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Topic of Research: "Why Internet Service Providers fail to meet Customer Expectations"

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Statement of Authenticity & Word Count

Statement of Authenticity

We have read the university rules &regulations relating to plagiarism and certified this dissertation and it is all our own work and do not contain any unacknowledged work from any other sources. It has been referenced properly as was indicated.

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Abstract

This study explores user's point of view about those variables which supports Internet service providers to meet the customer expectations. This will explain why internet service providers fail to meet customer expectations. By ignoring these factor will affect their customer base and growth patterns. For this purpose we have selected 2 major Broadband service providers PTCL and Wi-tribe. The criteria for selection of these two firms are based on their growth pattern in term of subscription base. PTCL being a Market leader by holding 53% of market share fall under 3rd position in term of Growth with 129% growth rate whereas newly launch Wi-tribe secured first position in growth with annual growth rate of 18.14%. The variables are Comparative advantage, Functional Output, high Output, peers pressure, Resource Fit and self-appeal. In this study, Customer expectations are dependable variable whereas Comparative advantage, Functional Output, high Output, peers pressure, Resource Fit and self-appeal are independent variables. For this purpose we conducted a survey in which we took 100 population samples of Islamabad university students who are using internet services. Out of 100 respondent feedbacks, 30 questionnaires are discarded and we have included the result of 70 respondents. With the help of SPSS we have applied Liner Regression method to reach to our conclusion which has proven the hypotheses that High output supports the Internet service provider to meet customer expectations. The study proves that high output of Internet service providers like better speed, low dis-connectivity, better customer and technical support, bandwidth, better service coverage, advance technology ensure the reliability of services that helps to meet customer desired expectations. The study helps us to understand why PTCL fail to

meet customer expectation whereas Wi-tribe has shown tremendous growth pattern due to high output of their services in term of better customer service and technology.

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