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Author TRAN THUY THUY DUONG
Author's Email Address No Public.
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Abstract
Studying the mobile telecommunications service is familiar to developed countries in general; however, it's just in initial stage for developing countries such as Vietnam. It's essential to examine how network service operators can provide their service to satisfy customers' needs.
The proposed model including customer retention, customer loyalty, and customer satisfaction, and switching barriers is used to build the model of customer retention in Vietnam mobile communication service industry. The research found out that it's significant to keep your existing customers by increasing their satisfaction as well as enhancing switching barriers, but the strongest important factor that is meaningfully used to explain customer retention in the model is customer loyalty in the Vietnamese mobile telecommunications market.
By using Structural Educational Modeling technique for analyzing the sample of 386 mobile phone subscribers in the Vietnamese market, there are some useful findings were figured out in order to establish the customer retention model. First of all, the findings from LISREL suggest that customer retention; customer loyalty and customer satisfaction should be severed as different construct which is multi-causal linkage relationship. Secondly, switching barriers plays the important role in moderating customer retention model in the way that it effects not only directly also indirectly on customer retention through customer loyalty. Thirdly, due to the supply sides' determinants, both phone number constancy and personal benefits can be served as a tool to increase retention of existing customers and keep the long term relationship with customers. Finally, there are differential consumer behaviors between using prepaid service or post paid service in the manner that post paid subscribers are more loyal than prepaid subscribers in mobile communication context.
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