

(أثر جودة الخدمة على رضا العملاء في شركات الاتصالات العراقية بمدينة خانقين، محافظة ديالى) دراسة حالة: شركة آسيا سيل

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The Effect of Service Quality on Customer Satisfaction in Iraqi Telecommunications Companies in Khanaqeen City, Diyala Province (Case Study: Asia Cell)

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المخلص

تقوم هذه الدراسة باختبار أثر جودة الخدمة على رضا العملاء في شركات الاتصالات العراقية بمدينة خانقين، محافظة ديالى (دراسة حالة: شركة آسيا سيل). تم جمع عينات من مختلف الفئات العمرية والمستويات الاجتماعية والاقتصادية للحصول على أدق النتائج.



تكونت عينة الدراسة من ٥٠٠ شخص، ولم يُفقد منها سوى ٢٥ استبياناً. استخدم استبيان إلكتروني مكون من سبعة أقسام رئيسية، يتضمن كل منها عدة أسئلة فرعية. تم تحليل بيانات الدراسة باستخدام برنامج SPSS وبناءً على معامل الارتباط وموثوقية البيانات المستحصلة من الاستبيان الإلكتروني، تبين أن جودة الخدمات وسرعة استجابة الشركات لطلبات العملاء لهما أثر إيجابي كبير على رضا العملاء، والذي بدوره يؤثر إيجاباً على ربحية الشركة وديمومتها.

شهد قطاع الاتصالات في العراق خلال السنوات الأخيرة نمواً ملحوظاً ومنافسة شديدة، مدفوعةً بزيادة الطلب على خدمات الاتصالات وانتشار استخدام الأجهزة المحمولة. في هذا السوق شديد التنافسية،

أصبح رضا العملاء عاملاً أساسياً لنجاح شركات الاتصالات ونموها المستدام. لذا، يُعدّ فهم العلاقة بين جودة الخدمة ورضا العملاء أمراً بالغ الأهمية لشركات الاتصالات لتحسين خدماتها، وتلبية توقعات العملاء، والحفاظ على ميزتها التنافسية. باختصار، يركز سؤال البحث في هذه الدراسة على دراسة أثر جودة الخدمة على رضا العملاء في شركات الاتصالات العراقية. ومن خلال دراسة هذه العلاقة وتحديد أبعاد جودة الخدمة التي تؤثر بشكل كبير على رضا العملاء، تهدف هذه الدراسة إلى إثراء المعرفة الحالية وتقديم توصيات عملية لشركات الاتصالات العاملة في العراق.

Abstract

This study examines the impact of service quality on customer satisfaction in Iraqi telecommunications companies in Khanaqin, Diyala Governorate (case study: Asia cell).

Samples were collected from different age groups and socioeconomic levels to obtain the most accurate results.

The study sample consisted of 500 people, and only 25 questionnaires were lost.

By using an electronic questionnaire contained seven main sections, each with several sub-questions.

The study data was analyzed using SPSS software. Based on the correlation coefficient and the reliability of the data obtained from the electronic questionnaire, it was found that the quality of services and the speed of companies' response to customer demands have a significant positive impact on customer satisfaction, which in turn has a positive impact on profitability and company sustainability.

In recent years, the telecommunications industry in Iraq has experienced significant growth and competition, driven by increased demand for



telecommunications services and widespread adoption of mobile devices. In this highly competitive market, customer satisfaction has become a key factor for the success and sustainable growth of telecommunication companies. Understanding the relationship between service quality and customer satisfaction is critical for telecommunications companies to improve service, meet customer expectations and maintain a competitive advantage.

1.Introduction

The telecommunications sector is a vital and prominent sector in Iraq, dominated by a number of giant companies, including Asia cell, Korek, and Zain. This research focuses on Asia cell customers as a case study, given its widespread presence in Iraq. Asia cell was the first telecommunications service provider to cover all Iraqi governorates and was established in 1999.

Where the customer is the key point of the company's success and the source of its continued existence.

In recent years, Iraq's telecommunications industry has experienced significant growth and development (Markus Groth, R. E. ,January 2010). Telcos in Iraq face stiff competition as demand for telecom services increases and mobile devices become more ubiquitous. In this highly competitive environment, customer satisfaction has become a key factor for the success and sustainable growth of telecommunications companies. Delivering great service is critical to meeting customer expectations and fostering a positive experience (Ayub, A., January 2024).

1.1 Research Problem

In recent years, the telecommunications industry in Iraq has experienced significant growth and competition, driven by increased demand for telecommunications services and widespread adoption of mobile devices. In this highly competitive market, customer satisfaction has become a key factor for the success and sustainable growth of telecommunication companies. Understanding the relationship between service quality and customer satisfaction is critical for telecommunications companies to improve service, meet customer expectations and maintain a competitive advantage.

However, despite the importance of customer satisfaction in the telecommunications industry, there is a lack of comprehensive research examining the specific situation of Iraqi telecommunications companies. In Iraq, there is limited research specifically examining the impact of service quality on customer satisfaction. Therefore, a critical research gap needs to be filled.

The research question of this study revolves around examining the impact of service quality on customer satisfaction in Iraqi telecommunications companies. By examining this relationship, the study aims to identify key dimensions of service quality that have a significant impact on customer satisfaction. Furthermore, the study aims to reveal where Iraqi telecommunications companies can improve service quality to increase customer satisfaction.

Addressing this research question is essential for several reasons. First, understanding the impact of service quality on customer satisfaction can help telcos tailor services to customer expectations, ultimately improving customer experience and loyalty. Second, by identifying specific service quality areas that need attention, telcos can efficiently allocate resources and prioritize improvements that are most likely to have a positive impact on customer satisfaction. Finally, this research can provide valuable insights and recommendations to industry stakeholders including telecom operators, regulators, and policymakers to improve the overall quality of telecom services in Iraq.

To sum up, the research question of this study focuses on studying the impact of service quality on customer satisfaction in Iraqi telecommunications companies. By examining this relationship and identifying service quality dimensions that significantly affect customer satisfaction, this study aims to contribute to the existing body of knowledge and provide practical recommendations for telecommunications companies operating in Iraq.

1.2 Study questions

The study seeks to answer the following main question:

- 1.What is the impact of service quality on customer satisfaction in Iraqi telecom companies?
- 2.This is done by answering a set of sub-questions:
- 3.What is the impact of tangibility on customer satisfaction in Iraqi telecom companies?
- 4.What is the impact of reliability on customer satisfaction in Iraqi telecom companies?
- 5.What is the impact of safety on customer satisfaction in Iraqi telecom companies?
- 6.What is the effect of empathy on customer satisfaction in Iraqi telecom companies?



7. What is the impact of the response on customer satisfaction in the Iraqi telecom companies?

1.3 Objectives

The study aims to achieve a main objective, which is to identify the impact of service quality on customer satisfaction in Iraqi telecom companies

1. This is achieved by achieving a set of sub-Objectives, namely:
2. Identify the impact of tangibility on customer satisfaction in Iraqi telecom companies
3. Identifying the impact of reliability on customer satisfaction in Iraqi telecom companies
4. To identify the impact of security on customer satisfaction in Iraqi telecom companies
5. Identifying the effect of empathy on customer satisfaction in Iraqi telecom companies
6. Identify the impact of response on customer satisfaction in Iraqi telecom companies

1.4 Hypotheses

1. The main hypothesis: There is a statistically significant effect of service quality on customer satisfaction in Iraqi telecom companies
2. The first sub-hypothesis: There is a statistically significant effect of tangibility on customer satisfaction in Iraqi telecom companies
3. The second sub-hypothesis: There is a statistically significant effect of the impact of reliability on customer satisfaction in Iraqi telecom companies
4. The third sub-hypothesis: There is a statistically significant effect of safety on customer satisfaction in Iraqi telecom companies
5. The fourth sub-hypothesis: There is a statistically significant effect of empathy on customer satisfaction in Iraqi telecom companies
6. The fifth sub-hypothesis: There is a statistically significant effect of the effect of the response on customer satisfaction in Iraqi telecom companies

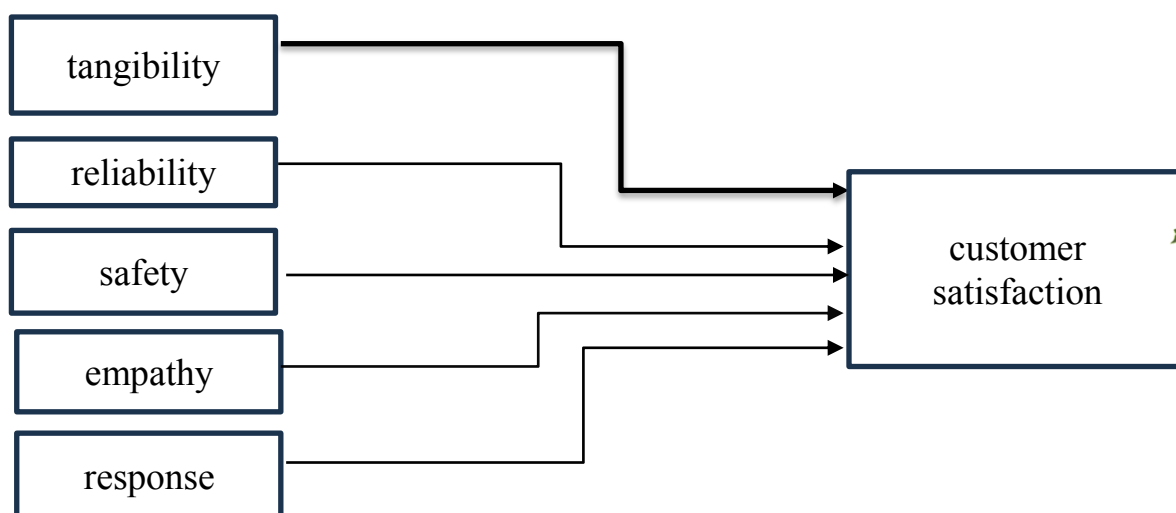


Figure 1: Research Model

2. Literature Review

A. Conceptual framework: Service quality and customer satisfaction

Service quality and customer satisfaction are two interrelated concepts widely studied in the field of marketing. Service quality refers to customers' perception of the overall excellence or superiority of the services provided by an organization, including dimensions such as reliability, responsiveness, confidence, empathy, and tangibility (Parasuraman, Zeithaml, and Berry, 1988). Together, these dimensions determine how customers evaluate service quality. It can also be defined

Service quality is the general standard of perfection or superiority of a company's services. It involves meeting or exceeding customer expectations regarding various aspects of service delivery, such as reliability, responsiveness, assurance, empathy, and tangibles (kumar et al., 2023).

The link between service quality and customer satisfaction is widely recognized in the literature. Research consistently shows that higher service quality leads to higher customer satisfaction (Cronin and Taylor, 1992; Sureshchandar, Rajendran, and Anantharaman, 2002). If customers perceive service quality to be high, they are more likely to be satisfied with the company and the services it provides.

Theoretical considerations of service quality and customer satisfaction provide further insight into this link. One such framework is the SERVQUAL model proposed by Parasuraman, Zeithaml, and Berry (1988). The model shows that customer satisfaction is affected by the gap between customers' expectations and their perception of service quality.





When the perceived quality of service exceeds customer expectations, this leads to active rejection and higher satisfaction (Oliver, 1980).

These theoretical perspectives have been applied and validated in the telecommunications industry. For example, Almossawi (2001) studied the effect of service quality on customer satisfaction in the mobile market of Kuwait and found a positive relationship between these two variables. Similarly, Al-Lozi and Al-Debei (2011) studied factors affecting customer satisfaction in the mobile industry in Jordan and highlighted the importance of dimensions such as reliability and responsiveness in shaping customer satisfaction.

Relatedly, Bisimwa et al. (2019) concluded in their study that when customers perceive a relatively high quality of service, they tend to enjoy it, have a high level of trust and are usually satisfied.

This is what the study indicated, Mugova, & Mashizha, (2025) that better customer encounters greatly raise opinions on the calibre of services. SQ therefore has a positive effect on CS suggesting that higher customer satisfaction is a direct result of higher service quality.

Thus, the conceptual framework for understanding service quality and customer satisfaction provides a solid basis for examining their relationship in the context of Iraqi telecommunications companies. By analyzing these structures and their dimensions, this study aims to contribute to the existing body of knowledge and gain insight into the factors influencing customer satisfaction in the Iraqi telecommunications sector.

2.1 Theoretical perspectives on service quality

The theoretical framework provides valuable insights into understanding the relationship between service quality and customer satisfaction. A widely used framework is the SERVQUAL model proposed by Parasuraman, Zeithaml, and Berry (1988). The model suggests that service quality consists of five dimensions: reliability, responsiveness, safety, empathy, and tangibility. These dimensions serve as the basis for evaluating the quality of services provided by the company. The SERVQUAL model has been widely used and validated in various industries including the telecommunications sector (Parasuraman et al., 1988).

Another theoretical point of view to clarify the relationship between service quality and customer satisfaction is the expectation failure theory proposed by Oliver (1980). According to this theory, customer satisfaction is determined by the degree to which service performance



meets or exceeds customer expectations. When service quality exceeds customer expectations, it leads to positive rejection and higher satisfaction. The theory has been widely promoted in the context of service quality and customer satisfaction research (Oliver, 1980).

In the telecommunications industry, these theoretical perspectives have been used to understand the impact of service quality on customer satisfaction. For example, research examines service quality dimensions outlined in the SERVQUAL model and their impact on customer satisfaction in the telecommunications sector (Al-Lozi and Al-Debei, 2011). In addition, expectation failure theory has been used to study how customers' expectations of service quality affect their satisfaction (Oliver, 1980).

By utilizing these theoretical perspectives, this study aims to gain a deeper understanding of the relationship between service quality and customer satisfaction in the specific context of Iraqi telecommunications companies. It examines how the dimension of service quality as conceived by the SERVQUAL model affects customer satisfaction. Additionally, the study will examine the role of customer expectations and their impact on satisfaction as outlined by the theory of expectation failure.

2.3 Previous studies on service quality and customer satisfaction in the telecommunications industry

In the telecommunications industry, a lot of research has been done on service quality and customer satisfaction. These studies aim to understand factors that influence customer satisfaction and the role of service quality in shaping customer perception and experience.

For example, Almossawi (2001) studied the relationship between service quality and customer satisfaction in the Kuwait mobile market. The study found that service quality has a significant impact on customer satisfaction. In particular, dimensions such as reliability, responsiveness, and security have become key factors in determining customer satisfaction.

Similarly, Al-Lozi and Al-Debei (2011) conducted an empirical study on customer satisfaction in the mobile industry in Jordan. The study identified several factors that influence customer satisfaction, including service quality dimensions such as reliability, responsiveness, and security. The results highlight the importance of these dimensions in shaping customer satisfaction in the telecommunications industry.

In addition, other studies have examined specific aspects of service quality and customer satisfaction in the telecommunication environment. For example, studies have investigated the impact of network quality,



billing accuracy, and customer support on customer satisfaction (Chang and Wang, 2008; Lin and Wang, 2006). These studies highlight the important role of these factors in influencing customer satisfaction in the telecommunications industry.

Building on insights from these previous studies, this study aims to contribute to existing knowledge by focusing on the specific situation of Iraqi telecommunications companies. By examining the impact of service quality on customer satisfaction in this unique market, this study aims to gain insight into the factors driving customer satisfaction in Iraqi telecommunications companies.

2.3 Gap in the existing literature and research needs

While previous research has provided valuable insights into the relationship between service quality and customer satisfaction in the telecommunications industry, there are significant research gaps when it comes to the specific situation of Iraqi telecommunications companies. Limited studies have been conducted to examine the impact of service quality on customer satisfaction in this industry in Iraq. The unique characteristics of the Iraqi telecommunications market, including its competitive landscape and cultural dynamics, require targeted research to bridge this gap.

By conducting research in this specific context, a more complete understanding of the factors influencing customer satisfaction in Iraqi telecommunications companies can be obtained. The cultural aspects and specific challenges faced by telecommunications companies operating in Iraq can have a significant impact on customer perception and satisfaction. Therefore, it is important to fill this research gap and study the nuances and dynamics of service quality and customer satisfaction in the Iraqi telecommunications industry.

This study aims to fill this research gap by examining the impact of service quality dimensions such as reliability, responsiveness, security, empathy, and tangibility on customer satisfaction in Iraqi telecommunications companies. By analyzing the specific context of the Iraqi market, this study can provide valuable insights and suggestions for improving service quality and increasing customer satisfaction.

3. Methodology

The researchers were able to infer the intended results from the survey data that they obtained thanks to the analytical approach that was used in the current investigation.

3.1 Study population and sample:

The study sample consisted of 500 people, and only 25 questionnaires were lost.

3.2 Study tool

The research will develop the questionnaire, as well as its axes and phrases, using an electronic questionnaire form as a tool for the field study. This will be done with reference to the theoretical underpinning of the study as well as previous studies that are relevant to the subject of the study. When evaluating the replies provided by the participants, the researchers used a Likert scale with five points.

Validate the study tool

Table (1) Correlation phrase questionnaire

Phrases	Correlation coefficient	P-value	Phrases	Correlation coefficient	P-value	Phrases	Correlation coefficient	P-value
SERVICE QUALITY								
tangibility			reliability			Safety		
1	**0.499	0.00	1	**0.509	0.00	1	**0.609	0.00
2	**0.472	0.00	2	**0.592	0.00	2	**0.693	0.00
3	**0.460	0.00	3	**0.501	0.00	3	**0.638	0.00
4	**0.482	0.00	4	**0.570	0.00	4	**0.660	0.00
empathy			response					
1	**0.647	0.00	1	**0.663	0.00	----	----	----
2	**0.704	0.00	2	**0.712	0.00	----	----	----
3	**0.677	0.00	3	**0.546	0.00	----	----	----
4	**0.611	0.00	4	**0.501	0.00	----	----	----
CUSTOMER SATISFACTIONS								
1	**0.609	0.00	5	**0.709	0.00	9	**0.727	0.00



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		..			..			..
٢	**٠.٦٣١	..	٦	**٠.٧٦٩	..	١٠	**٠.٧٧٠	..
٣	**٠.٧٥٤	..	٧	**٠.٧١٢	..	----	----	----
٤	**٠.٧٠٩	..	٨	**٠.٦٧٥	..	----	----	----

The structural validity of the instrument was shown by a correlation coefficient for the phrase questionnaire items of 0.01.

Reliability study tool

Table (٢) Reliability questionnaire

Dimension	Alpha Cronbach	number of elements
SERVICE QUALITY	٠.٩٠٠	٢٠
CUSTOMER SATISFACTIONS	٠.٨٩١	١٠
Total questionnaire	٠.٩٤٤	٣٠

All of the research tools have a high reliability, as measured by a high Cronbach's alpha value.

Personal data

Table (٣) sample according to Personal data

	Categories	N	%
Gender	Male	٣٣٦	70.7
	female	139	29.3
Age	Less than 30 years old	120	25.3
	From 30 to less than 40 years old	250	52.6



	From 40 to less than 50 years old	55	11.6
	From 50 and over	50	10.5
Academic qualification	Middle Certification	125	26.3
	Bachelor	250	52.6
	Master	75	15.8
	PhD	25	5.3
period of dealing with the company	Less than 3 years	102	21.5
	From 3 years to less than 6 years	216	45.5
	From 6 years to less than 9 years	78	16.4
	9 years and over	79	16.6

The variables of study

The service quality axes:

Table (4) Phrases of the tangibility

N.	Phrase	Mean	S. D	Degree	Arrangement
1	Iraqi telecommunications companies have advanced and high-tech equipment and	4.392	0.713	Very High	2



	equipment that contribute to increasing the quality of service provided				
2	Iraqi telecom companies are interested in providing the latest methods of services that are available in international telecom companies	4.448	0.693	Very High	١
3	Iraqi telecom companies are interested in concluding agreements with international telecom companies to provide all the services that customers need	3.779	0.950	High	٤
4	Iraqi telecom companies are interested in providing all the services they provide through the website, which saves customers time and effort	3.863	0.937	High	٣

The 2-expression tangibility were the very high and 2-expression tangibility were the high it shows the high level of the tangibility where mean is 4.121 and S.D 0.823

Table (5) Phrases of the reliability

N.	Phrase	Mean	S. D	Degree	Arrangement
1	Iraqi telecommunications companies are committed to performing all required work at the specified times	4.600	0.543	Very High	1
2	Iraqi telecommunications companies are committed to their promises to customers in terms of providing services and providing an appropriate environment	4.402	0.630	Very High	2
3	The employees of the Iraqi telecom companies have a good reputation and are highly skilled	4.267	0.677	Very High	4
4	Iraqi telecom companies employ distinguished expertise to rely on them to provide services with high quality	4.349	0.888	Very High	3

The all-expression reliability was the very high it shows the very high level of the reliability where mean is 4.405 and S.D 0.685





Table (6) Phrases of the Safety

N.	Phrase	Mean	S. D	Degree	Arrangement
1	Workers in Iraqi telecom companies can be trusted	4.164	0.883	High	3
2	I feel safe when dealing with workers in Iraqi telecom companies	4.240	0.786	Very High	1
3	The employees of the Iraqi telecom companies are knowledgeable enough to answer various customer questions	4.168	0.712	High	2
4	Iraqi telecom companies provide all the services customers need at any time	4.158	0.742	High	4

The 1-expression Safety were the very high and 3-expression Safety were the high it shows the high level of the Safety where mean is 4.183 and S.D 0.781

Table (٧) Phrases of the empathy

N.	Phrase	Mean	S. D	Degree	Arrangement
1	Iraqi telecom companies care about customers' problems and	4.183	0.786	High	٢

	answer their inquiries				
2	Workers in Iraqi telecommunications companies are characterized by polite and courteous behaviour	4.261	0.636	Very High	١
3	Iraqi telecom companies place solving customer problems as a top priority	4.128	0.778	High	٣
4	The workers in the Iraqi telecommunications companies are interested in providing advice and guidance to customers	4.006	0.748	High	٤

The 1-expression empathy were the very high and 3-expression empathy were the high it shows the high level of the empathy where mean is 4.1٤٠ and S.D 0.٧٣٧

Table (٨) Phrases of the response

N.	Phrase	Mean	S. D	Degree	Arrangement
1	Iraqi telecom companies determine the exact time for service completion	3.994	0.807	High	٣
2	Iraqi telecom companies provide	4.048	0.755	High	٢



	immediate service to customers				
3	Workers in Iraqi telecom companies are always ready to provide assistance	3.956	0.777	High	٤
4	Workers in Iraqi telecommunications companies respond to requests immediately, regardless of the degree of busyness	4.267	0.677	Very High	١

The 1-expression response were the very high and 3-expression response were the high it shows the high level of the response where mean is 4.٠٦٦ and S.D 0.٧٥٤

it shows the high level of the service quality in Iraqi telecom companies where mean is 4.١٨٤ and S.D 0.٧٥٦

The customer satisfaction axes:

Table (٩) Phrases of the customer satisfaction axes

N.	Phrase	Mean	S. D	Degree	Arrangement
1	The level of service I get from the company matches my expectations	4.349	0.888	Very High	١
2	I feel that the service I get from the company is exemplary	4.164	0.883	High	٥
3	The company's employees do their best to achieve	4.240	0.786	Very High	٣



	customer satisfaction				
4	The company is interested in knowing customer satisfaction with the services provided to them	4.168	0.712	High	٤
٥	I feel confident and safe when dealing with the company	4.158	0.742	High	٥
٦	My satisfaction with the company's services is a major reason for my continued dealings with it	4.261	0.636	Very High	٦
٧	The company responds quickly to any complaint	4.128	0.778	High	٧
٨	The services that I get from the company are in line with my needs	4.006	0.748	High	٨
٩	Dealing with the company is characterized by ease of procedures	3.994	0.807	High	٩
١٠	The company's employees respond to our requests with great interest	4.048	0.755	High	١٠



The χ^2 -expression customer satisfaction were the very high and χ^2 -expression customer satisfaction were the high it shows the high level of the customer satisfaction where mean is 4.102 and S.D 0.773

Test Research Hypotheses

Table (10) effect of the service quality on customer satisfaction

Hypotheses	B	T	F	P-VALUE
main	0.572	54.031**	2919.355**	0.000
first sub-hypothesis	0.933	9.730**	94.681**	0.000
second sub-hypothesis	1.839	**18.800	**300.314	0.000
third sub-hypothesis	2.100	**44.070	**1987.467	0.000
fourth sub-hypothesis	1.930	**34.087	**1161.946	0.000
fifth sub-hypothesis	2.102	**33.041	**1091.682	0.000

It is correct the main hypothesis and there is a statistically significant effect of service quality on customer satisfaction in Iraqi telecom companies and it turned out that the more it increased service quality level 1% is the customer satisfaction has increased 0.572%

It is correct the first sub-hypothesis and there is a statistically significant effect of tangibility on customer satisfaction in Iraqi telecom companies and it turned out that the more it increased tangibility level 1% is the customer satisfaction has increased 0.933%

It is correct the second sub-hypothesis and there is a statistically significant effect of reliability on customer satisfaction in Iraqi telecom companies and it turned out that the more it increased reliability level 1% is the customer satisfaction has increased 1.839%

It is correct the third sub-hypothesis and there is a statistically significant effect of safety on customer satisfaction in Iraqi telecom companies and it turned out that the more it increased safety level 1% is the customer satisfaction has increased 2.100%



It is correct the fourth sub-hypothesis and there is a statistically significant effect of empathy on customer satisfaction in Iraqi telecom companies and it turned out that the more it increased empathy level 1% is the customer satisfaction has increased ١.٩٣٥%

It is correct the fifth sub-hypothesis and there is a statistically significant effect of response on customer satisfaction in Iraqi telecom companies and it turned out that the more it increased response level 1% is the customer satisfaction has increased ٢.١٥٢%

4.Conclusion

✓The very high level of the reliability and the high level of the tangibility, Safety, empathy and response and the high level of the service quality in Iraqi telecom companies, this indicates an increase in the ability of Iraqi telecommunications companies to provide distinguished levels of the quality of services they provide to their customers

✓The high-level customer satisfaction on service quality in Iraqi telecom companies, this indicates an increase in the satisfaction of customers of Iraqi telecom companies with the level of quality of services provided by the companies to them and their success in obtaining their satisfaction and loyalty to them.

✓The correct the main hypothesis and there is a statistically significant effect of service quality on customer satisfaction in Iraqi telecom companies and more increased service quality level 1% is customer satisfaction has increased ٠.٥٧٢%

✓The correct all sub-hypotheses and there is a statistically significant effect of tangibility, reliability, safety, empathy and response on customer satisfaction in Iraqi telecom companies and more increased tangibility, reliability, safety, empathy and response level 1% is customer satisfaction has increased 0.933%, 1.839%, 2.010%, 1.935%, 2.152% Respectively.

4.1 Recommendations Future Research

1- The need to work to maintain the distinguished level of quality of services provided by Iraqi telecommunications companies by providing all technological methods and means that increase their ability to provide services, as well as working to provide courses and training programs for workers to increase their skills, capabilities and capabilities to provide the best possible level of service. Services

2- Work to provide all the capabilities and needs and provide the technological infrastructure that achieves the best possible level of quality of services to customers

3- Paying attention to keeping up with all the services that are provided by international telecommunications companies and working to provide them within Iraqi companies at the highest possible level of quality.

4- Paying attention to maintaining the high level of customer satisfaction by providing all services related to the field of communications, while providing the best offers and discounts that allow the largest possible number of customers to benefit from them.



4.2 Suggested future studies

The study proposes a set of research and studies that can be conducted in the future

1-Studies and research related to identifying the level of quality of services of companies operating in the field of telecommunications on a regular and continuous basis, and identifying the most important factors affecting them and how to increase them.

2-Studies and research related to how to achieve the highest possible level of customer satisfaction and the most important factors affecting it

3-Studies and research related to how to increase the ability of companies operating in the field of telecommunications to achieve the highest possible level of efficiency and effectiveness in performance.

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