

Factors influencing customer loyalty in mobile networks in Tanzania: a case of University of Dar es Salaam.

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The main objective of this study was to determine the factors influencing customer loyalty in the mobile network industry in Tanzania. The study adopted descriptive research design. The sample population used by the study is 150 respondents, which were drawn using stratified random sampling procedure in which 128 questionnaires were properly filled and collected. The data were analyzed by using statistical package for social science (SPSS) and Stata version 14, Cross tabulation and the use of Person chi-square test statistic were used to check the significance relationship between customer loyalty and its determinant factors. The study findings show that customer loyalty is influenced by customer satisfaction, trust, quality service and corporate image. All factors discussed were found to have a positive relationship with customer loyalty at 5% level of significance. Trust is shown to be a strong factor though corporate image, customer satisfaction and service quality are almost as important. Customer satisfaction not only influences customer loyalty but also contributes to the profitability of the company, if the customers are well satisfied they tend to do repeat purchases and recommend others, this increases sales hence high profitability. It is recommended that these factors (trust, customer satisfaction, quality service and corporate image) should be taken into consideration when planning strategies for developing customer loyalty in mobile network industry in Tanzania; this will help reduce the costs of requiring new customers by retaining the existing ones as it costs more to acquire new customers than retaining the existing ones.