Achieving Customer Purchase Attention Inherit Customer Satisfaction by Providing Service Quality in Telecom Sector of Pakistan

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Abstract: In the current era of high competition every organization is trying to achieve the high level of market share which is possible only by achieving high level of sales. Increase in sale volume is achieved by customer's purchase intention. Current study is empirically examined the service quality effect the customer purchase intention through customer satisfaction (which) while service quality is investigated with three dimensions including reliability, security, responsiveness and communication in the telecom sector of Pakistan. Additionally the theoretical lens used for research model is social exchange theory presented by George Homans in 1958. Current study is quantitative in nature, positivist paradigm explanatory using deductive approach and by using primary data will be collected by survey instrument questionnaire. The Data will be collected from telecom sector of Pakistan and sample will be draw through non probability convenience sampling. This data will be statistically analyzed in SPSS 20th version. All the variable of the modal including service quality, customer satisfaction and customer purchase intention will be empirically tested including descriptive stats, reliability analysis, correlation, regression and mediating analysis of Andrew.F.Hayes model 4. As the telecom sector is information technology base so it's dynamic and need high tech service quality for increasing customers purchase intention, so the result of the study will be beneficial for telecom companies take with high competition for increasing sales volume. This study will help the marketing management of Zong, Ufone, and Mobilink service providers. As this study is using the theoretical lens of social exchange theory so it's significant for literature related to service quality, customer satisfaction and customer purchase intention.
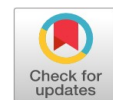
INTRODUCTION

In the current era the multinational companies are constantly facing the issue of sales volume because of high competition on the basis of their quality of services. Quality of service which the firm provide their customers according to their perception and need. Companies also attract the customers through service quality that is the preference of any customer. Which is essential tool for satisfy the customer and also increased their purchase intention (Aras, Nabella, & Persada, 2023). Quality is one of the most important strategy in business because survival of companies is difficult without providing the best quality. Satisfaction is level of a person feeling toward the service after experience it. Service quality gain the intention of customers to buy the service and used it and make their decision. After experienced they shows their feeling toward the product. If the quality meet customer expectation that cause satisfy the customer. Customer satisfaction make customer desire to purchase the particular service (Pereira, Dewi, & Soares, 2024). These organizations need high level of customer purchase intention that is hook up by customer satisfaction. Satisfaction of customers is so difficult for every company but they are striving well to achieve the customer satisfaction by providing them quality service. Customer purchase intention is the decision of customers about the particular product. It is important element of every organization to increase their profit. Customer purchase intention is fulfilment of the expectation of customers so customer are attract the particular product and it help the organization to increase their revenue (Khatoon, Zhengliang, & Hussain,

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2020). Customer satisfaction in increased by the service quality that fulfill the customer expectation. Organization give more attention to the quality of service that helps the organization to compete other organization in the high competitive environment. Service quality will helps to achieve the goal of company (Herman, SE, & MM, 2022). Mostly customer judge the services or goods of company through its quality. Companies provide good service quality to satisfy the customers and increase their profit through purchase intention of customers (Togar & Hakim, 2022). Service quality play vital role in increasing the purchase attention of customers. This is a way to attract the customer and make the desire to purchase intention (Arisinta & Ulum, 2023). Service quality is the excellent platform for customer satisfaction due to its reliability, security, responsiveness and communication. All these are important for the satisfaction of customers (Saleem, yi, Bilal, Topor, & Căpuneanu, 2022). Service quality determine the success of business because without providing the good quality companies does not attract the customers toward the service or product. Service quality depend on the expectation and need of customers. Quality of service is the way to satisfy the customers (Widiyanto, Pono, & Alamszah, 2023). Service quality is helpful to effect the customer satisfaction. Purchase intention of customers also built by customer satisfaction. For this reason companies try to provide good service quality all the time to their customer (Achmadi, Novitasar, & Usman, 2023). Customers prefer to purchase that product or services when they feel satisfaction with their experience. Service provider face challenging task to motivate and satisfy their customers because profit of organization depend on purchase intention of customer because purchase intention helpful to generate revenue for organization (Bilal, Zhang, Cai, Akram , & Halibas , 2024).

The information technology sector specifically telecommunication sector including (Zong, Telenor, Mobilink and Ufone) are facing the issue of high competition in their service quality regarding (efficacy, reliability, security, responsiveness and communication). In this study the researcher explain the purchase intention of customers. Purchase intention shows the customer willing to purchase the service or product. That is the major problem for every firm. Mostly customer purchase intention based on the quality of service that is a measure of how an organizations delivers it service compared to the expectation of its customers. Service quality is the important element that play very important role to increase the customer purchase intention. Firm profit depend on customer purchase intention and firm used different techniques for increasing the customers of their service or product. The best terminology for every company is service quality to increase their end user. Every organization try to provide the best service quality to their user. Quality of the product attract the user to purchase and use it. Satisfaction of customers is the path between purchase intention of customer and quality of service. Purchase intention of customers shows the satisfaction of customers toward the quality of service or product. Customer satisfaction is a tool which determine that how customers are happy with the product or services of a company. If the customer are satisfied they increase the customer purchase intention. Service quality is best technique to satisfy the customers. Mostly organizations are focused on service quality, and these organizations are try to supply the best quality to the customers which result is increase in customer satisfaction. Service quality play very important role to increase the profit of every organization. Service quality and satisfaction of customers effect the purchase intention of customers. Customer satisfaction built the relationship between service quality and purchase intention of customers. Customers are satisfied by the service quality and purchase intention is increased through satisfaction of customers. Organizations wants to gain more profit and achieve the good position in the market. Now a days there is a high competition between organizations. Organization provide best service quality to achieve their goal and increase their purchase intention of customers.

In the current situation telecom sector of Pakistan (Mobilink, Zong and Ufone) are working in a highly competitive environment. So achieving higher level of sale's volume is difficult and continuously retaining customers purchase intention is a challenging so for that very reasons telecom operators are satisfying their customers by offering different packages. This customer's satisfaction is only possible when operators of telecom sector will provide the service quality which give customer's satisfaction and customer's purchase intention and finally good sales volume in the market.

The main objective of the study is to empirically investigation of service quality effect on customer purchase intention. The core objective of current study is empirical investigation of service quality and its effects on customer purchase intention and customer satisfaction in the telecom sector of Pakistan. Empirically examined the relation of service quality effect the purchase intention with the mediating role of customer satisfaction.

LITERATURE REVIEW

There is a close relationship between service quality and customer satisfaction. Both are interrelated with each other. Customer satisfaction about product is most important factor for every firm and industry. Performance of industry is shows by the service quality and customer satisfaction (Zeithaml V. A., 2000). Policy maker or management of companies takes different decision to provide the best service quality for improving their customer satisfaction (Hendriana & Irawan, 2024). Service quality is main element that influence good customer satisfaction because companies produce these services or products which fulfill customer needs and expectations (Akmal, Panjaitan, & Ginting, 2023). Customer satisfaction is the comprehensive emotions of customers which is influenced by service quality. Customer satisfaction is the serious matter for every industry because to gain the satisfaction of customer is difficult or challenging condition for the industry. For this purpose companies tried to provide the best service quality to the customer while in return companies increase their purchase intention (Torrao & Teixeira, 2023). Service quality is the way to enhance the satisfaction of customers that is the important element for increasing the profit of any organization. Telecommunication companies are successful in the competitive market when they provide the good service quality to their customers (Othman & Kamarohim, 2022). Service quality is the necessary part for the satisfaction of customers because quality attract the customer to buy and experienced the particular service. Customer satisfaction is the emotional response of customer about particular product. Mostly customer's satisfaction depend on service quality. Both play important role for the performance of market or firm. Service quality attract the customers and effect on customer satisfaction which product is better for purchase (Khatoon, Zhengliang, & Hussain, 2020). Mostly service quality is based on customer satisfaction because customers make decision about the quality of product after their experience (Dhaqane). Company use different technologies to enhance their service quality of products that influence the customer satisfaction (Le, Nguyen, & Truong, 2020). The role of customer satisfaction is a mediator in the relationship between service quality and customer purchase intention because satisfaction make the desire of customer to purchase the service.

H_1: There is a positive and significant impact of service quality and customer satisfaction

There is a positive relationship between service quality and customer purchasing intention. Service quality is the crucial component for the customer purchase intention. For purchase intention service quality is essential factor. Mostly customer choose that services whose quality is high. Quality attract the customer to purchase the one of the best service (Girsang, Lie, Augustinah, & Sudirman, 2024). If the service quality of product is more effective mostly people attract the product and purchase it. Customer purchasing intention mostly depend on quality on service which help to ready the customers to buy the service or product. Customer gain information about the product from different ways. Customer obtained information about the product from friends, family members and advertisement of the particular product. Service quality directly affected the purchase intention of customers. Service quality is effected the customer purchasing intention because it increase or decrease the customer purchase intention (Harwani & Buchori, 2021). Customers is satisfied by the quality and service information. These factor gain the attraction of customers and increase the purchase intention. Which is the goal of every organization and increase their profit. Service quality is the valuable tool to influence the customer purchase intention. Service quality help the firm to engaged the customer toward the product or services to increase their customer purchase intention (Prasetya & Susilo, 2022).

H_2: There is a positive and significant impact of service quality on customer purchase intention.

Customer satisfaction is important factor that positively influence the purchase intention of customers. Customer satisfaction is the important factor that influence the customer purchase intention because satisfaction make customers desire to purchase the service again. Satisfaction of customers encourage the customer to purchase the service and increase the profit of companies with the help of purchase intention (Gazi, Mamun, Masud, Senathirajah, & Rahman , 2024). Customer's satisfaction is important aspect which help to make decision of customer to purchase the particular service. Satisfaction of customer gain the intention of customer to purchase the services. Companies must try to satisfy their customer to increase purchase intention of customers. If customer satisfaction increase about the product it will also increase the customer purchase intention (Qing, et al., 2023). Success of business is mostly effected by customer satisfaction. The important task for Organizations to satisfy their customer to increase their purchase intention. Purchase intention is very important for the growth of business. For this purpose organization strive to satisfy their customer continuously (Abdullah , Prabhu, & Othman, 2022). Mostly organization does not

increase purchase intention without the satisfaction of customers (Hendriana & Irawan, 2024). If the customer satisfied the product they attract the product and make decision to purchase the product. Customer purchase intention play very important to increase the profit of firm. Company reputation has strongly influence on customer purchase intention. Service quality of product show the reputation of company in the market. Mostly customer purchase intention depend on service quality (Zaman & Arslan, 2014).

H_3: There is a positive and significant impact of customer satisfaction on customer purchase intention.

Customer satisfaction is crucial way between service quality and customer purchase intention. Customer satisfaction work as a mediator between the relationship of service quality and customer purchase intention. If good quality of service is provided to the customer by the company it's help to satisfy the customer and as a results customer purchase intention will also increase by customer satisfaction (Maharsi, Njotoprajitno, Hadianto, & Wiraatmaja, 2021). Service quality of a company effects the customer satisfaction which result increase in customer purchase intention. Organization attain the purchase intention of customers by the service quality through the satisfaction of customer's. Customer satisfaction is the mediating way between the relationship between service quality and customer satisfaction (Liao, Hu, & Chou, 2022). The main aim of organizations to increase customer satisfaction for enhance their business through purchase intention of customers. For the satisfaction of customers organization try to provide the best service quality to their customers (Ginting, Chandra, Miran, & Yusriadi, 2022). Companies increased their purchase intention by delivering the best service quality that cause customer satisfaction. Customer satisfaction helps the customers to make the decision of customers about the purchase intention of particular service. For this purpose companies must tried to satisfy their customers by providing the good quality of service (Bahrez, Abdelrahman, & Elnazer, 2023). Satisfaction is the feeling of customers that is enhance by service quality after experience it and that help to increase the purchase intention of customers. Purchase intention is very important for company profit. For this company continuously strive for the satisfaction of customers by providing the best service.

H_4: There is a positive and significant impact of customer satisfaction on customer purchase intention with the mediating effects of customer satisfaction.
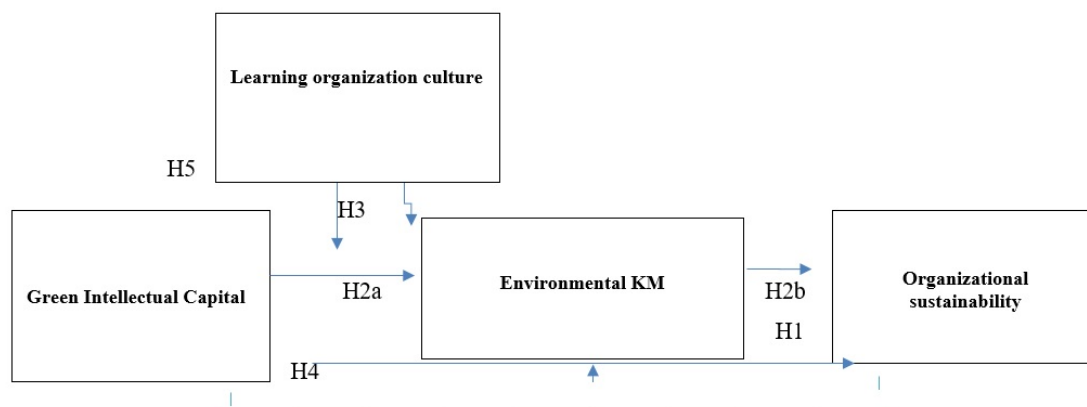

Figure 1: Research Model

METHODOLOGY

The current study is quantitative in nature, so the by using positivist philosophy the researcher used the Deductive approach. In deductive approach the investigator moves from general to specific phenomena. Normally, inductive approach quantitative research has been gone through. The general environment helps the researcher to draw a specific. In the current study only theory will be tested so, the deductive research approach will be used. In the current study, the strategy of the research is survey. The reason for using survey is that this is quantitative research in which principal investigator will use primary data and for the collection of data questionnaire will be used. The time horizons is cross sectional in the current study. This study is based on observation and the data is analyzed from a representative subset, of a population, in a particular period of time as the data will be collected from customers about the specific product at one point of time. Convenience sampling is used in this study for

the collection of primary data which is the type of non-probability sampling technique. In this technique samples/ respondent to the reach can be selected on their vicinity and availability. Questionnaire is used to collect primary data in the current study. To get the responses from the respondent who were the part of the study. In the current study principal investigator has used adopt scale. The questionnaire have been distributive in different customer. Researcher has used cross sectional time horizon and in scale its five point Likert which are assigned values as strongly to strongly disagree in 5 to 1 range.

RESULT AND FINDINGS

Table 1: : Demographic Analysis

Age	Frequency	Percent
20-29 years	200	80.3
30-39 years	27	10.8
40-49 years	18	7.2
50 & Above years	4	1.6
	249	100
Gender	Frequency	Percent
Male	147	59
Female	102	41
	249	100
Qualification	Frequency	Percent
Bachelor	161	64.7
Masters	43	17.3
MS/M-Phil	10	4
PHD	1	0.4
Experience	Frequency	Percent
Less than 1 year	140	56.2
1-5 years	67	26.9
6-10 years	23	9.2
11 Year or above	19	7.6
Total	249	100

In the current study valid sample size was 249 and age demographic are divided in to five classes. First class is 20-29 year old respondent and the number of respondents are 200 and it is 80.3% of total respondent. The next class of respondents belong to 30-39 years of age and 27 respondent's lies in this category with the valid percentage is 10.8%. Third category is 40-49 and 18 respondent's lies in this category with the valid percentage is 7.2%. Four category is 50 or above and the 4 respondent lies in this category with the valid percentage is 1.6%. Total number of respondent is 249 and the gender graph 147 is male and 102 is female. The valid percentage of male is 59% and the valid percentage of woman category is 41%. According to this table next demographic is qualification having four categories including intermediate, bachelor, Master and MS/M-Phil. First category is intermediate, 34 respondent's lies in this category and their valid percentage is 13.7%. 161 respondent's lies in bachelor category and their valid percentage is 64.7%. Third category is master and 43 respondent's lies in this category with the valid percentage is 17.3%. Forth category of qualification is MS/M-Phil, 10 respondent's lies in this category and their valid percentage is 4%.Different experience years of respondent's lies in this table. According to table the valid frequency for less than one year is 140 and their percentage is 56.2%. 67 respondent's lies in next category and their valid percentage is 26.9%. Third class of experience is 6-10 years and 23 respondent's lies in this category and their valid percentage is 9.2%. Four class of experience is 11 or above, 19 respondent's lies in this class and their valid percentage is 7.6%.

Reliability Analysis

Table shows the internal consistency of three scales: service quality, customer satisfaction and customer purchase intention. The threshold value of Cronbach's Alpha is above 0.70. This is acceptable value to show the internal consistency of indicator. 0.60 is lower limit for the acceptability of indicator and 0.70 as suggested in the study (Bryman & Cramer, 2004; Hair et al., 2006; Santos, 1999). Another researcher Griethuijsen et al. (2015), suggested that Cronbach alpha value which is equal to or above .60 is also acceptable. The six items of independent variable which is service quality has internal consistency and were reliable at (α= 0.768) and this value of Cronbach Alpha lies within the acceptable range (α> 0.7). The mediator that is customer satisfaction have internal consistency and were reliable at (α= 0.795) and this value of Cronbach's Alpha lies in acceptable range of (α> 0.7). The four item of dependent variable which is customer purchase intention and were reliable at (α= 0.669) and this value of Cronbach's Alpha is within the acceptable range of (α> 0.7). Table depict the variables have an internal consistency according to the threshold Cronbach Alpha values. All the resulted value is above than 0.7. This value of Cronbach's Alpha lies in acceptable range. Moreover, all results of Cronbach's Alpha shows the instrument consistency and the important of the variable. All the results indicates the variable reliability in the current study.

Table 2: : Cronbach's Alpha

S/no	Variable Name	No of items	Cronbach Alpha (α)	Composite Reliability	AVE
1	Service quality	6	0.768	0.934	0.74
2	Customer satisfaction	5	0.795	0.804	0.524
3	Customer purchase intention	4	0.669	0.941	0.728

Dependent variable customer purchase intention, independent variable service quality and mediating variable customer satisfaction

Descriptive Statistics

Descriptive statistics is represented in table 4.3 that include all three variable of the study. Total respondent in the current study is 249. The mean of all variable is different from one another. Before the testing of hypothesis it is essential to check the normality of data. For this purpose, we calculate mean, standard deviation skewness and kurtosis. Normality of variables either assessed that before hypothesis testing by statistical method or graphical method. Skewness and kurtosis are the most important component to check the normality of data (Tabachnick & Fidell, 2007c). For the service quality the table depicting that normality of data distribution is skewed -0.707, kurtot at 0.569, average is 3.6754, minimum is 1.17, maximum is 5.00 and standard deviation is 0.74192. Skewness value show that the distribution is negatively skewed and the kurtosis indicate the peak of data. For customer satisfaction table depict that -0.605 is skewed value, standard deviation is 0.77888, average is 3.7221, minimum is 1.40 and maximum is 5.00.

Third variable in the current study is customer purchase intention, the table shows that skewed value is -0.388 which indicate negative tail data distribution, value of maximum is 5.00, minimum is 1.50, standard deviation is 0.7737 and kurtosis is -0.327 that showed the data peakness. Consequently, all the value of descriptive statistics for all variable confirmed the normality of data through the value of skewness -1 to +1(trochim, Donnelly & James, 2006) and kurtosis is -3 to +3.

Table 3: : Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
SQ	249	1.17	5	3.6754	0.74192	-0.707	0.154	0.569	0.307
CS	249	1.4	5	3.7221	0.77888	-0.605	0.154	-0.045	0.307
CPI	249	1.5	5	3.8384	0.77037	-0.388	0.154	-0.327	0.307
Valid N (listwise)	249								

Correlation

Table correlation table depict the variables relation with each other. Correlation is used for examine the direction and strength of relationship between variable. The signs of correlation (+ive, -ive) shows the direction of

relationship while the correlation value demonstrated the strength of relationship among variable. The correlation value lies between -1 to +1. The above table of correlation depict that all three variables are correlated with each other.

The linear relationship between two variable are explained by the statistics is known as Pearson correlation coefficient (r) (Jaccard & Becker, 1977), and -1 to +1 is the threshold value of Pearson correlation. Direction of relation is showed by sign and value of correlation shows the strength of relationship among variable. For this study the results of Pearson were calculated and shown in the above table.

Table depicting that there is 0.7233 co relation among service quality and customer satisfaction. It's mean that if the quality of product is good that cause to increase the customer satisfaction. The next value of r= .552* show that the interrelation is positive among service quality and customer purchase intention. Which indicate that if the good quality provide the customers it helps to increase the purchase intention of customer. The table depict that interrelation of customer satisfaction and customer purchase intention is positive and the value of r= .552*. This relation indicate that satisfaction of customers increase enhance the customers purchase intention. Correlation table shows that, all three variable in the study are positively correlated and all variable has a positive effect on each other.

Table 4: : Correlations

		SQ	CS	CPI
SQ	Pearson Correlation	1	.732**	.552**
	Sig. (2-tailed)		0	0
	N	249	249	249
CS	Pearson Correlation	.732**	1	.552**
	Sig. (2-tailed)	0		0
	N	249	249	249
CPI	Pearson Correlation	.552**	.552**	1
	Sig. (2-tailed)	0	0	
	N	249	249	249

**. Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

There is a positive significant relationship between service quality and customer purchase intention in hypothesis 1. The table depict that, we accept the hypothesis 1 because all statistical value is lies in acceptable limit. Our 305 and overall model is fit because our F-value lies in acceptable limit. In the above table F-value is 108.339 which is greater than 5 so, in the current study our overall model is also fit. In the regression analysis table *t*-value shows the individuals model fitness. In this study t-value is 10.409 is falls in acceptable limit because t-value is greater than 2. The coefficient value or beta value depicted that one unit change in service quality will predict the .552 unit change in dependent value customer purchase intention. *P*-value or significance value in the current study is .000 which proved the interrelation among service quality and customer purchase intention is positive significant.

The next hypothesis shows that, the interrelation between independent variable service quality and mediating variable customer satisfaction is positive significant. According to the result we accept the hypothesis 2 because all statistical value falls in acceptable limit. In the above table R^2 value is .536 and F-value is 285.513 that shows the overall model fitness in this hypothesis which fall in acceptable range because F-value > 5. In hypothesis 2 *t*-value is 10.408 that shows the individuals model fitness in the above table. T-value is greater than 2 so, individual model is fit. The beta values show the causal dependency and change occurring in one variable due to other variable. Significance value or *p*-value is .000 which proved the positive significant relationship among these variable.

Next hypothesis shows the, relationship between customer satisfaction and customer purchase intention is positive significant. Results of the table depict that we accept the hypothesis 3 due to all statistical values lies in acceptable range. R^2 value is .305 in the above table, which shows the relationship between the dependent variable and independent variable. F-value of hypothesis 3 is 108.332, which depict that over all model of this hypothesis is fit because F-value is greater than 5. Individual's model of this hypothesis is also fit. In this hypothesis *t*-value is 10.407 that is greater than 2, which show the individual model fitness. Beta value or coefficient value is .554 that

depict the one unit change in independent variable customer satisfaction will predict .554 unit change in dependent variable customer purchase intention.

Regression Analysis

Table 5: : Regression analysis

HYP	IV	DV	R^2	F	T	β	Sig	Status
H$_1$	SQ	CPI	0.305	108.339	10.409	0.552	0	Accepted
H$_2$	SQ	CS	0.536	285.513	10.408	0.732	0	Accepted
H$_3$	CS	CPI	0.305	108.332	10.407	0.554	0	Accepted

SQ: Service Quality, CS: Customer Satisfaction, CPI: Customer Purchase Intention.

Mediation Analysis

After testing the assumption of violations and testing the direct hypothesis, the hypothesis related to simple mediation was evaluated through Preacher and Hayes (2013) of SPSS.

The above table indicated the results of mediation (model 4) of Hayes's (2013), which conclude that customer satisfaction is path between independent variable service quality and dependent variable customer purchase intention. Firstly, the total service quality effect on customer purchase intentions is analyzed. Secondly, analyzed the result that service quality has a direct effects on customer purchase intention. Thirdly, analyzed that the service quality indirectly effects the customer purchase intention.

The table 4.6 shows that mediation analysis by adding up direct effect and indirect effect and summing up total effect which is increasing which proves the mediation. The mediations results proved that independent variable in the current study service quality influence the customer purchase intention (Dependent variable). Here, the value of "$t = 4.2303$" is significant from all perspectives because t-value is greater than 2 which shows the individuals model fitness. The results show the significant value about the service quality total effect on customer purchase intention and confidence interval is 95% .

Moreover, service quality direct effect on customer purchase intention also confirmed the significance level as the value meet the benchmark ($t = 4.3202$, $P < 0.05$, 95% CI [0.1769, 0.4851]. Furthermore, the indirect effect of service quality on customer purchase intention also shows the significance values (95% CI [0.1206, 0.3570]).

Mediating analysis

Direct and indirect effects of x on y

Table 6: : Direct effect of X on Y

Effect	Se	t	P	LLCI	ULCI
0.331	0.0782	4.2302	0	0.1769	0.4851

Table 7: : Indirect effect(s) of X on Y

	Effect	BootSE	BootLLCI	BootULCI
CS	0.2423	0.0649	0.1206	0.375

CONCLUSION

In the present time different multinational companies facing the problem of sale volume because every organization or firm want to increase their sale volume and gain more profit day by day. For this purpose customer satisfaction is most important factor that help the firm to increase their customer purchase intention. If the organization or telecommunication sectors wants to satisfy their customers that provide the good service quality to their customers. Service quality is quality of goods and services that the firms provide their customers. Mostly on the basis of quality customers choose the particular products or services. Customer purchase intention is the decision of customer about the goods or services. In the current study, researcher discussed the different in four operators of telecom sector including Zong, Mobilink, Ufone and Telenor. That are facing the issues of high

competition in their service quality regarding (reliability, security, responsiveness and communication). Quality concern both customer and organizations because mostly customer purchase that good or service whose quality is best, in the organizational point of view that helps to satisfy the customers. To increase the purchase intention organization try to provide the efficient service quality to their customers. Purchase intention of customers cause to increase the profit of organizations or firms that shows the position of firm or company in the market. Now a days there is a high competition among the companies, every company wants to increase their profit. In the current era telecom sector of Pakistan working in the high competitive environment. That sectors works hard to continuously retain their purchase intention of customers. Telecom operators try to deliver the best quality to its customers and wants to satisfy their customers by offering different packages.

Telecom sector provide the reliability of service to the customers. That enjoy the good service quality at all the time and willing to buying this service in the future. Some factors shows the reliability of service quality of the telecom sector, these factors are accurate delivery service, company is truthful about its offering and network are always available to the customers.

Security is the very important feature of service quality that is provide by the telecom sector to their customers. Mostly customer prefer that service which are secure and do not disturbed the privacy of the users or customers. Different companies of telecom sector provide different securities to the customer and make sure the customers when they use these services they don't disturbed the privacy of the customers. Security helps companies to satisfy the customers and increase their purchase intention of customers.

Responsiveness and communication is the third element or dimension of service quality that play an important role to satisfy the customers and enhance the purchase intentions of customer. Communication helps the companies to know the responses of customer about the service or product. Communication and responses meet the companies to the expectation of customer toward the service or product. Communication of the management of company effects the customers, if the company staff communicate their customer in good manner that is very helpful to satisfy the customers. Companies give value to the responses of their customers because they help the firm or company to improve their service quality according to customer's expectation.

The current study is both theory and data driven. Social exchange theory is the underpinning theory of the current study in the telecom sector. Social exchange theory is helpful both customers and organization. One hand customer receive the good service quality to their customers and the other hand in response company gain the more customer purchase intention. The target of every company or organization is to increase the purchase intention of customers toward the particular service or product. So, social exchange theory support the model of the current study. This theory is tested through data in the study. So, it is also the data driven study because collect the data in this study from telecommunication companies of Haripur, Rawalpindi and Islamabad. Finally, it has been concluded that by providing service quality it is possible to attain the customer satisfaction and in result increase in customer purchase intention.

MANAGERIAL IMPLICATIONS

The current study tell the some implication for mangers of companies according to framework of the study the key variables. All the variable in the study is theory driven as by literature review. Social exchange theory underpin the phenomenon of research model. In this study three dimensions of service quality is selected (Reliability, security, responsiveness and communication) that covers almost all major feature of telecom sector. It is also data driven research because telecom sector data support interrelation among variables through using the different statistical techniques that are performed on SPSS. Analysis of data depict the relationship among variables.

As for as managerial are concerned service quality is much needed phenomenon for better management of goods and services offered by organization. It provide the helpful guidelines for the companies who provide the services or manufacturing product to the customers.

In the current situation of companies with the competitive environment, the most crucial factor is customer satisfaction. Customer satisfaction helps the organization to increase purchase intention of customers, which helps the organizations to make their position more strong in the market. For the purpose of customer satisfaction organization provide the reliable goods or network, security, better communication and response to their customers because customer satisfaction helps to increase the customer purchase intention. This study helps the marketing management of telecommunication companies. Which will become the source of competitiveness.

RESEARCH LIMITATIONS AND FUTURE RESEARCH RECOMMENDATIONS

There are numerous research limitation in the current study. Firstly, due to low budget and time, 249 are used to analyze the variable. This size of sample is increased in future. Secondly, some dimension of service quality are used to explore the interrelation among mediating variable customer satisfaction and dependent variable customer purchase intention. Other dimension are study in future for detail analysis and that make the model worthier.

In current study customer satisfaction is empirically analyzed in telecom sector however this empirical analysis showed broaden to other sectors as well.

Future study should analyzed the service quality by enhancing the sample procedure including probability sampling and sample size. Future studies should also take it in consideration regarding dimensions of key variables. In this way the research model could be more enrich and market oriented.

Furthermore purchase intention is really important variable regarding marketing perspective so data support from other sectors will provide theory and data driven model.

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