

# **Explanatory Factors And Managerial Implications Of Subscriber Satisfaction In The Mobile Telephony Sector In Cameroon**

Haoua Pitti, Mohammadou Hamidou Bello, Halidou Mamoudou

(ESSEC, Univrsity Of Garoua, Cameroon)  
(FESG, Univrsity Of Ngaoundéré, Cameroon)  
(FSEG, Univrsity Of Ngaoundéré, Cameroon)

---

## **Abstract:**

*In the digital age, the use of mobile telephony is significant. It has become much more than just a communication tool, allowing us to manage finances, work, relationships, and more. However, some subscribers are dissatisfied with its use and the various operators. The main objective of this article is to examine the key parameters likely to influence customer satisfaction regarding the services provided by mobile telephony operators. To achieve this, a survey was conducted in the mobile telephony sector in Cameroon by interviewing 321 subscribers of operators using a questionnaire following a quantitative methodological approach. Subsequently, a conceptual model highlighting the different explanatory variables is presented. The results of the linear regression analysis indicate that explanatory elements such as perceived quality, trust, and price play an important role in subscriber satisfaction. These findings provide concrete recommendations to mobile telephony operators to improve their performance through an understanding of the Cameroonian market.*

**Keywords:** Trust, Customer, Operator, Price, Perceived Quality, Satisfaction.

---

Date of Submission: 08-05-2025

Date of Acceptance: 18-05-2025

---

## **I. Introduction**

In recent years, the mobile telephony sector has experienced significant growth due to technological advancements. After adopting policies to liberalize telecommunications, previously under state control in the 2000s, the Cameroonian mobile telephony sector is now diverse, characterized by a strong presence of foreign operators. Additionally, this sector's highly competitive, with the number of mobile telephony operators increasing in 2013. Customer satisfaction is a crucial element for the success of any business, as it influences customer loyalty. According to Mittal & Kamakura (2001), customer satisfaction is of paramount importance in marketing due to its strategic significance for businesses and academic research. Mobile telephony operators must therefore focus constantly on improving their offerings. Customers face a variety of products/services that can meet their daily needs and desires. Indeed, most research has shown that the secret to the success of top-performing companies lies in their value proposition. It is possible to satisfy the needs and desires of targeted customers.

According to Oliver (1994), satisfaction is a key factor in marketing, as it is a good predictor of purchasing behavior (repurchase, purchase intention, brand choice, and switching behavior). Our results provide concrete recommendations to mobile telephony operators and they advance the literature on customer satisfaction.

The growing interest in satisfaction related factors is both evident and justified. Our article aims to analyze the elements that could influence subscriber satisfaction with the offerings proposed by mobile telephony operators. In the following sections, we highlight existing research on the topic, review the literature, and discuss the various variables involved in this study.

## **II. Conceptual Framework And Research Hypotheses**

### **Factors of subscriber satisfaction in mobile telephony**

Subscriber satisfaction and rely on several factors. This is why we have identified multiple factors that determine the degree of subscriber satisfaction. Among these, we will focus both on qualitative and quantitative factors such as quality, trust, perceived value, and price.

### ***Perceived quality of offerings***

Today, the quality of products and services is a priority. It is somewhat evident that survival in a complex and competitive environment requires the production of quality. To evaluate the outcomes of efforts aimed at ensuring quality, it must be measurable (Joel et al., 2006).

Product quality has a positive effect on consumers, as they are satisfied with the product's performance (Azim et al., 2014). Product quality has been validated by numerous empirical studies on customer satisfaction (Cretu & Brodie, 2007). When a product lacks differentiation, competitive advantage is derived from the quality of service provided.

### ***Subscriber trust***

Researchers have become aware of the confusion surrounding the nature of trust (Frisou, 2000). Trust is defined as a set of specific beliefs that primarily involve integrity, benevolence, and the capability of a party (Jalal, 2016). Additionally, it has been considered a behavioral intention reflecting confidence in the future good intentions of a partner and involving consumer vulnerability and uncertainty (Park & Kim, 2003). Today, trust is more broadly understood as the set of consumer expectations regarding the provider's ability and willingness to honor commitments and fulfill promises.

However, companies have the opportunity to study customer trust to build stable and lasting relationships with them. When customers place their trust, it indicates their satisfaction with the products/services offered. Consequently, if a company can foster trust, it will enhance consumer satisfaction. Empirical studies have established the relationship between these parameters (Chen & Huang, 2013). These results showed that trust has a positive and significant influence on customer satisfaction.

### ***Perceived value of offerings***

For Alain & Hymette (2023), the most frequently cited aspect of perceived value involves the balance between customer benefits (core services and additional services) and the sacrifices (price and relational cost). This concept compares customer benefits to the cost of interaction between consumers and the company.

Perceived value involves a cognitive evaluation of consumer expectations regarding the product or service offered by the company. By applying a high-price strategy, companies can increase their margins and sales volumes. Several studies have proven that perceived value has a positive and significant effect on satisfaction (Bolton & Drew, 1991; Fangue et al., 2017). According to these authors, the value perceived by consumers helps explain customer satisfaction. Thus, perceived value in empirical studies directly influences consumer purchase intentions.

### ***Price***

According to Monthe and Wamba (2024), price refers to the amount paid for a product or service. Oliver (1997) defines price as a consumer judgment related to product/service quality, which in turn creates satisfaction or dissatisfaction based on the principle of equity. For William (2008), customer satisfaction and trust are influenced by price perception. Thus, price perception can create a feeling of satisfaction or dissatisfaction with a company's offerings among consumers (Akbar & Parvez, 2009).

In other words, Alonso et al., (2018) showed that prices can contribute to customer satisfaction after reaching the desired level. When Customers perceive value in what they pay, they are more likely to remain loyal and engage in repeat purchases. Indeed, positive perception leads to customer satisfaction. Conversely, if the customer has a negative perception, there will be a feeling of dissatisfaction that makes customers hesitant to repeat purchases of products/services (Mvele & Djoutsu, 2020).

## **III. Building A Conceptual Model Of Subscriber Satisfaction In Mobile Telephony**

### **Fundamental design principles**

According to Oliver (1980), satisfaction is based on expectations and the discrepancy between expectations and product/service performance. Satisfaction evaluation is thus based on adaptation-level theory, which posits that a stimulus can only be perceived when compared to an existing standard.

According to the disconfirmation model, satisfaction is achieved by comparing prior expectations with the perceived performance of the product/service (Oliver, 1980):

- Consumer expectations regarding the product/service;
- During the consumption experience, judgment is based on product/service performance;
- The result of the comparison between performance and expectations leads to disconfirmation, which can be positive, negative, or neutral.

In other words, a favorable (satisfaction) or unfavorable (dissatisfaction) opinion stems from an evaluation process where the consumer compares the actual performance of the product/service after consumption with prior expectations. When performance exceeds expectations, satisfaction is felt (Bearden &

Teel, 1983). Various studies have explored the link between expectation disconfirmation and contentment. Research has shown a significant linear correlation between the two variables (Oliver, 1980; Oliver & Linda, 1981). Whether the quality of the offered product/service is confirmed or disconfirmed, the level of satisfaction or dissatisfaction with the products/services increases.

We can explain subscriber satisfaction by analyzing Oliver's (1980) expectation disconfirmation theory. This approach emphasized the perceived gap between their expectations and actual experiences. For our study, we can assess whether subscribers feel their expectations have been met regarding service quality and costs. Subscribers of mobile telephony operators are likely to be satisfied if their expectations are met. Conversely, if they believe their expectations are not met, they are likely to be dissatisfied. This theory can also help operators understand subscriber expectations and improve their service delivery, thereby increasing subscriber satisfaction.

Ajzen and Fishbein (1980) introduced the theory of reasoned action, which suggests that an individual's conscious motivations significantly influence their behavior. According to them, before acting, the consumer considers the consequences of these actions and, based on this, decides whether or not to engage in the action, hence the theory (theory of reasoned action). The notion of action rather than behavior refers to a methodological question concerning the observation of individuals.

The theory of action applies specifically to behaviors under voluntary control. No obligation is imposed to adopt a behavior. However, there will be a lack of control if adopting this approach requires opportunities, resources, or skills. Considering these obstacles, Ajzen (1985) integrated a third concept into the initial model (Ajzen & Fishbein, 1975) concerning the individual's perception of their (physical and psychological) power over future behavior. According to Ajzen (1985), it is possible to predict a behavior where the individual has only limited control. It is necessary to evaluate not only their intention but also to obtain some estimates of the level of control they believe they can exert over the behavior in question.

#### **Variables related to satisfaction content**

Stanton et al. (1991) define a product/service as a set of characteristics (attributes) intended to satisfy customers' explicit needs/wants. Perceived quality is what customers perceive, not what is objectively determined by the company. The ideas of perceived quality and customer satisfaction have been addressed in several works. Service quality is thus an evaluation of a product/service to satisfy customer needs (Patrick & al., 1996). Two schools of thought oppose each other regarding the correlation between service quality and customer satisfaction. According to Anderson & Fornell (1994), some have argued that service quality plays an essential role in customer satisfaction. Meanwhile, according to Nguebang (2023), it can also be considered a prerequisite for satisfaction.

For Akbar & Parvez (2009), service quality is a basic factor in forming customer satisfaction. This statement is also supported by Osman (2011), who found that service has a significant effect on consumer satisfaction. However, according to Bitner (1990), it is essential to consider the influence of the purchase experience on the formation of service quality, as quality prospecting cannot be a predictor of satisfaction.

Perceived quality has a positive impact on customer satisfaction, as demonstrated in previous studies on traditional retail (Cronin et al., 2000). Moreover, the same results were obtained in studies on e-commerce and online shopping (Béjaoui et al., 2006).

Additionally, it should be noted that the link between perceived quality and satisfaction is quite complex. This leads to confusion regarding the definition of these two factors and the causal direction of their relationship. Several studies have attempted to determine the nature of the relationship between perceived quality and satisfaction, but without much success (Barbaray & Christian, 2016).

The work of Woodside et al. (1989) demonstrated that customer satisfaction is influenced by service quality. According to these authors, satisfaction plays a mediating role between opinions on service quality and purchase intentions. Furthermore, Bitner (1990) emphasizes that this causal relationship in service quality evaluation plays a mediating role between satisfaction and subscriber behavior. Research by Cronin and Taylor (1992) support the conclusion of Woodside et al. (1989), confirming that consumer satisfaction is influenced by service quality. Therefore, based on these findings, we formulate our first hypothesis:

#### **H1: The perceived quality of operators' offerings would significantly influence subscriber satisfaction.**

Mowen & Minor (2002) showed that trust is the set of knowledge consumers possess, as well as all the conclusions they draw about objects, attributes, and benefits. Service marketing places greater importance on individual attitudes, which refer to consumer trust regarding the quality and reliability of the services provided. Moreover, Chen & Huang (2013) showed that if the customer firmly believes that the information obtained is accurate, transparent, and reliable, this also contributes to improving their satisfaction.

Trust thus represents the cumulative effects over time on customer loyalty (Chiou & Droge, 2006). As trust increases, so does customer satisfaction. Then, Mayer and al. (1995) stated that three factors shape a person's trust in others: ability, benevolence, and integrity.

Several studies (Lombat, 2007; Monique, 2016; Nguebang, 2023) support the ideal that customer satisfaction plays an essential role in building trust. Edwin et al., (2011) examined B2B financial services in South Africa and found that customer satisfaction has a positive and significant influence on trust. Their studies on e-commerce customers in Taiwan showed that satisfaction has a strong impact on trust. For Edwin and Coll (2011), in their work on clients of financial service industries, they demonstrated that customer satisfaction is a powerful indicator of customer trust when the relationship is significantly and positively correlated.

Other authors explain that if a consumer has a positive view of certain things, this will lead to high satisfaction (Ashley & Leonard, 2009). According to Sulsilo et al. (2018), trust plays a positive role in customer satisfaction. For Sari & Kustijana (2012), trust has a beneficial and significant effect on customer satisfaction.

In conclusion, trust and consumer satisfaction mutually influence each other. Following previous research and arguments, our study will focus more on the mobile telephony sector, hence the formulation of our second hypothesis.

## **H2: Subscriber trust has a significant influence on subscriber satisfaction in the mobile telephony sector.**

Customer satisfaction is directly influenced by pricing (either positively or negatively) on the prices of products/services offered by these companies (Ali & Amin, (2014). The demonstrated that reasonable prices and consumer satisfaction are closely linked. Customers may switch to another mobile service provider that offers fair prices. This reveals that consumers can be retained longer by offering them fair prices: satisfaction is thus caused by price fairness.

Hsu (2006) proposed that when purchasing a product and service, a customer must spend a certain amount. According to Oliver (1997), consumers evaluate price in relation to service quality and this leads to satisfaction or dissatisfaction, which is based on the principle of equity. As for Vanhamme (2002); price is a priority for consumers when making a purchase decision.

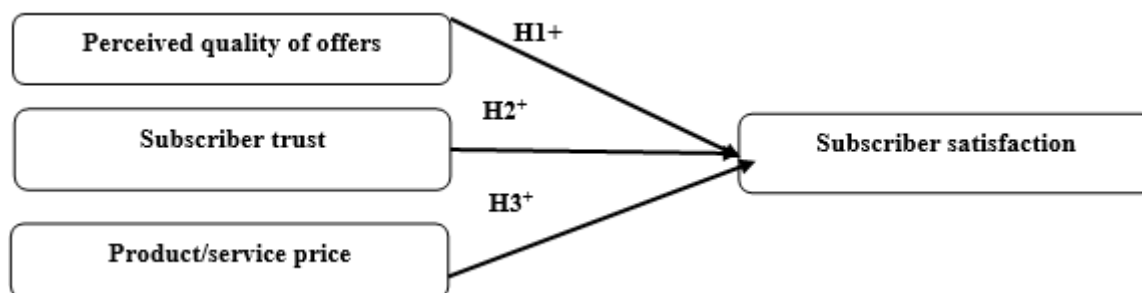
Ellen & Olivia (2003) found that perceived price is strongly linked to customer behavioral intentions. They found that perceived price was largely related to customer satisfaction, the possibility of doing more business, and recommending the service provider. Moreover, Cheng et al. (2010) also supported the significant effect of perceived price on customer satisfaction in the fast-food industry.

According to Biboum et al. (2013), price plays a crucial role in customer satisfaction. If prices increase, customers switch to other service providers. A positive correlation was observed between price and satisfaction (Ali et al., 2014). In the same vein, Ransulangi et al. (2015) emphasize that price has a direct and important correlation with customer satisfaction. But cost is closely linked to customer satisfaction (Bigola, 2018).

Sulsilo et al., (2018) also noted a positive influence of price on customer satisfaction. Because consumer satisfaction is the level of feeling a consumer has after comparing what they receive and their expectations (Sigmound & Léopold, 2020). By observing that the price of a service meets their expectations and is affordable according to their resources, the consumer may be more satisfied and loyal to the company. The results of the analyses of the previous literature allow us to formulate our third hypothesis:

## **H3: The price of operators' offerings would significantly influence subscriber satisfaction in the mobile telephony sector.**

The figure no 1 presents the conceptual model of research which highlights the different relationships between variables (hypotheses) and the nature of these relationships.



**Figure no 1: Conceptual research model**  
**Source : Authors**

#### IV. Explanatory Factors And Managerial Implications Of Subscriber Satisfaction With Mobile Telephony Operators' Offerings

Methodology is a crucial step in the construction of scientific work. The methodological approach depends on the nature of the research and the objectives set (Thiérart, 2003).

##### The approach used

We focus on four keys elements: the selection of the study area, the type of study, measurement tools, and data analysis tools.

The survey focused on customer satisfaction in the mobile telephony sector. Mobile phone operators are increasingly paying particular attention to customer relationship management in their marketing strategies, which seems to be a wise decision. Indeed, gaining the trust of their customer base in a competitive environment is an essential objective for these operators.

A quantitative study was conducted by distributing a questionnaire to three hundred and twenty-one (321) subscribers from urban and rural areas. The selected participants all had a mobile phone. The age group ranged from 18 and 70 years. The inclusion of all social strata in our sample was deemed necessary for two reasons: on the one hand, the sector under consideration is characterized by products/services that all subscribers are familiar with, and on the other hand, satisfaction is a phenomenon that affects all individuals.

It should be noted that we conducted a preliminary evaluation of the questionnaire on a sample of thirty (30) participants selected using the convenience sampling. However, all categories of targets for our study were included.

The measurement scales were selected based on an inventory of measurement tools available in the literature. Cronbach's alpha  $\alpha$  was used to assess the reliability of the data collected during the pre-test. Through the analyses, the scales were simplified so that only the most relevant items were retained in the questionnaire.

#### V. Study Results

##### Presentation of Results

First, we can identify several key elements, notably that subscribers seek satisfaction through the perceived quality of products/services and the price charged. We then studied the antecedents and consequences of the explanatory factors of satisfaction.

During our investigation, we observed that 59.4% of our respondents were women and 40.6% were men. This means that in the sample interviewed, women are more sensitive to the offers of mobile telephony operators compared to men.

The distribution of respondents by age group revealed that the majority of respondents (75.2%) were under 30. Those over 30 were slightly less represented, making up 24.8% of the sample.

We also observed that most respondents (247), representing 77.7% had a university level of education. The individuals who were a minority (74), or 25.6%, had a secondary level of education. We also note that employees, teachers, and executives constitute 30.6% of the sample. However, 69.4% of the individuals were students.

The results of the multiple linear regression allowed us to relate our study variables (factors) and customer satisfaction. This analysis is presented in the following table 1:

**Table no 1: Summary of multiple linear regression results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		A	Standard error	Beta		
1	(Constant term)					
	Perceived quality of mobile phone operators' offers	0,128 0,593	0,509 0,709	0,593	0,000 7,474	1,000 0,000
	Subscriber trust	0,232	0,082	0,232	2,819	0,000
	Product/service price	0,165	0,073	0,165	1,993	0,002
<b>R=0,725 R<sup>2</sup>= 0,625 R<sup>2</sup> ajusté = 0,599 ddl = 7 et 113 F = 17,934 (P=0,000)</b>						
a. Dependent Variable: Subscriber Satisfaction						

This table no 1 shows a correlation between the explanatory variables of the study and the dependent variable. We then proceeded with an analysis of the regression test results.

### **Robustness analysis and econometric model of the study**

The variable representing non-specific factors (the constant term) is positive, i.e., 0.128 with a significance level of 1%. According to Fisher's test results, the current model is significant at the 1% threshold, with an F-value of 17.934. All three variables are significant.

In summary, consumer satisfaction with mobile telephony products/services is explained by 62.5% of variance in the model.

The correlation coefficient R is 0.725, which is interesting since it exceeds the minimum threshold of 0.5. This shows a strong correlation between the explanatory factors (perceived quality, trust, and price) and customer satisfaction. In other words, there is a significant link between these factors. Overall, the strength of the regression model is substantial, indicating good explanatory and predictive relevance.

The regression equation between subscriber satisfaction (Y) and its variables (X) is presented as:

$$SC = 0.128 + 0.593QP + 0.232CNF + 0.165PRX + \varepsilon$$

(7.474)      (2.819)      (1.993)

Where:

- **SC:** Customer Satisfaction
- **QP:** Perceived Quality
- **CNF:** Trust
- **PRX:** Price
- **(.)** t-Student and **ε:** Error term

## **VI. Discussion Of Results**

### **Analysis of the relationship between perceived quality of offers and satisfaction of mobile phone subscribers**

According to our first research hypothesis, the perceived quality of offers has a significant effect on customer satisfaction. The regression coefficient of the explanatory variable (perceived quality) is 0.593, which is acceptable and significant at approximately 0.000. Furthermore, this regression coefficient differs significantly from zero, as evidenced by the Student's t-test value greater than 2, namely 7.474. These results allow us to conclude with a 5% risk of error that the perceived quality of operators' offers significantly influences customer satisfaction. Therefore, Hypothesis 1 is validated: *The perceived quality of operators' offers significantly influences subscriber satisfaction.*

The perception of quality is a key element that has a significant influence on customer satisfaction. Previous studies have shown a relationship between perceived quality and satisfaction (Alain & Hymette, 2023; Patrick et al., 1996; Chang, 2000; Tchingnabe, 2022; Djipwo et al., 2023). These studies suggest that perceived quality plays a crucial role in customer satisfaction, including in the context of mobile phone services in Cameroon.

In essence, the presentation of quality in relation to customer satisfaction highlights the connection between customer trust and their satisfaction with mobile phone sector offers.

### **Analysis of the relationship between trust and satisfaction of mobile phone subscribers**

According to our Table 1, the partial coefficients of the variable « subscriber trust» (0.232) are highly significant at the 0.000 level. The Student's t-value is above the minimum threshold of 2 (2.819). Regarding customer trust and satisfaction, there is a positive link. In other words, trust plays an important role in customer satisfaction. Thus, the higher the degree of trust, the greater the satisfaction. Based on the results obtained, we validate Hypothesis H2: *Subscriber trust has a significant influence on subscriber satisfaction in the mobile phone sector.*

Furthermore, the findings of this study are consistent with numerous previous works. Sirieix & Dubois (1999) demonstrated that trust is a key element that links perceived quality and satisfaction. Pradina & Kusnilawati (2012) also found that trust plays an important role in customer satisfaction. These studies support the idea that trust is a crucial factor in determining customer satisfaction.

### **Analysis of the effect of price of products/services on subscriber satisfaction**

The explanatory variable *price of products/services* in the regression model (table 1) has a partial coefficient  $\beta$  (0.165) with a positive value of 0.165, which is significant. The Student's t-test value is positive and significant (1.993). These findings indicate a positive correlation between the cost of products/services offered by mobile phone operators and customer satisfaction. In other words, as the price increases, satisfaction also tends to increase.

Our third hypothesis, which states that *the price of operators' offers significantly influences subscriber satisfaction in the mobile phone sector*, is validated. The conclusions of this study are consistent with those of Bilgies (2016), who emphasizes that prices have a significant effect on customer satisfaction. This implies that, according to the respondents, the cost of products/services offered by mobile phone operators has a significant influence on subscriber satisfaction.

According to Ransulangi et al. (2015), consumers do not solely focus on price, but rather prioritize other factors such as perceived quality of offers. Monique (2016) also emphasized that perceived quality of services, strategies, pricing offers, and customer relationship management have a positive influence on subscriber satisfaction in the mobile phone sector.

### Verification of hypotheses

We were able to improve the quality of our model with these variables. The following table 2 summarizes the results.

**Table no 2:** Verification of hypotheses

Tested Hypotheses	Sign of Coefficient		Validation of Hypothesis
H <sub>1</sub> : Perceived quality of operators' offers significantly influences subscriber satisfaction	+	+	Yes
H <sub>2</sub> : Subscriber trust has a significant influence on subscriber satisfaction in the mobile phone sector	+	+	Yes
H <sub>3</sub> : Price of operators' offers significantly influences subscriber satisfaction in the mobile phone sector	+	+	Yes

After analyzing the results presented in the previous table, it is clear that all formulated hypotheses are confirmed.

### Framework of analysis

The study's context is one of the main challenges of this work. By focusing on a specific context, the selection of three Cameroonian cities (Garoua, Douala, and Buea) for our analysis limits its external validity. External validity implies that the results of this study would be nearly similar from one context to another, meaning the ability to generate generalizable results. We did not have the necessary time to examine the moderating roles of the factors mentioned in subscriber satisfaction. The study was conducted in the field of mobile telephony. Therefore, further studies are recommended to explore various marketing domains. The three factors were examined as predictors of subscriber satisfaction in this study. Consequently, it would be wise to include other factors such as corporate image, customer relationships, and innovation to broaden the implications.

### Statistical tool analysis

Thanks to the analysis tool used, it is possible to determine the validity of the measures used and thus internal validity. Sometimes, to test a causal model, it is necessary to perform different measurements using structural equation modeling. This requires the use of programs like Lisrel, Amos, EQS, Sepath, or PLS, which are the most useful (Evrad et al. 2003). However, we encountered an issue with the availability of these software programs and only had access to SPSS, SAS, and Sphinx. Ultimately, we opted for SPSS, which limited us to using bivariate measures that demonstrate the existence of a link between satisfaction and its explanatory factors.

## VII. Managerial Implications And Future Research Directions

### Managerial implications

From a managerial perspective, this research enables mobile phone operators to better understand subscriber behavior towards their offers, thereby meeting their expectations and satisfying their needs. The study helps managers identify key elements that could impact subscriber satisfaction, serving as a competitive advantage. By implementing customer satisfaction measurement systems, improving complaint management processes, or developing innovative loyalty programs, mobile phone companies can differentiate themselves from competitors.

According to our study's findings, the independent variables were ranked based on their importance as factors influencing customer satisfaction. Perceived service quality ( $\beta = 0.000$ ) is recommended to mobile phone operators, followed by trust ( $\beta = 0.000$ ), and finally, product/service price ( $\beta = 0.002$ ). This ranking highlights the crucial role that employees in the mobile phone sector play in customer satisfaction by improving the quality of offers.

To achieve this, it is necessary to improve the efficiency and effectiveness of the offers to attract subscribers and retain them. The operator must deploy efforts to improve the level of reliability and speed of its services; recruit friendly and competent staff who inspire trust to improve the quality of customer service; recruit staff who are always ready and available to resolve subscriber issues and who can inform subscribers about the different offers of the operator and respond to their complaints; understand expectations to take effective measures to reduce the gap between expectations and recovery performance; it is essential to regularly listen to customers to understand their needs and the difficulties they may encounter.

In other words, customer satisfaction depends on several potential factors such as perceived quality, trust, price, and many others. It is essential for mobile phone operators to ensure the effectiveness of their staff, understand subscriber expectations to reduce their complaints. Moreover, expected quality and perceived quality are not the same.

### **Future research perspectives**

The results mentioned above suggest that satisfaction is a vast and interesting research area, providing opportunities for various research avenues. However, this work offers other perspectives on subscriber satisfaction. Another study could identify unique contextual factors specific to the country, such as network quality in certain areas, mobile internet access, age, and income level of subscribers, to highlight aspects often overlooked in more general studies on subscriber satisfaction in this sector. Focusing on the national level and subsequently conducting a comparative study with other countries on an international level could be beneficial. It is also possible to conduct further research highlighting the elements that explain consumer dissatisfaction with the offers proposed by mobile phone operators.

## **VIII. Conclusion**

This article has enabled us to identify the factors that influence subscriber satisfaction in the mobile telecommunications industry in Cameroon. The literature review highlighted that the three variables are multidimensional concepts and that analyzing each data point in marketing requires input from other disciplines (psychology, sociology, and economics). Our empirical study revealed that the factors explaining satisfaction, personal characteristics of subscribers, and operator characteristics played a crucial role in understanding subscriber satisfaction in mobile telephony. The sociodemographic characteristics of subscribers are also linked to satisfaction with product/service offers, except for age, which has no effect on satisfaction in the mobile telephony sector.

## **References**

- [1]. Ajzen, I. (1985). From Intention To Action: A Theory Of Planned Behavior. In Action Control, Pp. 11-39. Springer, Berlin, Heidelberg.
- [2]. Ajzen, I., & Fishbein, M. (1980). Understanding Attitude And Predicting Social Behavior, Prentice, Hall Inc, Nj Englewood Cliffs.
- [3]. Akbar, M. M., & Parvez, (2009). Impact De La Qualité De Service, De La Confiance Et De La Satisfaction Du Client Sur La Fidélité Des Clients, Journal ABAC, Vol. 29, N°1, Pp. 24-38.
- [4]. Ali, F. & Amim, M. (2014). L'environnement Physique Sur Les Émotions, La Satisfaction Des Clients Et Les Intentions Comportementales Dans Les Stations Balnéaires Chinoise De L'industrie Hôtelière, Journal Pour L'avancement Mondial Des Affaires, Vol. 7, N°3, Pp. 249-266.
- [5]. Alonso, B., Berredá, R., Dell'Olio, L., & Ibeas, A. (2018). Modelling User Perception Of Taxi Service Quality, Transport Policy, Vol. 63, Pp. 157-164.
- [6]. Anderson, E.W. & Fornell, C. (1994). Un Prospectus De Recherche De Satisfaction Client. Marketing Des Services : Nouvelles Orientations Théorique Et Pratique, Thousand Oaks, Californie : Sage Publications, Pp. 241-164.
- [7]. Ashley, C., & Leolard, H. A. (2009). Betrayed By The Buzz Covert Content And Consumer-Brand Relationship, Journal Of Public Policy & Marketing, Vol. 28, N°2, Pp. 212-220.
- [8]. Azim, A., Shah, N.A., Mehmood, Z., Mehood, S. & Bagram, M. M. (2014). Facteurs Affectant La Sélection De Restaurants Par Le Client Au Pakistan, Internationale De La Recherche En Gestion Et En Affaires, Vol. 3 N°2, Pp. 10031013.
- [9]. Biboum, A.D. & Nkaleu, R. (2013). Comment Les Clients Perçoivent-Ils La Performance Des Entreprises ? Une Appréciation À Travers Le Prisme Des Relation Client-Banque Au Cameroun, Marketing –Trends- Congres, Pp. 25.
- [10]. Bigola, G. (2018). Peran Kualitas Du E-Commerce Et Satisfaction Des Consommateurs Des Produits Et Services Au Cameroun, Mémoire De Master, Option Marketing Et Stratégie, Université De Maroua, Pp. 210.
- [11]. Bilgic, A.F. (2016). Peran Kualitas Produk, Harga Dan Layanan Terhadap Kepuasan Pelanggan Billagio Skincare Clinic Sdoarjo, Jurnal Ekonomi Univer+ 93 Sitas Kadiri, Vol. 1, N°1, Pp. 78-90.
- [12]. Bitner, M.J. (1992). Servicescapes : L'impact De L'environnement Physique Sur Les Clients Et Les Employés, Journal Of Marketing, Vol. 56, N°2, Pp. 57-71.
- [13]. Bolton, R., & Drew, J. (1991). A Longitudinal Analysis Of The Impact Of Service Change On Customer Attentions De Retour Des Clients, Journal Of The Impact Of Marketing, N°55, Pp. 1-9.
- [14]. Chang, K. (2000). L'impact De L'environnement Physique Perçu Sur La Satisfaction Des Clients Et Les Intentions Retour Des Clients, Journal Of Professionnel Services Marketing, Vol. 33, N°2, Pp. 313-319.
- [15]. Chen, M. F., & Huang, H. (2013). The Impact Of The Food Traceability System And Consumer Involvement On Consumer's Purchase Intentions Toward Fast Food Control, Vol. 33, N°2, Pp. 313-319.
- [16]. Chiou, S., & Droge C. (2006). Service Quality, Trust, Specific Asset Investment, And Expertise: Direct And Indirect Effects In A Satisfaction-Loyalty Framework, Journal Of The Academy Of Marketing Science, Vol. N°4, Pp. 613-627.



- [17]. Cronin, J.J., Taylor, S.A. (1992), *Mesure La Qualité De Service : Un Réexamen Et Une Extension*, Journal Of Marketing, Vol. 56, Juillet, P. 556-8.
- [18]. Djipwo F. P., Tchouante N. G., Nohotio K.J.M., & Yomgni T. N. P. (2023). Perception De L'innovation Et Satisfaction Des Consommateurs De La Téléphonie Mobile Au Cameroun, *Revue Internationale Des Science De Gestion « Volume 6 : Numéro 2 »* Pp : 447-464.
- [19]. Edvard, Y., Pras, B., & Roux, E. (2003). *Etude Et Recherches En Marketing*, 3e Edition, Dunod, Paris.
- [20]. Edwin, T., Nic, T., & Christo, B. (2011). The Antecedents Of Trust In Business-To Business Financial Services, Vol. 18, N°2, Pp. 188-213.
- [21]. Ellen, G., & Olivia, F. L. (2003). Dynamic Pricing In Internet Retail: Effets On Consumer Trust, Vol. 20, N°6, Pp.495-513.
- [22]. Fangue , N., & Laurent, N., (2017). La Propension Du Consommateur À Répondre Aux Offres Promotionnelles : Une Analyse Auprès Des Abonnés De La Téléphonie Mobile Au Cameroun, *Revue Marocaine De Recherche En Management Et Marketing*, N° 17, Juillet –Décembre 20.
- [23]. Frisou, J. (2000). Confiance Interpersonnelle Et Engagement : Une Réorientation Behavioriste, *Recherche Et Applications En Marketing*, Vol.15, N°(1), Pp. 63-80.
- [24]. Gronroos, C. (1996). Marketing Relationnel : Implications Stratégiques Et Tactiques, *Décision De Gestion*, Vol. 34, Pp. 514.
- [25]. Hsu., H. (2006). An Empirical Study Of Web Site Quality, Customer Value, And Satisfaction Based On E-Shop, *The Business Review*, Vol.5, Pp. 190-193.
- [26]. Jalal, H. (2016). Testing The Effects Of Food Quality, Price Fairness, And Physical Environment On Customer Satisfaction In Fast Food Restaurant Industry, *Journal Of Asian Business Strategy*, Vol. 2, N°6, Pp. 31-40.
- [27]. Joel, E., C. , Carol, C., & Bienstock, (2006). Measuring Service Quality In E-Retailing , *Journal Of Service Research*, Vol. 8, N°3, Pp. 260-275.
- [28]. Kenmogne Fohouo, A. , & Fangue Ndjioze, H. L. (2023). Qualité Perçue Du Service Et Engagement De La Clientèle Bancaire Au Cameroun : Le Rôle Médiateur De La Satisfaction. *International Journal Of Accounting, Finance, Auditing, Management And Economics*, 4(2-2) ,374-389.
- [29]. Kotler, P., & Dubois, B. (1993). Satisfaire La Clientèle À Travers La Qualité, Le Service, Et La Valeur, *Revue Française Du Marketing*, Vol. 4, N° 5 144-145.
- [30]. Lombat, C., Filse, M., & Labbé, B. (2007). Proposition D'un Model Intégrateur Des Effets Transactionnels Et Relationnels De L'environnement Perçu D'un Point De Vente Sur Comportement Du Consommateur. *Journal Pour L'avancement Mondial Des Affaires*, Vol. 9, N°4, Pp. 229-236.
- [31]. Mayer, C., Davis, H., & Schoorman, D.(1995). An Integrative Model Of Organizational Trust, *Academy Of Management Review*, Vol. 20, N°3, Pp. 709-734.
- [32]. Monique T., (2016). Stratégies Concurrentielles Et Offres Tarifaires Des Opérateurs De Téléphone Mobile Au Cameroun, *Revue Economique Et Gestion Des Organisations*, Juillet 2006, Vol 3-N°2.
- [33]. Monthe Yonde, P., & Wamba, H. (2024). E-Banking Et Fidélisation De La Clientèle En Contexte De Développement Du Mobile Money Au Cameroun. *International Journal Of Accounting, Finance, Auditing, Management And Economics* , 5(5), 435-452.
- [34]. Mowen, J.,Minor, (2002). *Perilaku Konsumen* , Jakarta :Erlanga.
- [35]. Mvele S. H. & Djoutsu W. L. (2020). La Satisfaction De La Clientèle À L'égard Du Prix Des Services Financiers Des Banques Au Cameroun, *Revue Française d'Economie Et De Gestion*, Volume 1 : Numéro 1 » Pp : 27-48.
- [36]. Nguebang Tazangmo H. F. (2023). Qualité Perçue Et Satisfaction Des Cleints Business -To- Consumer De La Téléphonie Mobile En Contexte Camerounais, *Revue Internationale Des Sciences De Gestion*, Volume 6 : Numéro1, Pp : 926 -943.
- [37]. Oliver, R. L. (1980). A Cognitive Model Of The Antecedents And Consequences Of Satisfaction Decisions, *Journal Of Marketing Research*, Vol.17, N°4, Pp. 460-469.
- [38]. Oliver, R.L. (1997), *Satisfaction : Une Perspective Comportementale Sur Le Consommateur*, New York, NY : Mcgraw Hill Inc.
- [39]. Osman, K. (2011). Service Quality, Customer Satisfaction And Loyalty: The Moderating Role Of Gender, *Journal Of Business Economics And Management*, Vol. 12, N°2.
- [40]. Patk, C. H. & Kim, Y. G. (2003). Identifying Key Factors Affecting Consumer Purchase Behavior In An Online Shopping Context, *International Journal Of Retail & Distribution Management*, Vol 31, N°1, Pp. 16-29.
- [41]. Patrick, A., Karl, J., Mcleary, & John, E.S. (1996), *SERVQUAL, Revisited: A Critical Review Of Service Quality*, *Journal Of Services Marketing*.
- [42]. Ransulangi, M.S., Mandey, S., & Tumbuan, W. A (2015), Pengaruh Kualitas Produk, Harga Dan Service Espace Terhadap Kepuasan Konsumen Pengguna Rumah Ocean 27 Manado, *Journal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, Vol. 3 N°3, Pp. 839-848.
- [43]. Rust, R.T., & Olivier, R. L., (1994), *Service Quality: Insights And Managerial Implications From The Frontier*, Sage Publication, Pp. 1-19.
- [44]. Pradina, S., & Nunik, K. (2012). Pengaruh Kepercayaan Pelanggan, Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan PDAM Kabupaten Dema, *Journal USM*, Vol. 2, N°1,Pp. 91-102.
- [45]. Sari, F., & Kustijana, D., (2012). Pengaruh Kualitas Produk, Persepsi Kualitas Pelayanan Dan Trust Pada Kepuasan Konsumen Di Perusahaan Taksi PT Kosti Solo, *Fokus Manajerial*, Vol. 11N°2, Pp. 183-194.
- [46]. Sigmound , H. & Léopold, D.W. (2020). La Satisfaction De La Clientèle À L' Égard Du Prix Des Services Financiers Des Banques, *Revue Africaine De Management*, Vol.5, N°3, Pp. 102-121.
- [47]. Sirieix, L. & Dubois, P-L. (1999). Vers Un Modèle Qualité-Satisfaction Intégrant La Confiance, *Recherche Et Application En Marketing*, Vol. 14, N°3, Pp1-22.
- [48]. Stanton,W.J. , Etzel, M. , & Walker , B. (1991). *Principes Fondamentaux Du Marketing*, (9 Edition). Mgraw Hill Inc.
- [49]. Sulisilo, H., Haryono, A. T., & Mukeri, M. (2018). Analisis Pengaruh Harga, Kualitas Pelayanan, Promosi, Dan Kepercayaan Terhadap Kepuasan Konsumen Dengan Keputusan Berkunjung Sebagai Variabel Intervening Di Hôtel Amanda Hills Bandungan , *Journal Of Management* , Vol. 4, N°4, Pp. 1-20.
- [50]. Tchingnabe, D. (2022). Satisfaction Et Fidélité De La Clientèle Des EMF À L'égard De L'offre De Microcrédit, *Revue Africaine De Management*, Vol. 8, Pp. N°2.
- [51]. Thiérart, R., Coll. (2003), *Méthode De Recherche En Management*, 2e Edition, Dunod.
- [52]. Woodside, A.G., Frey, & Daly,R.T.(1989). Lier À La Qualité Du Service, La Satisfaction Client L'intention Comportementale, *Journal Du Marketing Des Soins De Santé*, Vol. 9, Décembre, Pp. 5-17.