and PSQ, and results are showing the significant relationship. Purchase intention showing impact on perceived service quality and customer satisfaction, few of the scholars had worked on the purchase intention as a mediating role between the customer satisfaction and perceived service quality. This study is showing new dimension to

enhance the customer loyalty by satisfying their basic requirement, and to give them the quality of services.

### Managerial implications

Results show that if the managers by focusing on the 77%, which is a prominent contribution of purchase intention in the construct, and if managers follow this and focus on the customer awareness and quality of services, then the purchase intention will surely enhance the ultimate goal of the organization which is the profit, and by this it will enhance in the sales of services.

### Limitations of the Study

There are also few limitations of this study that we can overcome in the future

- We can enhance the sample size of the study in the future.
- We can use some other variables like customer loyalty, brand trust and brand equity in the construct.
- Some of the companies were also working internationally, we were unable to collect data from them.
- In future we can also compare the local and internationally usage of cell phone.
- We haven't used the advertisement domain, we can use it in the future.

### Conclusion

Managers can enhance the productivity of the organization. By using this study and if emphasis on the quality of services, it would be suggested that managers should focus on the quality of the services, it would help the consumer to select the right services and won't easily switch to the any other service provider, by looking into the calculation of purchase intention, it enhances the organization productivity, by the quality of the products ultimately the goal the organization will be achieve by satisfying the customer for the long term duration.

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