

The Role of Customer Focus in Improving Customer Loyalty in Telecommunication Firms in Akure, Ondo State, Nigeria

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Abstract

This take a look at analysed the function of customer consciousness in improving client loyalty in telecommunication companies in Akure, Ondo State, Nigeria. It followed a quantitative research technique carried out in a skip-sectional format with the usage of based questionnaire to gather number one facts from the body of workers and customers of four (four) essential telecommunication agencies in Akure; 9-Mobile, Airtel, GLO and MTN. Stratified random sampling approach changed into employed to choose eighty one team of workers of the chosen telecom organizations at the same time as clean random technique become used to pick out out four hundred clients of the selected telecom groups totalling the selected respondents to 481. The take a look at conducted every descriptive and inferential records the usage of the statistical package deal deal for social sciences (SPSS) model 23 and SmartPLS three.0 respectively. Results of speculation testing discovered out thatcustomer cognizance hasa extensive effect on consumer loyalty inside the surveyed agencies. This examine brought the perspective of telecom firms to the controversy about the effect of consumer cognizance consumer loyalty. The findings of this have a observe will help managers to actually hyperlink purchaser popularity practices with consumer loyalty.

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I. INTRODUCTION

Customer recognition is one of the internal overall first rate manage (TQM) drivers (McAdam&Henderson, 2014).Successfulorganisations have determined that the critical principles of average remarkable inclusive of client consciousness are crucial to purchaser loyalty, and maintain to denote a legitimate technique for conducting business fulfillment (Gronholdt, 2015). Customer loyalty can be very vital to the telecommunicationsfirms within the ultra-modern marketplace environment. For the telecommunicationfirms, clients are the middle assets and companies can gain introduced rate from customers best in the occasion that they pay sufficient interest to the customers (Rowley, 2012). Satisfied clients are the agencies' reliable customers

who constantly patronise the same organisation over a protracted term.The benefits of those are mutual and every groups and customers can be rewarded.

Developing customer relationships carry groups precious resource and affords corporations with useful data about clients (Ndubisi, 2014). Research has also shown the importance of loyal customers in organization corporations and no longer except for thetelecommunications companies. According to Schmidt (2012), the ordinary enterprise gets 65% of its commercial business enterprise from modern clients, at the same time as it fees five instances more to discover a brand new client than to keep an gift client satisfied, it takes 12 unique issuer reports to triumph over a unmarried lousy one, 7 out of 10 customers who transfer to the opposition do so due to horrible issuer, ninety one% of sad clients will not

buy over again from the employer that displeased them, and sad clients will not most effective defect, they'll grumble to nine in their buddies.

Telecom organizations are frequently confronted with annoying conditions of retaining customers' expectancies which consist of first-rate company, affordability, speed, simplicity and generation (Bellegheem, 2014) and steady with Nigerian Communications Commission (2017), one of the approaches wherein telecommunications industries have did not hold up with client expectations is in billing-associated trouble this is one of the essential demanding situations faced via telecommunications organizations, they consist of: deductions from activations of unsolicited Value Added Services (VAS) and telecoms promotions and merchandise; over-deduction (faulty expenses); expenses for unauthorised offerings; prices for unsuccessful calls; costs for undelivered SMS; disability to exchange tariff plan; virtual pinnacle-up deducted but no longer obtained; fees for caller ring once more tune now not downloaded, among others (Nigerian Communications Commission, 2017). This look at addresses the gap and tries to give the attitude of telecom corporations to the speak approximately the placement of client attention in improving customer loyalty.

II. ZERO LITERATURE EVALUATE

Customer recognition is the degree of an employer closer to serving its clients' desires and expectancies (McAdam & Henderson, 2014). With the objective of first figuring out after which meeting purchaser desires, TQM distinguishes that a exceptional services or products has little price if it isn't always what the client desires. Therefore, it could be said that quality is consumer-pushed. Hansson (2003) clarifies that TQM concentrates on pleasurable and exceeding customer expectancies. As said by Labarbere and Marzursky (2001), disappointed clients can decide to forestall patronizing a accurate or service, whinge to the business enterprise or a 3rd party and probably they can interact in terrible word

of mouth verbal exchange which can be negative to the business organization. Therefore, companies need to generally accumulate facts with the resource of cognizance groups, marketplace surveys, and consumer interviews as a way to maintain up with clients' desires. They have to commonly remember the fact that they could no longer be in organization if it had been now not for their customers.

Numerous in advance research have emphasised the importance of consumer focus for TQM. For example, Dean and Bowen (1994) argue that customer focus is the most vital TQM precept that can result in customer satisfaction. They advise that the motive of captivating customers is crucial to TQM, and that this intention may be accomplished by way of an business enterprise's try to layout and deliver services and products that fulfil consumer wishes. Most findings supported the vast effect among customer attention on purchaser pride and customer loyalty. Mehra and Ranganathan (2008) the use of meta-evaluation to observe the feature of TQM inside the route of enhancing customer pleasure observed that client popularity substantially will boom purchaser delight across diverse industrial and cultural backgrounds. The previous researches confirmed that TQM practices which embody consumer awareness would possibly impact the client satisfaction and loyalty. Feliks, Hotman and Sigit (2013) found a courting among TQM's purchaser interest with loyalty variable through customer pleasure variable. He showed that customer loyalty will growth with the good TQM of a organisation. Budianto (2019) found a high-quality exquisite effect of patron recognition on customer loyalty in the modern-day Indonesian. The more the focal point of telecommunication companies on their clients, the more reliable the clients is probably to the groups. Hence, this look at hypothesized that purchaser attention has a sizeable effect on purchaser loyalty inside the telecommunication businesses in Nigeria.

III. ZERO METHODOLOGY

This research followed a quantitative research approach conducted in a circulate-sectional design to examine the feature of patron recognition in improving client loyalty in telecommunications companies in Akure, Ondo State, Nigeria. The observe was done in Akure the govt capital of Ondo State in Nigeria. The intention populace for this look at are the internal and outside clients of the four (4) foremost telecom corporations in Akure; nine-Mobile, Airtel, GLO and MTN. The population of the elegance of body of workers referred to above in nine-Mobile, Airtel, Globacom and MTN are 21, 18, 29 and 34 respectively. The preferred group of workers population of the look at is 102, inferred from Olasunkanmi (2017). Also, the input of NCC (2018) confirmed that there are 1,278,360 clients of telecommunications networks in Akure, Ondo State.

A pattern of 481 become decided and used for the observe, based on the Yamane (1973) sample period system. The observe used a stratified random sampling method to select the respondents from the group of workers at the same time as the easy random sampling technique changed into used to pick out out the respondents from the clients for the examine. By inputting the populace of the clients into Yamane (1973) additives, 400 have become received because the pattern length for the customers at the same time as the body of people population gave a pattern duration of 80 one for the frame of people. Furthermore, Bourley's (1994) formula became used to allocate pattern sizes to anybody of employees of the chosen telecom companies which gave sample sizes of 17, 14, 23 and 27 to be selected from 9-Mobile, Airtel, Glo and MTN respectively. This ended in 81 staff participants and four hundred clients that have been used due to the fact the respondents of the study.

Primary facts changed into gathered within the have a look at the use of survey questionnaire that became self-administered to the respondents. The used survey questionnaire became observed from

previous take a look at and difficulty to content material validation earlier than dispensing to the respondents. The survey questionnaire become designed into 4 (four) sections. Section A grow to be designed to acquire desired demographic information of the respondents. The demographic tendencies on which facts turn out to be accrued include respondent's fame, network used, gender, age, schooling, and the way prolonged the client has been the use of the network. Section B amassed information at the patron recognition as an internal TQM purpose pressure the use of a 6-aspect likert scale ranged from 1 - Strongly disagree, 2-Disagree, three -Slightly disagree, four -Slightly agree, 5 - Agree, 6 - Strongly agree. Section C amassed facts on customer loyalty based on its 3 (3) signs; retention, advocacy and purchasing using a 6-issue likert scale ranged from 1 - Strongly disagree, 2-Disagree, 3 -Slightly disagree, 4 -Slightly agree, 5 - Agree, 6 - Strongly agree. To make certain the validity of the study tool, the survey questionnaire have become subjected to facial validity; which involves giving a draft of the questionnaire to a researcher who is skilled in survey studies and additionally a practitioner to vet and accurate the gadgets of the questionnaire on the way to avoid problems of ambiguity, double barrel questioning and to ensure that the questionnaire is valid for use for facts series. The findings of the pilot look at discovered a Cronbach's alpha greater than zero.7 for all the variables of the have a observe which indicates that the objects of the questionnaire have relevant level of reliability and consequently, had been in addition used for the primary data collection.

Data gathered on this have a take a look at modified into analysed the use of each Statistical Package for Social Sciences (SPSS) version 23 and Partial Least Square – Structural Equation Modeling (PLS-SEM 3.Zero M3). Basically, SPSS have become used for the descriptive evaluation. The test of hypotheses was assessed through the PLS-SEM software program application based totally on the reasons that it gives several blessings in predicting substantial

courting with small sample length, types of variables used, version complexity and region minimal requirement on statistics normality.

IV. FINDINGS

A total of four hundred and eighty-one (481) copies of survey questionnaire have been allocated to the have a look at population out of which 4 hundred and nineteen (419) representing 87.Eleven% have been again to the researcher indicating that 62 (12.89%) have been no longer again.

4.1 Demographic Characteristics of the Respondents

The profile of the respondents suggests that MTN has the fine percentage of customers (forty nine.6%), followed with the aid of manner of GLO (22.2%), nine-Mobile (15%) and Airtel with the lowest percent of customers (thirteen.Four%). The take a look at sought to set up gender of the respondents with a purpose to installation at the requirements primarily based on consumer loyalty concept. The locating shows that girl clients normal 51.Three% even as male personnel fashioned 48.7%. The have a look at positioned that girl clients had been taken into consideration to be more loyal clients as said in the customer loyalty idea and as a result they shaped the more percent.

The locating of the age bracket of the have a look at reveals that the younger and the mature folks will be inclined to recognize a given idea and they're greater active in desire to vintage people. Finding suggests a majority with fifty 4.2% of the whole respondents are amongst 25 and 35 years antique followed through the usage of 31% aged plenty much less than 25 years vintage, 13.Four% aged among 36 to 45 years and a low percentage of 1.Four% are above 45 years vintage. The respondents have been requested to country their maximum instructional stage and majority of the respondents 80% are Bachelor's degree holders, eleven% Master's diploma holders or better, 7.Three% are Diploma holders and handiest 1.7% with high college

training. The locating suggests that 73.Three% of the overall respondents have been customers of the networks for over 5 years, 23.1% were clients amongst three to 5 years, and three.6% were customers among few months and a pair of years.

4.2 Implementation of client awareness

The description of purchaser awareness in this study suggests that the corporations keep purchaser's information base on target (Mean>4.34),while the companies use customers' feedback to define their requirements is moderate (Mean>2.Sixty seven), they live in close touch with their customers, they format services in line with patron necessities, they put into effect patron delight and loyalty survey continuously, and ask customers for feedback continuously.This is in agreement with LeBoeuf (2000) who argued that the number one and overriding function of TQM is the corporation's recognition on its clients. Quality is defined as meeting or exceeding consumer expectations. The goal is to first discover and then meet client desires. TQM recognises that a perfectly produced product has little price if it isn't always what the client desires.

4.3 Description of patron loyalty

The degree of purchaser loyalty is measured based totally mostly on retention, advocacy, and buying. The result of the suggest ranking well-knownshows that retention is the fine consumer loyalty indicator in telecommunication firms and therefore ranked 1st with a mean price of 4.04, it indicates a excessive extent to which customers stay customers and/or do now not use a competitor, it additionally reflectsthe customers' willingness to remain with the firm's carrier or merchandise. Purchasing is ranked second with an average price of 3.Eighty two, it indicates a truthful extent to which customers growth their buying behaviour. Advocacy which indicates the volume to which clients recommendthe services is the least indicator of patron loyalty as it's miles ranked third with an average price of 3.Seventy six.

4.4 Measurement Model

The evaluation of the dimension version changed into accomplished through the evaluation of the convergent validity, it truly is indicated by means of the use of the item loadings, the not unusual variance extracted (AVE) and the composite reliability (CR). The findings of the statistical evaluation confirmed item loadings extra than the edge (0.5) as advocated with the aid of way of Hair, Hult, Ringle, and Sarstedt (2014). In addition, the common variance extracted (AVE) quit end result found out 0.792 price for consumer loyalty and zero.778 for purchaser attention. Also, the end result observed out appropriate internal consistency of the constructs with composite reliability fee of zero.968 for purchaser loyalty and 0.955 for consumer cognizance. Furthermore, R^2 charge of 0.5864 was positioned for patron loyalty which shows that fifty 8.64% variance degree in customer loyalty modified into defined with the aid of the use of client recognition drivers. Furthermore, to decide whether or not the degree of every assemble inside the version is particular, discriminant validity

changed into assessed the usage of Hair et al. (2013) criterion. The end result discovered that the square roots of the constructs' AVE are extra than its corresponding correlations. Thus, indicating the fulfillment of discriminant validity.

4.5 Structural Model

The structural version in this look at changed into assessed thru the course assessment technique of PLS-SEM to test the stated hypotheses. The give up end result of the usual route coefficient (β), t-price and the choice taken at the speculation is furnished in Table three. The observe determined a statistical large impact of consumer awareness on customer loyalty. Hypothesis H0 states that customer cognizance has no great impact on patron loyalty. The cease end result of the route evaluation in Table 3 well-known shows that there can be evidence to help the stated speculation, because of the truth ($\beta=0.354$, $t=7.1111$, $p=\text{zero.000}$). Therefore, the null speculation is rejected and the possibility is standard, which states that patron focus has a huge effect on consumer loyalty inside the decided on telecommunications groups, at ($\alpha \leq 0.05$).

Table 3 Hypotheses testing result

	Hypothesis	Standardised Coefficients (Beta)	T -Value	P-Value	Decision
H0	CF -> CL	0.3540	7.1111	0.000**	Significant

**** < 0.05 Significance Level**

Notes: CL = Customer Loyalty; CF = Customer Focus

Source: Field Survey, 2019

V. DISCUSSION AND CONCLUSION

The picture research directed in this exam exposed that there may be execution of customer focus driver a number of the chosen telecom firms. The organizations preserve their customers' records base on path, they make use of clients' enter to symbolize their situations, they stay in close to touch with their clients, they configuration administrations as consistent with consumer necessities, they actualize patron loyalty and reliability examine continually, and they technique customers for grievance constantly. Furthermore, the discoveries of the

research as confirmed with the useful resource of the suggest properly really worth uncovered that the groups profoundly preserve their customers' statistics base heading within the proper direction. This is trailed with the useful resource of decently using clients' input to signify their stipulations, final in close to contact with the clients, structuring administrations as consistent with client requirements, actualizing purchaser loyalty and steadfastness check constantly, and drawing close clients for criticism regularly. The workforce have been one-sided in their reactions as they reacted for

his or her institutions, except the customers' reactions had some of impact on the examination as they reacted dependent on their view of the management they'll be being furnished through manner of the groups. They feel the businesses are not investigating purchaser concentrate enough and this has precipitated horrific help conveyance.

The discoveries of the research uncovered that patron center has a large effect round patron willpower. The discoveries of the examination is of the equal opinion with LabarbereandMarzursky (2001) who contended that thru client center, clients can be fulfilled or disillusioned and dissatisfied customers can pick to save you patronizinga incredible or management, whine to the agency or an interloper and conceivably they can take part in terrible verbal correspondence which may be difficult to the enterprise. Fulfilled clients anyway are the companies' trustworthy clients who continuously disparage a similar enterprise employer over an intensive stretch of time. The blessings of those are shared and the 2 businesses and customers can be compensated. From the perspective of groups, growing consumer connections bring corporations valuable asset and furnishes organizations with useful information approximately clients (Ndubisi, 2014). From the perspective of customers, honest clients can assist with decreasing businesses' expense, for instance the selling price and operational prices and so on likewise, a purchaser can fill in as low preservation worker who can provide their companions and own family members information approximately gadgets and administrations. These affiliation like expression of-mouths will bring tremendous impact for the media communications companies elusively (Bowen and Chen, 2010).

VI. RECOMMENDATION

The exam has uncovered that patron middle has a noteworthy impact round consumer dependability inside the media transmission firms which implies that better execution of patron middle practices has

an terrific propensity in enhancing purchaser faithfulness. Consequently, it's miles advocated inside the investigation that telecom groups need to make client middle their top need in assignment fulfilled and devoted customers. The exam additionally decided that the corporations profoundly keep their customers' facts base at the right track even as keeping distinct consumer middle drivers mild. In this way, this research suggests that the telecom companies want to try and make sizeable development in making use of clients' grievance to symbolize their requirements, they need to profoundly live in close to contact with their clients, they want to appreciably configuration administrations as in keeping with consumer stipulations, they need to quite execute purchaser loyalty and determination evaluation constantly, and they should always ask clients for input constantly. These can assist them in constructing long lasting affiliation with their customers and at last enhance customer dependability in their businesses.

VII. DIRECTION FOR FUTURE STUDIES

This investigation inspected the undertaking of purchaser center in improving client self-control in a move-sectional shape. Be that as it can, consumer devotion might also additionally exchange dependent on situation in the corporations. Accordingly, in addition examinations are beseeched to direct a longitudinal file to survey the sample of customer center practices or drivers around purchaser dependability at unique periods. Likewise, this examination is coordinated to media communications corporations in Akure, further studies are endorsed to find out whether or no longer the studies discoveries may be summed up to exceptional companies in different examination territories.

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