

Mobile services sector in Saudi Arabia: A systematic literature review of the effective strategies for enhancing customer satisfaction

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CHRONICLE

Article history:

Received: July 2, 2023

Received in revised format: July 26, 2023

Accepted: August 29, 2023

Available online: August 29, 2023

Keywords:

Mobile Services

Technology

Network Coverage

Customer Satisfaction

Pricing Strategy

Value-added Services

Saudi Arabia

ABSTRACT

The mobile services sector in Saudi Arabia has experienced significant growth in recent years, largely driven by the increasing demand for mobile communication and internet services. This systematic review aims to identify and evaluate the effective strategies for enhancing customer satisfaction in Saudi Arabia's mobile services sector. A systematic review was conducted across five databases from 1st January 2010 and 31st March 2023. The entire process was followed as recommended by the PRISMA guidelines. The findings suggest that the most effective strategies for enhancing customer satisfaction in the Saudi Arabian mobile services sector are improving network coverage, enhancing customer service, offering competitive pricing, introducing new technology and features, and providing value-added services. By adopting these strategies, mobile service providers in Saudi Arabia can enhance their customers' satisfaction, build stronger relationships with their customers, and ultimately increase customer loyalty. Moreover, the study revealed that a combination of these strategies would lead to higher levels of customer satisfaction. The study's findings indicate that mobile service providers in Saudi Arabia can enhance customer satisfaction by focusing on various strategies, such as improving network coverage, customer service, pricing, technology, and features, and providing value added services. Customer satisfaction is one of the main aspects of service delivery. Immediate measures in this regard will assist the mobile sector in Saudi Arabia to plan effective approaches to improve customer satisfaction; this, in turn, can give them a competitive edge in the market and sustain growth in the mobile services sector.

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1. Introduction

The world has rapidly transformed into an information society supported by extensive networked communication systems as a result of the exponential growth of technological capabilities (Hanif, Hafeez, & Riaz, 2010). Time and distance have shrunk because of technological advancements in areas like mobile communication, the internet, and multimedia. In order to improve people's lives and spread knowledge, telecommunications services have become increasingly important worldwide, and customer satisfaction has become a critical factor in maintaining a competitive edge (Alshurideh, Masa'deh, & Alkurdi, 2012). Customer satisfaction is vital for the success of any business, including mobile service providers. When customers are happy, it's easier for businesses to make a profit, which is the ultimate aim (Calvo-Porrall & Lévy-Mangin, 2015). Satisfied customers are more likely to remain loyal, recommend the service to others, and provide positive feedback, which is crucial for the growth and sustainability of any business. There have been numerous studies conducted in various countries on interventions to improve customer satisfaction in the mobile services sector (Simester, Hauser, Wernerfelt, & Rust, 2000). For example, a study conducted in Malaysia found that customers were more satisfied with their mobile service providers when the providers offered quality network coverage, reliable billing, and fair pricing (Mokhtar, Maiyaki, & Noor,

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ISSN 2561-8156 (Online) - ISSN 2561-8148 (Print)

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doi: 10.5267/j.ijds.2023.8.026

2011). Another study in China found that service quality, perceived value, and trust were key factors that influence customer satisfaction with mobile service providers (Chih-Hung Wang, 2012). In India, interventions such as improving network coverage, introducing value-added services, and providing personalized customer service were found to enhance customer satisfaction (Jain, Sahney, & Sinha, 2013). In the United States, a study found that customer service, billing, and network quality were the most important factors that influenced customer satisfaction with mobile service providers (Power, 2020). However, it is important to assess the effectiveness of these interventions in the context of each country. In the Gulf Cooperation Council (GCC), including Saudi Arabia, the mobile services sector has undergone significant growth in recent years, driven by an increasing demand for mobile communication and internet services (Saxena & Al-Tamimi, 2018). Saudi Arabia has set a bold goal through its Vision 2030 to transform the economy and improve the quality of life for citizens, which includes enhancing the quality of mobile services. Therefore, enhancing customer satisfaction in the mobile services sector is of critical importance for Saudi Arabia to achieve its Vision 2030 (Okedu, Salmani, & Waleed, 2019).

The problem statement of this systematic review is to identify and evaluate effective strategies for enhancing customer satisfaction in Saudi Arabia's mobile services sector. The review aims to provide an overview of international best practices for enhancing customer satisfaction and evaluate their effectiveness in the Saudi Arabian context. Improving client satisfaction in the mobile services industry has several clear advantages (Uddin & Akhter, 2012). Customers who are happy with the service they receive are more likely to be loyal to the business, tell others about it, and give constructive criticism (Sanjuq, 2014). In the long run, this can boost the providers' bottom lines by increasing the number of satisfied and loyal customers who continue to use their services. The government of Saudi Arabia understands the potential of the mobile services industry to boost the country's economy (Chih-Hung Wang, 2012). The government's Vision 2030 plan has lofty targets for improving the country's digital infrastructure and growing the digital economy. Improving the quality and accessibility of mobile services is a central goal of Vision 2030, along with increasing mobile broadband penetration to 90% of the population (Okedu et al., 2019).

The purpose of this systematic literature review is to investigate effective strategies for enhancing customer satisfaction in the mobile services sector in Saudi Arabia. The rate at which Saudi Arabia is adopting new technologies is on the rise, and the country currently holds a prominent position in international rankings of the internet and social media usage (Alqahtani & Al Farraj, 2016). This trend has become even more prevalent as a result of the COVID-19 epidemic, as a growing number of people are turning to digital services such as online banking, e-commerce, and mobile services as a way to avoid direct interaction with other people (Abdulfattah, 2012). However, as more people turn to using services provided by the internet, it becomes even more important for businesses to maintain the trust and satisfaction of their clientele. It is essential to ensure that the consumer is completely satisfied in order to boost customer loyalty and increase the number of times a customer makes a purchase (Almuhanna & Alharbi, 2023; Hanif et al., 2010). Because of this, the government and businesses in Saudi Arabia have been looking for innovative ways to win the trust of the people in their respective communities. Within the context of Saudi Arabia's mobile services industry, this study investigates effective strategies for increasing overall customer satisfaction (Alshurideh et al., 2012). As a result of the fact that mobile devices are used for communication, entertainment, and productivity by millions of users in Saudi Arabia, the mobile services sector is one of the industries that is expanding at the quickest rate in the country (Abdulfattah, 2012). However, as the market continues to become more competitive and customers demand better services and experiences, the satisfaction of customers has emerged as one of the most significant issues that must be addressed by businesses who offer mobile service (Hanif et al., 2010). Given the current state of affairs, it is of the highest significance to identify methods that are likely to be successful for increasing the client contentment with Saudi Arabia's mobile service providers (Ponsignon, 2022).

Although there is a growing body of research on methods for improving customer satisfaction in mobile service, there is a dearth of systematic reviews that compile the data that is currently available and provide direction for the customer satisfaction to mobile service providers (Alzaydi, 2021). This systematic research paper seeks to close this gap by conducting a thorough review of the existing literature on practical methods for raising customer satisfaction in the Saudi Arabian mobile services sector. Specifically, the paper focuses on the Saudi Arabian mobile service industry. The study will provide mobile service providers with valuable information about how to improve their offerings and the satisfaction of their customers, which will ultimately result in higher sales and the expansion of the industry. Because of the rapidly expanding level of competition in the mobile services industry, ensuring that customers are happy with the products and services they receive has become an important concern for service providers (Ali, 2017). In response to this challenge, the purpose of this paper is to conduct a literature review on the various customer satisfaction strategies for mobile service providers. This important issue will be addressed in the study, and the findings will provide mobile service providers in Saudi Arabia with helpful insights that can be used to improve both the satisfaction of their customers and the quality of their offerings (Sharma, 2014).

The contribution that this study makes to the field of customer satisfaction research, which is taking on an increasingly vital role in the mobile services industry, is the primary reason in regard to the importance of the study (Rahman, 2014). This study will give a complete evaluation of the current body of literature, which will be of significance to academics as well as practitioners working in this field. The findings of the study will help close a research gap on customer satisfaction in the mobile services industry in Saudi Arabia, which will expand our understanding of the topic. The findings of the study will, in addition, contribute to the expansion of the country's economy in Saudi Arabia (Althonayan et al., 2015). The primary goals of this research project are to (1) improve the competitiveness of mobile service providers and (2) enrich the

experiences of their customers by identifying effective strategies for boosting customer satisfaction in the sector, which is a significant contributor to the economy of the nation as a whole. (Alharbi, 2012) The findings of the study have the potential to boost both the revenue and growth of the industry.

This research paper aims to identify effective strategies for enhancing customer satisfaction in the mobile services sector in Saudi Arabia. Specifically, this paper will focus on the Saudi Arabian market. (Khizindar, Al-Azzam, & Khanfar, 2015) Due to this reason, we decided to conduct an extensive review of the following works of literature in order to respond to the following questions: In the Saudi Arabian mobile services industry, which factors have the most impact on the measures of satisfaction and what strategies are already in place to improve the level of satisfaction experienced by customers?

2. Literature Review

2.1 Customer Satisfaction

Customer satisfaction measures how satisfied a client is with a product or service after taking into account how well it meets their needs (Oliver & Linda, 1981). Customer happiness with a company's goods and services is crucial to the prosperity and survival of the business (Hennig-Thurau & Klee, 1997). A customer's level of satisfaction is based on his or her reaction and evaluation of the service received (Gustafsson, Johnson, & Roos, 2005; Kim, Park, & Jeong, 2004). In order to stand out in the market and build lasting relationships with their clientele, service providers must ensure their consumers are completely satisfied with the services they receive. Customers are more likely to remain loyal to businesses that consistently meet or exceed their expectations (Eshghi, Haughton, & Topi, 2007). While the upfront investment to create satisfied and loyal consumers may be high, the payoff to the business is substantial over time (Anderson, Fornell, & Mazvancheryl, 2004). A corporation can increase client loyalty by providing better service at reasonable prices (Gustafsson et al., 2005) More than anything else, the services and prices that a company provides to its customers are what ultimately determines their degree of pleasure. Customers who take the time to learn about a product and value it highly are more likely to be satisfied with their purchase (Russell-Bennett, McColl-Kennedy, & Coote, 2007); and satisfied customers are more likely to make additional purchases, recommend the product to others, speak positively about the brand, and pay a higher price for it. Businesses who are unable to fulfil their clientele as proficiently and efficiently as their rivals will likely see a decline in their market share, clientele, and investor interest (Anderson et al., 2004).

2.2 Customer Satisfaction in Mobile Services Industry

Previous studies interviewed 400 Thai mobile customers to determine happiness drivers (Thokoa & Kalebe, 2015). They found that promotional value, in-store customer service, and brand perception most influence customers. Almossawi (2012) asked 60 Bangladeshi college students who use mobile phones what traits they value most in a mobile service provider. Bangladeshi mobile service customers were most influenced by brand image and perceived call rate, according to the survey. Bügel et al. (2011) used the psychological investment model to study company loyalty in 2011. Banks, health insurers, grocery stores, mobile phone companies, and car manufacturers were examined for customer service. Each industry surveyed 300 people. Service providers' client commitment is strongly correlated with customer satisfaction, Jahanzeb et al. (2011) examined what makes Pakistani mobile phone customers loyal using 146 samples. Trust, service quality, employee loyalty, and switching cost influenced consumer loyalty the most. Boohene and Agyapong (2011) surveyed 460 Ghanaian Vodafone customers and found similar results. This study found a strong correlation between service quality and loyalty, but not pleasure. This analysis shows that great service means happy customers. Customers think the service is good if they like the provider and the service.

Rahman et al. (2011) surveyed 400 mobile telecom consumers from key Malaysian cities and found that service quality was the most important factor in choosing a mobile phone operator. This study found that network quality affects service quality. The study found that Malaysian mobile phone carriers are selected based on price and service quality. Bawa et al. (2013) indicate that mobile service providers must provide "service with reasonable quality without any hidden charge, the two most critical indicators of consumer happiness" to retain and attract customers, they said. Hafeez and Hasnu (2010) found that service quality and pricing affected Pakistani consumer satisfaction. Balaji (2009), who surveyed 199 postpaid mobile users in a large Indian city, found the same. Balaji says "perceived quality is a major determinant of consumer happiness", which boosts trust, price tolerance, and loyalty. Service quality is linked to client satisfaction in several studies (Sureshchandar, Rajendran, & Anantharaman, 2003; Cronin, Brady, & Hult, 2000; Caruana, Money, & Berthon, 2000; Negi, 2009; Agyapong, 2011). How do mobile phone customers rate service? Other research has linked telecom customer satisfaction to voice call quality, cellular coverage, and the ease of filing a complaint. Competitiveness, relational quality, dependability, reputability, support features, and transmission quality were "the most significant determinants of consumer satisfaction" (Hafeez & Hasnu, 2010). Happy customers may increase loyalty. Businesses cannot retain customers without happy customers. Mobile service providers' success depends on customer retention (Wong, 2010; Mittal & Kamakura, 2001; Leelakulthananet & Hongcharu, 2011). Due to fierce competition, high client acquisition costs, and overlapping services, this may be the case (Neslin, Gupta, Kamakura, Lu, & Mason, 2006; Kim & Yoon, 2004; Gerpott, Rams, & Schindler, 2001).

Wong (2010) drew intriguing conclusions from 1403 Canadian post-paid mobile subscribers' usage and payment histories over 3.7 years. Wong claims that ideal rate plan customers have higher retention rates due to their loyalty. To reduce churn, mobile service providers should actively pursue client retention strategies (i.e., loss of consumers). Customers leave due to price dissatisfaction, according to studies (Wong, 2009; Kim, Park, & Jeong, 2004; Keaveney, 1995). Fazlzadeh (2011)

studied customer retention and loyalty. He examined these factors and Iranian customer loyalty. He surveyed 417 Iranian carrier mobile phone users. Customer happiness mediates service quality, business image, perceived value, and customer loyalty, the study found. Loyalty and retention are linked. According to Siddiqi, customer satisfaction, loyalty, and retention depend on many factors (2011). Siddiqi (2011) supported his claim with a survey of 500 college students using smartphones and credit cards. This study found that gender, age, and income affect customer happiness, loyalty, and retention. Women were more loyal, satisfied, and unlikely to switch mobile providers than men, according to one study. Younger credit card and mobile phone users showed similar results. Higher-socioeconomic students were less satisfied with their mobile phone and credit card providers and more likely to switch. Ahmad et al. (2010) examined SMS quality as a customer retention tool using 331 college students from any Pakistani cellular provider. Service quality appears to be linked to repeat business. According to the research, customer satisfaction significantly impacts a company's bottom line (Ittner & Larcker, 1998; Smith & right, 2004). Many studies show that satisfied customers increase profits due to fewer customer defections, greater loyalty, lower price sensitivity, and good word-of-mouth (Kim, Park, & Jeong, 2004; Homburg & Giering, 2001; Garvin, 1988).

3. Methodology

3.1 Research design and Approach

The research design and methodology for this research paper is a qualitative study. The research involved a comprehensive review of current scholarly research to identify effective strategies for enhancing customer satisfaction in the mobile services industry in Saudi Arabia. The data was extracted from the selected studies using a predetermined data extraction form, which included study design, sample size, data collection methods, and reported services for enhancing customer satisfaction. The extracted data was then synthesized and analyzed to identify effective strategies. The limitations of this study include the exclusion of non-English and non-Saudi Arabian studies, as well as the potential for publication bias. However, the study tried to mitigate these limitations by conducting a comprehensive search and using a predetermined data extraction form.

3.2 Data Collection and Analysis

We followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to conduct a systematic review of the literature. We used a standardized form for data extraction from eligible studies. The data extraction sheet was designed based on the following aspects of the included research: authors, journal, year, aim objectives, study design, statistical technique, results, outcomes, and limitations as shown in Table 1 (Study Characteristics).

3.3 Electronic Databases

A comprehensive search of electronic databases, such as Google Scholar, Scopus, and PubMed, was conducted to identify relevant studies published between the years 2010 and 2022. A mix of keywords and MeSH phrases associated with Saudi Arabia, mobile services, and overall customer happiness were used to perform the search.

Table 1

Lists the terms used to search electronic databases

	Search Terms
Customer Satisfaction	Service Quality, Customer Service, telecom, communication, Value-added Services
Mobile services	Network Coverage, Pricing Strategy, Value-added Services, Technology, Strategies
Saudi Arabia	Saudi Arabia, SA, the Kingdom of Saudi Arabia, or KSA

Initially, our systematic search procedure identified 23 references, out of which we selected 16 titles and abstracts for further examination. After applying the inclusion criteria to the titles and abstracts of the papers, we evaluated 11 full-text publications for a more in-depth analysis. Finally, eight relevant studies were considered for inclusion in this systematic review, after removing those that did not meet the inclusion criteria and one research that used the same sample as another study.

3.4 Manual Check

The reference lists of the selected studies were manually checked to identify any additional papers that could be relevant to the review's topic.

3.5 Study criteria

3.5.1 Inclusion criteria

The search is going to be carried out with the help of a number of relevant terms, such as "customer satisfaction," "mobile services," "Saudi Arabia," and "best practices." The only studies that will be considered for inclusion are those that were done in Saudi Arabia and published in English between the years of 2010 and 2023.

3.5.2 Exclusion criteria

Research that evaluated customer satisfaction outside than in KSA was not considered for inclusion. The studies that had been published before 2010 were not evaluated.

3.5.3 Screening

The relevance of each study was identified through PRISMA in the initial search. The purpose of this process is to determine which studies meet the eligibility criteria for inclusion in the review. And PRISMA flow diagram is used to show the studies that were chosen after their names, abstracts, and full texts were checked to see if they were relevant and of good quality and shown in Fig. 1.

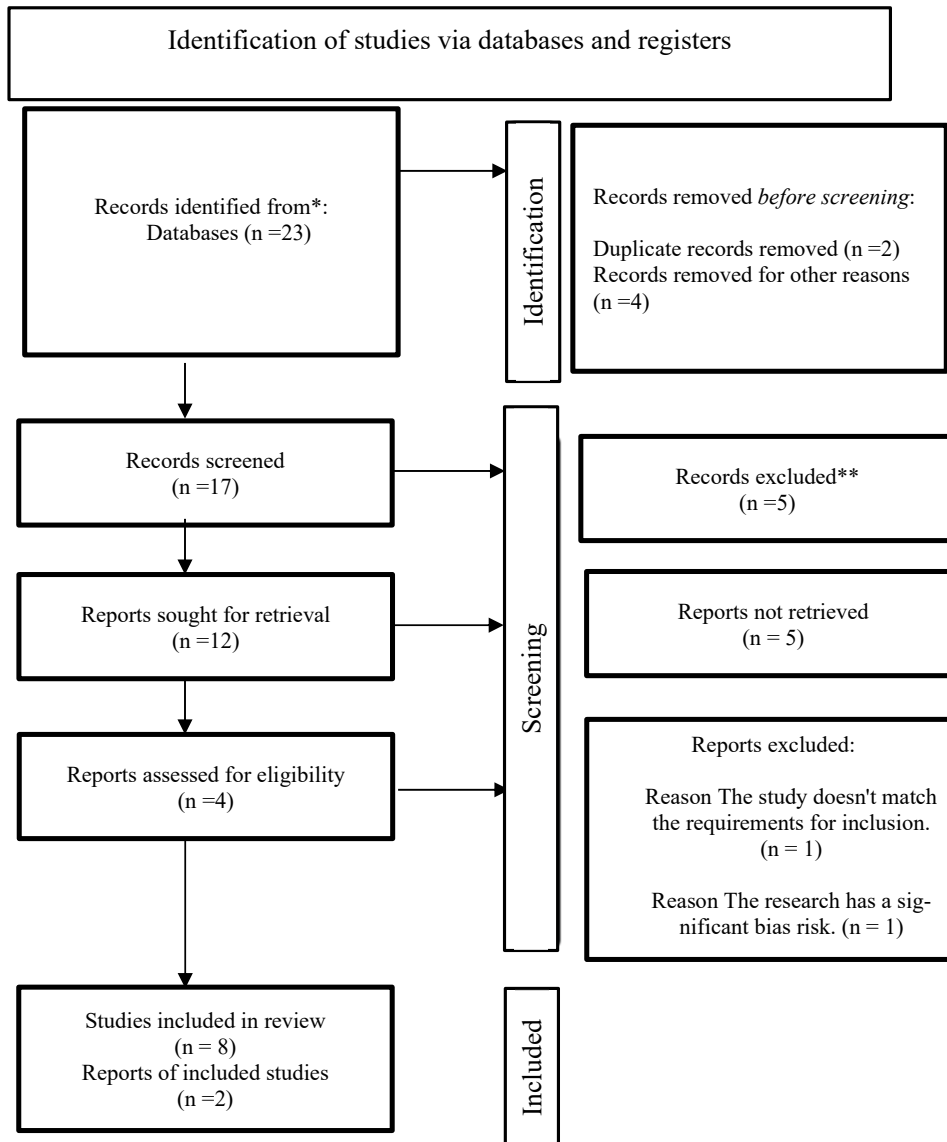


Fig. 1. PRISMA Flow Diagram

3.6 Quality Evaluation

We used the Newcastle-Ottawa scale to assess the quality of the studies included and to evaluate the potential for bias in those investigations. Although some studies had poor ratings on the quality scale, most studies received high ratings in areas such as the use of validated assessment techniques, representativeness of the sample, and sufficient sample size. However, several studies did not report comparability between respondents and non-respondents, which may introduce self-selection bias and confounding factors. The study on Effective Methods for boosting customer satisfaction in Saudi Arabia's mobile service industry included several investigations, and one potential source of information bias in these studies was the reliance on self-reported data by the participants and quality assessment has been shown in table 6(Quality Assessment).

3.7 Qualitative Content Analysis

A qualitative content analysis methodology was used to synthesize the data that was retrieved and evaluate it in order to determine the most effective methods for increasing customer satisfaction in the mobile services sector in the Saudi Arabian country of Saudi Arabia. The investigations were assessed using a framework developed by the Institute of Customer Service (ICS), which defines the primary aspects of an organization that have an effect on the level of customer satisfaction. (Almuhanna & Alharbi, 2023) The ICS framework is comprised of six different dimensions: Network Coverage, Service Quality, Pricing, Brand Reputation, Service Bundling, and Technology. (Ali, Haque, & Journal, 2017) And all the data extracted from the studies is shown in tables 3, 4, and 5, which respectively show the data about the respondent and gender satisfaction on providing the different services in the mobile sector.

4. Results

4.1 Study Characteristics and Summary of Findings

In accordance with the findings of the systematic review conducted on the subject of "Effective Techniques for Improving Customer Satisfaction in Saudi Arabia's Mobile Services Sector," a total of eight papers were considered for inclusion in the concluding evaluation. The study designs, sample sizes, and time spans of the investigations were all different from one another. Every study conducted in the field of mobile service provision in Saudi Arabia had as its primary focus the factors that determine the degree to which customers are satisfied with the service. (Tung, 2013)

4.2 Key Factors Impacting Customer Satisfaction in Saudi Arabia

According to the results of the research, a number of different aspects have a key role in boosting the level of customer satisfaction in the mobile services industry in the Kingdom of Saudi Arabia as follows:

4.2.1 Network Coverage

The extent of the network's coverage may have a significant bearing on the level of satisfaction experienced by customers. Access to a network that is steady and uninterrupted is essential for customers. The frequency of dropped calls and slow data speeds experienced by consumers in places with poor or nonexistent network coverage directly correlates to the level of customer dissatisfaction that is generated (Sharma, 2014). In the Saudi Arabian telecommunications industry, network coverage is an essential component that plays a role in the level of customer satisfaction. The country's telecommunications industry has seen tremendous expansion in recent years, coinciding with an increase in demand for quick and dependable network access (Hanif et al., 2010). Since customers want uninterrupted access with few disruptions and high-quality service, network coverage is an essential component in determining the level of pleasure they have with a company (Hossain & Suchy, 2013).

Customers may experience annoyance and unhappiness as a result of poor network coverage, which may result in lost calls, sluggish data rates, and disturbed internet access (Al-Shehri, 2013; Al Shehri, McLaughlin, Al-Ashaab, & Hamad, 2017). On the other hand, having robust and extensive network coverage can boost customer satisfaction by providing users with dependable and seamless connectivity. This enables users to maintain a connection with their loved ones, gain access to essential services, and carry out their regular responsibilities without experiencing any interruptions. Since the demand for mobile data continues to rise, users have come to anticipate high-speed internet access, which can only be achieved by having a comprehensive network coverage (Sharma, 2014). Because of this, telecommunications firms in Saudi Arabia are constantly increasing the reach of their networks and investing in the most cutting-edge technology in order to fulfil the requirements set down by their clients. In conclusion, network coverage is an important component that plays a role in determining the level of satisfaction a customer has with the telecommunications business in Saudi Arabia. In order to live up to the standards set by their consumers and improve their experience as a whole, organizations that (Almalki & Angelides, 2016) deal in telecommunications need to provide dependable and consistent network coverage (Abdulfattah, 2012).

4.2.2 Service Quality

Another major component that plays a role in determining whether or not a client is satisfied is the quality of the service that is offered by the mobile service provider. This pertains to the rate at which data is sent, as well as its dependability, the quality of voice conversations, and the overall experience of the user. As service quality is hard to assess, the SERVQUAL instrument was created for the service business (Liao, 2012). In competitive marketplaces, service quality is essential to corporate development. It is noted in the previous study that service quality is multi-dimensional, with time being the most important. Service quality positively influences behavioral inclinations to leave, switch, or stay (Saunders & Petzer, 2010). Nevertheless, many researchers see service quality as a dynamic notion and service perception that changes from encounter to encounter, affecting consumer intention. Several service quality measures have been criticized, however they cannot be applied to a particular firm (Saunders & Petzer, 2010). It's crucial that consumers' service quality varies. Telecom is an example. A consumer applying for a mobile service may concentrate on concrete features like furniture and physical surroundings, but afterwards they are more concerned in intangible aspects like signal coverage and technical help, utilizing a different service quality scale. Functional and technological indicators strongly influence service quality, customer

happiness, and behavioral intentions (Khan, Manthiri, & Review, 2012). Service quality is also an overall evaluation. In most research, tangibility, responsiveness, assurance, and empathy are the most important service quality elements. Several factors influence telecommunications consumers' service quality perceptions. Previous studies define service quality as "differentiation in services," which makes sense since if all organizations provide the same quality, consumers won't move (Kassim et al., 2010). Quality is essential to market share. Quality is adherence to norms, but the intangibility, heterogeneity, and inseparability of services make this challenging. Service excellence attracts new consumers, retains current customers, and encourages repurchases. Service quality encompasses usability, network performance, customer needs and perceptions, and service providers' offerings and delivery. According to Chi and Qu (2008) client satisfaction is the most significant service quality factor. Service quality was key to attracting and retaining customers in prior studies. The greatest method to reduce ambiguity and improve client pleasure is to guarantee service quality.

4.2.3 Pricing

Price is an important component that plays a role in influencing the level of pleasure a consumer has with their mobile service provider. Consumers have come to anticipate that pricing plans are open and easy to understand, and that there are no surprises in the form of additional fees or taxes. Studies done in Pakistan have shown that competitive pricing has a direct effect on consumer loyalty in the mobile service industry (Malik, Naeem, Munawar, & Research, 2012). It's fair to assume that consumers are searching for fair prices and dependable service; they want high-quality products at affordable prices, or they won't stick around for long. The idea of excellent quality that comes with expensive pricing is still prevalent, according to recent research, thus price is not necessarily the most significant factor for buyers. As a result, clients may end up paying more down the line to avoid problems. Money is not the only acceptable form of payment; time, effort, or sacrifice are all acceptable alternatives. Product or service attributes, like price, may have both immediate and long-term effects on consumers' propensities to buy. Service providers have a crucial role in maintaining customers' impression of pricing fairness, according to research, which suggests a positive relationship between price and switching habits (Al-Aali et al., 2011b). As a part of their marketing plan, most research focused on how customers would respond to a price cut, and the results were clear. Demand from clients and repurchases from previous buyers both rose in the majority of these situations (Eid, 2011). Although it is true that satisfied customers could be prepared to put up with a price increase of some type, the fact of the matter is that raising prices is more likely to result in a reduction in the number of existing customers as well as a loss of new customers. Most companies base their strategy on price competition since it continues to be the single most significant factor in determining whether or not a client will make a purchase. Due to its success in attracting and retaining consumers, this tactic is used by every mobile service provider in Thailand (Srinuan, Srinuan, Bohlin, & informatics, 2012). Customers can and likely will always evaluate the value they get vs the cost. To be more specific, consumers are making value judgments based on price, and a price drop or rise may have a significant effect on customer happiness, especially in the introductory phases of a relationship (Faryabi, Sadeghzadeh, & Saed, 2012).

4.2.4 Customer Service

Maintaining high levels of customer satisfaction requires always having an efficient customer care department. Consumers anticipate that any difficulties or complaints will be resolved quickly and effectively, and that they will have easy access to customer service. In Saudi Arabia, providing excellent customer service is a vital factor that determines overall client happiness. According to a number of studies, consumers rely their assessments of the quality of a company's products or services on the degree of assistance they get from a company's representatives (Al-Maghrabi, Dennis, & Management, 2010). Consumers are more likely to stay loyal to a business if it delivers exceptional customer service, and they place a high value on service that is both customized and efficient, and that satisfies both their requirements and their expectations (Al-Otaibi et al., 2018). Inadequate customer service may also result in unfavorable experiences for customers, which can ultimately result in the loss of customers and a reduction in income for the organization. Customer service is given a lot of emphasis in Saudi Arabia, and one sector that sees a lot of demand for it is the telecommunications sector, where clients often need help with solving technical problems and have questions about various services. Hence, telecommunications companies who place a high priority on customer service and provide prompt and efficient help to their clients have a greater chance of retaining their existing clientele and attracting new clients (Althonayan et al., 2015).

4.2.5 Brand Reputation

It is essential for companies who provide mobile phone services to have a positive reputation in order to win the trust and continued business of their clients. The aggregate of the opinions and sentiments held by customers towards a certain product or service is what constitutes a brand's reputation. (Malik et al., 2012) It is possible that a strong reputation for the brand will have a positive influence on the degree of customer satisfaction and customer retention. Consumers are more likely to be content and loyal to a firm that has a good reputation, but a reduction in sales might result from a decrease in customer hatred of the brand. Customers in Saudi Arabia place a premium on well-established businesses with a history of satisfied patrons and a solid reputation for quality, dependability, and trustworthiness. Customer safety and security is of paramount importance in sectors including the healthcare, banking, and food and beverage industries. Product quality, customer service, marketing, and public relations are typically all intertwined in the process of building a reputable brand. Companies who put in the effort to improve their image in these ways have a better chance of succeeding in Saudi Arabia's competitive

market and winning the loyalty of local consumers (Ponsignon, 2022). Brand reputation affects not just how satisfied customers are, but also how much business is brought in and how loyal those customers are. Consumers will typically pay more for well-respected companies, and they are more likely to stay with a company with which they have a favorable emotional connection (Khan et al., 2012). Therefore, it is essential for businesses in Saudi Arabia to place a premium on establishing and upholding a positive brand reputation. This can be accomplished in several ways, including providing superior products and services, outstanding customer support, and open, honest dialogue with consumers.

4.2.6 Service Bundling

Consumers who have an interest in other services, such as mobile banking or entertainment, are more likely to become clients of mobile service providers who provide these additional services, and they are also more likely to stay customers of these mobile service providers (Sanjuq, 2014). Service bundling is the practice of delivering several services or goods to clients as a bundle deal. In Saudi Arabia, service bundling may have a significant effect on consumer satisfaction (Sharma, 2014). Customers may benefit from the ease of service bundling by purchasing many services or goods at once. Moreover, service bundling might result in improved client loyalty. Customers may be more loyal to a certain brand or firm if they are offered a selection of services or goods as part of a bundle rather than moving to a rival. Service bundling help businesses distinguish themselves from rivals. By providing distinctive and all-inclusive packages, businesses may distinguish themselves in a congested marketplace and boost their perceived value to consumers (Saunders & Petzer, 2010).

4.2.7 Technology

The degree of technology used by mobile service providers is another factor that might influence the level of happiness experienced by customers. Customers nowadays have high expectations that mobile service providers will supply them with services that work with the large variety of mobile devices currently on the market (Algethmi, 2014). Providers whose offerings are optimized for cutting-edge mobile gadgets often report to happier customers. Also, customers are more satisfied with their mobile service providers when such providers give them new and useful mobile apps. Consumers are more likely to utilize a mobile app if it is both user-friendly and packed with practical functions like bill pay, account management, and help desk access (Santa et al., 2019). Customer happiness is related to the success of a business and a mobile service provider's commitment to investing in cutting-edge technological solutions and providing their customers with cutting-edge, user-friendly mobile apps.(Ali et al., 2017).

5. Discussion

According to the findings of the study, mobile service providers in Saudi Arabia prioritize achieving high levels of client satisfaction. The achievement of company objectives, such as profitability, aided by assuring customer happiness. This can be achieved by offering economical, high-quality services. Mobile services are difficult for Saudi customers. The quality of mobile service is a key issue. These include problems like inadequate network coverage, dropped calls, slow internet speed, and other technical issues that degrade the customer experience. Consumers are particularly worried about cell service prices, which are high, especially for low-income customers. Moreover, customer loyalty to select mobile service providers makes it hard for new providers to join the market and hinders competition. Consumers are concerned about mobile service providers' privacy and data protection practices. 5G networks and other emerging mobile technologies are also desired by consumers. Mobile service providers in Saudi Arabia also face cultural issues including language barriers and client preferences. Mobile service providers in Saudi Arabia can enhance their offerings and the satisfaction of their consumers by paying attention to and rectifying these issues. In light of the above study, the following strategies were identified as having a positive impact on customer satisfaction in the Saudi Arabian mobile services industry.

5.1 Personalized and tailored communication

In the Saudi Arabian mobile service industry, customer happiness effectively increased via the implementation of a strategy that emphasizes personalized and individualized communication. Companies are able to give customers with communication that is individualized and adapted to fit their particular requirements if they understand the preferences and requirements of each consumer (Al-Aali et al., 2011b). This may be accomplished via a variety of methods, including consumer segmentation, individualized marketing, customized service packages, and personalized customer service. The process of breaking consumers into groups determined by their demographics, actions, and preferences is referred to as "customer segmentation." With this information, businesses are able to modify their methods of communication and the services they provide in order to cater to the requirements that are unique to each market group. (Elder, Ayala, Slymen, Arredondo, & Campbell, 2009)For instance, younger consumers may choose to communicate via social media platforms, but elderly customers may prefer to communicate by phone or email. Customers are presented with unique discounts, offers, and incentives as part of personalized promotions, all of which are determined by the consumers' previous actions and preferences. Not only does this make the consumer feel valued and appreciated, but it also enhances the likelihood that they will make more purchases and remain loyal to the brand (Alalwan et al., 2020). When a client purchases a customized service package, the provider modifies the services they get to better suit their individual requirements and preferences. For instance, some consumers may choose a plan that provides a substantial amount of data, while others may favor a plan that provides a greater number of alternatives for texting or speaking time (Kreuter, Farrell, Olevitch, & Brennan, 2013). Businesses are in a better position to cater to the individual requirements of each client and significantly boost the levels of customer satisfaction they

experience as a result. Last but not least, individualized customer service entails giving each client the attention and assistance they need on an individual basis. This may be accomplished in a variety of ways, including the appointment of specialized account managers, the provision of self-service choices, and the provision of help around the clock. Businesses are better able to handle problems in a timely and efficient manner, leading to an increase in overall levels of customer satisfaction when individualized customer care is provided (Alwahaishi, Amine, & Media, 2018).

5.2 Customer Services

When it comes to the mobile service industry in Saudi Arabia, providing exceptional customer service is very necessary to increase overall customer happiness. Customers will be able to report problems and check on the progress of their complaints by using a self-service site, social media platforms, and a dedicated customer care hotline that may be set up as part of this initiative. This can be accomplished by providing representatives of the customer service department with the training and authority necessary to resolve problems and questions raised by customers in a fast and efficient manner. (Baabdullah, Alalwan, Al Qadi, & Agenda, 2018) Customer support personnel need also have a solid grasp of the mobile services and products that are available in order to be able to give clients with information that is both accurate and useful. In addition, businesses need to guarantee that all customer enquiries and complaints are answered in a prompt and acceptable way by ensuring that numerous communication channels, including the phone, email, chat, and social media, are accessible to consumers who choose to get in touch with them. (Liao, 2012) Mobile service providers may increase customer satisfaction and establish a loyal client base by placing a higher premium on providing excellent customer care and making this their top priority.

5.3 Enhancement of the Service Quality

Mobile service providers should always examine and enhance the quality of their service to live up to the standards set by their customers. This can involve making investments in network infrastructure, supplying customers with better internet speeds, and providing supplementary services such as Wi-Fi hotspots and value-added services (Ali, 2017). Customer support services that are easily accessible and attentive to the requirements of consumers are essential for mobile service providers to provide in order to raise the overall standard of the products and services they provide (Oh & Kim, 2017). This can entail offering a variety of contact methods, such as phone, email, and live chat, as well as making sure that customer care staff are skilled and have received enough training. In addition, mobile service providers can improve the overall quality of their offerings by providing clients with customizable options for services and payment plans that are tailored to their specific requirements (Ali, 2017). Providing individualized plans that include variable choices and functions, such as data plans and roaming services, are examples of how this might be accomplished. Mobile service providers can create a pleasant client experience and enhance their reputation by working to improve the quality of the services they offer, which will ultimately result in higher customer loyalty and retention rates (Sohail & Jang, 2017).

5.4 Training and development of employees

Mobile service providers can spend in staff training and development in order to improve their employees' ability to deliver excellent customer care (Madhi & Barrientos, 2003). This can involve holding regular training sessions, seminars, and coaching sessions with the goal of improving skills and strategies related to interacting with customers. Investing in the education and growth of one's workforce is another successful tactic for boosting levels of customer satisfaction in the mobile service industry in the Kingdom of Saudi Arabia (Alharthi & Islam, 2021). Customers are more likely to get services of a high quality when delivered by staff members who have received enough training and are armed with the relevant skills and information (Sohail, 2018). This has the potential to lead to improved experiences for customers as well as enhanced consumer loyalty. Training programs may provide an emphasis on subjects like efficient communication, problem-solving, and providing excellent service to customers. In addition, continual training and education opportunities may help workers keep abreast of the most recent developments in both technology and industry trends (Almuhanna & Alharbi, 2023). This, in turn, can increase employees' capacity to provide high-quality services to clients. Mobile service providers in Saudi Arabia can build a culture of continuous learning and improvement by investing in the training and development of their workers. This culture has the potential to contribute to improved levels of consumer happiness and loyalty, both of which can, in turn, lead to larger levels of financial gain (Santa et al., 2019).

5.5 Synthesis of Evidence

According to the findings of the research, many successful ways for increasing customer satisfaction are as follows: strengthening the quality of the network, enhancing the quality of customer service, cultivating a strong brand image, providing competitive pricing, Reputation of the brand, bundling of services, and provision of technology. (Al-Aali et al., 2011b). A qualitative approach that included a comprehensive evaluation of the relevant literature was used as the technique for the study. In all, eight research were analyzed for this review, and the Newcastle-Ottawa Scale was used to assess both the quality of the studies and the likelihood that they were biased. According to the findings of the research, the majority of the included studies received high scores in areas such as the representativeness of the sample, the use of a validated measuring method, and adequate sample sizes. Nevertheless, the majority of research neglected to disclose whether or not the characteristics of respondents and non-respondents were comparable. As a result, these studies may not have effectively controlled for confounding factors and may have included an element of self-selection bias. The study reveals that mobile service providers in Saudi Arabia have tried a variety of tactics in an effort to improve the level of satisfaction experienced by their

customers (Alqahtani & Al Farraj, 2016). These include the provision of individualized pricing strategies, the making of financial investments in the infrastructure of the network with the aim of increasing both the level of service and the scope of coverage that is provided, the provision of effective customer service, and the development of solid reputations for the respective brands (Talet, Shawosh, & Al-Saeed, 2011). Yet, the degree to which these techniques are successful in raising levels of customer satisfaction is directly proportional to the individual requirements and preferences of the target audience (Ali, 2017). In order to maintain their position as competitive players in the market, mobile service providers need to continually evaluate and adjust their business strategies to accommodate the ever-shifting requirements and preferences of their clientele (Al-Aali et al., 2011a).

6. Conclusion

A comprehensive review of the research on customer satisfaction in Saudi Arabia's mobile services sector can be found in this research paper. This paper focuses on the contentment of customers using mobile services in the Kingdom of Saudi Arabia. According to the findings of the study, there are a number of successful methods that can be utilized to raise levels of customer satisfaction. When compared to the results of past research, the current study's conclusions are comparable with those of earlier studies that have discovered similar tactics for increasing satisfaction of customers in the field of mobile service provisioning. For instance, in the Saudi Arabian mobile services industry, a research that was carried out by (Bamufleh et al., 2021) indicated that customized communication, customer care, and service quality were major predictors of customer satisfaction. In a similar vein, a research that was carried out by (Hu, Al-Gahtani, & Hu, 2014) discovered that the training and development of workers was a successful method for increasing Saudi Arabia's mobile service business providing high levels of satisfaction to its customers. The current study provides a more extensive overview of the literature on user satisfaction in the mobile services industry in Saudi Arabia. Additionally, it offers additional insights into the effective tactics for boosting customer satisfaction. The research highlights the necessity for mobile service providers to prioritize the development and implementation of effective customer service strategies, highlighting the importance of a customer-focused approach in the mobile services sector as well as the need for mobile service providers to do so. Specifically, the research emphasizes the necessity for mobile service providers to prioritize the development and implementation of effective customer service strategies. The findings of the study as a whole, when taken into consideration, provide a better understanding of the factors that impact customer satisfaction in the mobile services industry in Saudi Arabia and provide valuable insights for mobile service providers who are looking to improve the customer service offerings they currently provide.

6.1 Limitations and future research directions

There are a few restrictions for this research. One potential issue is that papers published in languages other than English were not included since their authors did not meet the inclusion requirements. Second, it's possible that important grey literature was missed since the search was restricted to publications in peer-reviewed journals. Finally, the review's overall results may have been affected by the fact that several of the included studies were of poor quality.

Future study should seek to overcome these constraints by searching for relevant grey literature and translating studies into languages other than English. To advance the discipline, future research should be conducted using meticulous and dependable methodologies and should report on all elements of high-quality services. Moreover, technology and digital platforms should be investigated to see whether they can enhance communication and service quality, which might make mobile service users in Saudi Arabia satisfied.

Funding

This work was supported by the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal University, Saudi Arabia [Grant No. 4,042].

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