

An Evaluation of Service Quality of Mobily and STC Telecommunication Companies in Saudi Arabia

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Abstract

The study aims at evaluating service quality of Mobily and STC; the main providers of telecommunication services in Saudi Arabia. The study uses the five quality dimensions introduced by Parasuraman et al. (1988); assurance, empathy, reliability, responsiveness and tangibles. The study reveals that the level of service quality in Mobily is of mid-high level in all dimensions. Mobily sequence of dimensions as follows; empathy, tangibles, responsiveness, reliability and assurance comes last. On the other hand, STC level of quality services starts with tangibles and empathy in the mid-high level while responsiveness, reliability and assurance come in the average level of quality. The study reveals that Mobily performs better than STC in all the five quality dimensions and the differences between the two companies are of significant values. Finally, male and female respondents in the study agree on their opinions on both companies.