Quality of Service in Mobile Telecommunications in Albania – Application of Marketing Strategies

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Abstract - *The sector of telecommunication services in Albania has undergone enormous changes over the past two decades. The decline in fixed services in number in prices but more importantly the decline in the use and perception of customers and the amazing growth of mobile services were mostly observed in any city in Albania.This paper takes into consideration mobile services and their marketing strategies, as they reach this market and how to fulfill their objectives. The focus of this study in marketing strategies and marketing mix will be specifically the quality of service that is offered by cellular companies in Albania. Also, the strategy applied will be tested if it delivers or better to say the translation in the quality perceived by the customer and their assessment of their respective companies.The study was conducted in the Albanian market in the years 2016-2017. The study will include a representative sample for the Albanian market and measure and compare the quality of services through instruments such as Servqual. In the data analysis it shows that there are statistically significant differences in the quality offered by mobile companies in Albania and the quality perceived by the client, even though the services offered, packages and products are of a more homogeneous nature. The primary data obtained in this study indicate that companies in addition to suitable marketing strategies and benchmarking with other market players should bear in mind the integrated marketing communication and placing customer and values at the center of services offered.*

Keywords: *Albania Telecommunication; Mobile Networks; Marketing Strategy; Quality of Service; IMC*

1. INTRODUCTION

The main trends of development of telecommunications in Albania in 2016 were:

- The substantial increase in the use of broadband access services from mobile networks;
- Steady growth of broadband access from fixed networks, albeit slower than in previous years rates;
- Increased use of integrated packages in fixed and mobile networks;
- Declining use of traditional telephone services (fixed and mobile);
- Decrease of net profits and profit rates for the main entrepreneurs of electronic communications networks.

The number of active mobile users at the end of 2016 was 3.4 million, representing a decrease of 2.1% compared to 2015. In terms of number of users according to SIM cards in 2016 were about 5.3 million user accounts with an increase 7.8 % compared to 2015. the population of Albania on 1 January 2017, resulted in 2.88 million, increased for the first time since 2001. compared with a year earlier population grew by one thousand inhabitants. On 1 January 2017, the resident population of Albania estimated 2,876,591 inhabitants, compared with 2,875,592 that was 1 January 2016. During 2016, they were born about 32 thousand babies and have died and about 21 thousand people. The natural growth of population was positive by about 11 thousand people. On the other hand, Net migration has increased in comparison with the previous year although it still remains negative. For the first time since 2001, net migration exceeded natural increase, resulting in a slight increase in the number of resident population on 1 January 2017. It is noted that there is a handset distribution and numbers of SIM cards bigger than active Albanian population registered in the official numbers. This shows the growing development of the population and shows that many users owning more than one mobile number to benefit from various offers from more than one mobile operator using mobile technology which allows to place more than one SIM card in the devices. The number of active users, that used the number in the last 3 months of service with broadband access from mobile networks (3G / 4G cellular devices and USB cards / modem) in 2016 was 1.7 million, which represents a growth of 30 % compared with 2015. From the quarterly data on the performance of mobile users number is noted that in the fourth quarter 2016 indicators are declining 2.5 to 8 percent compared to the third quarter 2016. The decline in the fourth quarter of 2016 comes after the huge growth in the quarter third in 2016, which is explained by seasonal effects of the months of July-August to coincide with the tourist season and the return of migrants in Albania. However, the number of mobile phone users in the period 2014-2016 shows that there are fluctuations, but nearly at their already mature levels, while the number of mobile broadband access users has upward trend, despite seasonal effects. Increased use of broadband access by 3G / 4G mobile networks in recent years is also seen in the increasing volume of data transmitted over wireless networks. In 2014 the annual growth of data traffic in mobile networks was 148%, and this trend persisted in the years 2015 and 2016 where the annual growth was 103% and 110% respectively. In the period 2013-2016 the volume of Internet access data in mobile networks has increased more than 10 times the total. Number of phone calls generated by mobile users in 2016 was reduced by 8% compared with 2015, while the number SMS messages sent by mobile users resulted in a modest increase of 1%. The trend of decreasing and / or growth rates of use of calls and SMS and mobile broadband access growing trend in the last 2- 3 years are indicative of the effect of replacing telephone calls and SMS messages with applications that use voice through internet, VOIP. During 2016, an active mobile users (a user that has used phone communication in the last three months) has performed an average of 166 minutes outgoing calls, sent 39 SMS messages per month and has consumed 1:48 MB broadband Internet. These values are use to drop 9% for calls and SMS unchanged compared with 2015, while the average internet use in mobile has increased by 68%. Meanwhile in 2016 a mobile user who has used the Internet at least once per year, on average used 954 MB of data per month on the Internet compared to 541 MB in 2015, then increased by 76%. As mentioned in the report annual of 2015, on July 1, 2015 came into force mobile operators the obligation of non-discrimination in call rates within the network and to other national mobile networks. Continuation of implementation of these obligations in 2016 has led to other significant changes in the level of calls by destination and their structure. With the overall appearance of fixed and mobile telephony market, customers are divided between four operators currently on the market. This division is not equal as can be expected, market segmentation is done in different parts of the operators segments'. Customers on their side, want to know if the prices and offerings received by their company are the best in the market, and how happy they are and how informed. Marketing strategies used by companies ranging in different segments and in the segregation of these segments as can be: age, economic status, urban or rural areas, household income, employment status etc. This is confirmed when the market share of Vodafone for instance, is the biggest even though it entered later that Telekom and has a large market share. Their 'club' program has done very well in rural areas and better customer retention. Are satisfied customers of companies with their operator, and how they evaluate the company? If customers have high ratings of the company's services and their marketing strategies it will definitely be a basic foundation where the company can continue to build customer base and deliver services to existing ones. The change in customer perceptions and magnitude of this change will be the focus of this study. In marketing, perception is so important and often much more important than reality. In this respect the expectations of customers and assessment of the respective companies are of critical importance to the survival of the company in the market in the long term.

2. STUDY LIMITATIONS

Primary data were collected from respondents through a survey using a questionnaire developed for the study. It is difficult to control some reasonable restrictions to social surveys such as openness in the respondents' answers. It is likely that the respondents' answers can be affected by their availability and their information restrictions. Respondents can interpret questions differently from what was the purpose of the inclusion of these questions and it can result in incorrect answers. Although it is shown the utmost care to ensure the reliability and validity of the questionnaire, the possibility of such errors can not be completely excluded. The study is designed to identify and illustrate the different marketing strategies adopted by telecom service providers for the marketing of cellular phone services to third-generation and fourth mobile telephony services, and Internet services in mobile among retail customers. marketing strategies related to wholesale business and Business to Business (B2B), offered by telecommunications service providers are not considered in this study. The telecommunications services market is very dynamic and extremely competitive. Taking into account the specific purpose and objectives of the study, these restrictions, however, do not affect the quality of research.

3. MARKETING STRATEGIES ABOUT THE SERVICE - PEOPLE, PART PHYSICAL PROCESSES

Services are largely intangible; consumers are increasingly looking for evidence of service in every interaction you have with the organization. Three main categories of evidence as experienced by consumers are people with whom we interact, the processes through which the services are offered physical interaction and the company. These elements are referred to as a marketing add or across the marketing mix expansion that companies cannot but take into account and do not work for these because these services or 3P-extra marketing services have an important place in customer experience choices and their impact, current or future.

3.1 People

All human elements involved in providing services or supplying services affect the perceptions of buyers. The customer care personnel, maintenance personnel, persons representing the company, and other customers play a vital role in marketing services. The provider of telecom services in strategically managing human element primarily through providing information. Customer care and personnel of the call center are professionally trained. Telecom service providers offer excellent support for client contact points. They use IT skills to extend service to these points which reflect the customer service. The service provider will dictate terms to franchisees about the code of conduct, dress code, personal cleansing, attitude and behavior while acting with the client. Franchises benefit from profitable business relationships. These dealerships or shops companies receive with great dexterity employees in order to give them enough knowledge along with proper IT support to care for clients.

3.2 Physical Evidence

Physical evidence is the environment in which the service is provided and where firms and consumers interact, and anything tangible component that facilitates communication performance or service. telecom service providers are eager to prove their presence through staff clothing, uniforms, brochures, information sheets on offers and bids, business cards, etc. Fees that are changing are immediately updated and made available to all retailers or wholesalers. Their physical presence is evident even in rural areas. The cell phone companies mainly rely on customer care centers and sales network to prove physical presence. As part of establishing eligibility, telecom service providers to offer value-added services to customers for a limited period. This is followed by various sales promotion techniques and to attract enthusiastic consumers of the services subscribers. Advertising, events, important events and public relations help to build physical evidence.

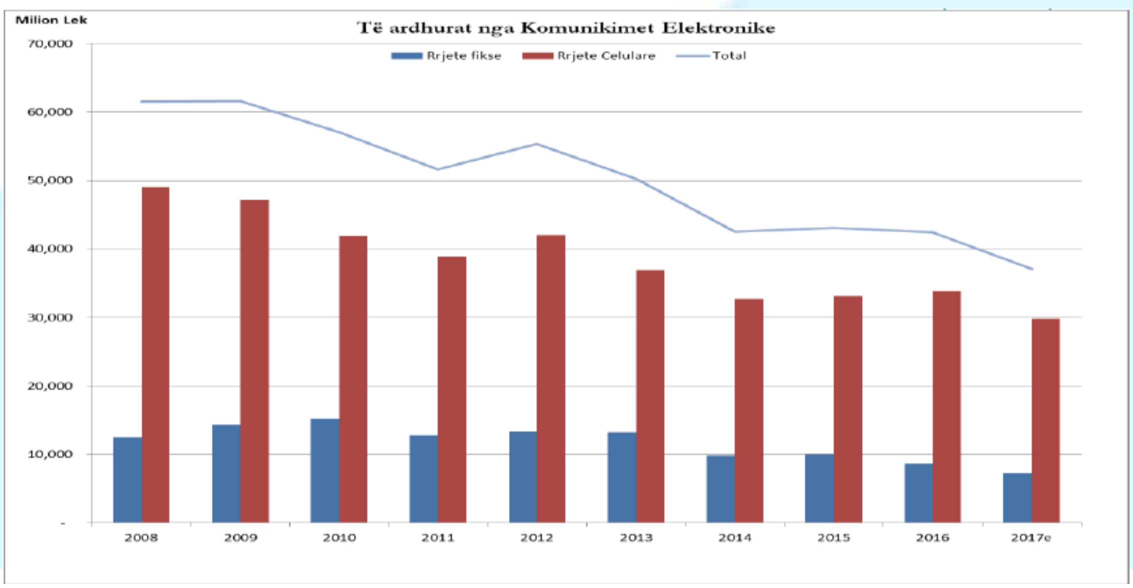
3.3 Process

Current procedures, mechanisms and flow of activities by which the service is made possible is called process. The sector providers fully utilize retailer network to distribute their products and services. The process and procedures to obtain numbers and Internet services in Albania are very simple. Despite this, customers must cope with the loss of time and calculating the most appropriate time for them and should consider, process, required documents, the speed and the choice between the different offers. Sellers are motivated by a scheme of bonuses, base salary and a percentage on sales targets, incentives and other appropriate support to increase their sales.

4. MOBILE MARKET ANALYSIS

If we take a general look at the revenues of mobile and fixed network operators have had over the years 2008 to 2017 there will be seen fluctuations and a downward trend for these revenues. The decline is significant and if we take as the base year 2008 the operators' revenues were 60 billion after entry even fourth operator Plus Communication, in 2010, we see that there is more decline in profits and remember that prices for final consumers at this time have started to decrease significantly. These prices monthly packages up to 500 lek were kept on the market until the final exit of Plus Communication at the end of 2017. After the exit of the latest, prices re-doubled the level of those that had been during this time. For 2017, revenues of the four largest operators of mobile services accounted for 91-92% of all telecommunication market revenue. The income of these operators was reduced by 13% in 2017.

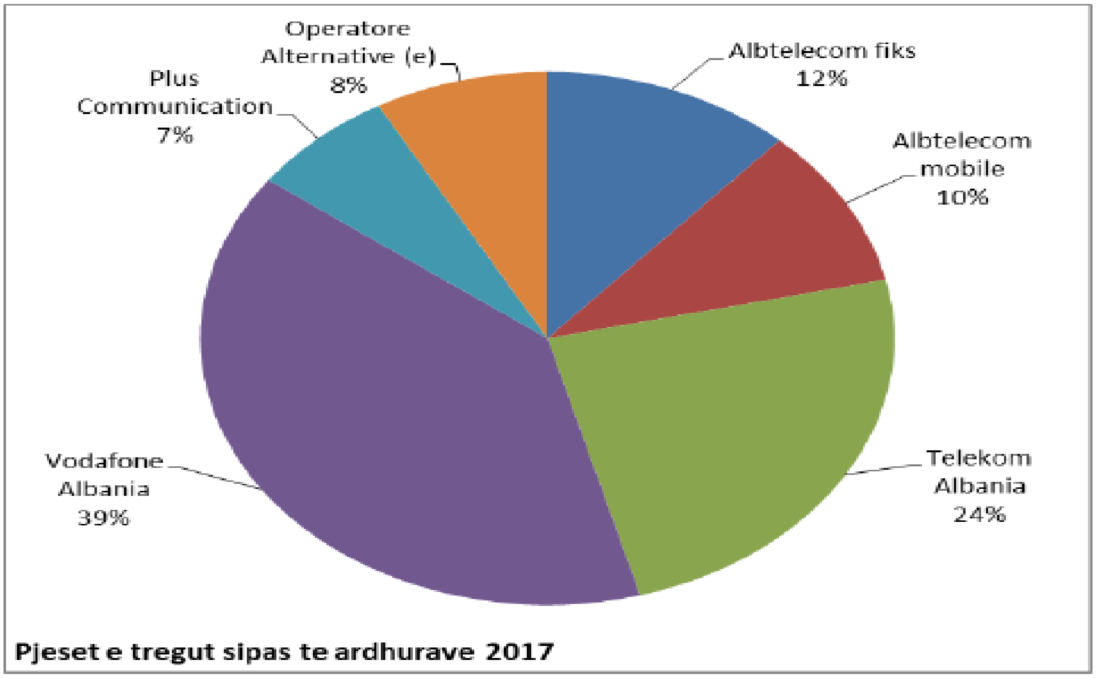
Figure 1-Electronical Communication Income



Source: AKEP. 2017. Annual Report 2017.

According to data AKEP(Albanian Authority for Electronic and Postal Services) has a market share by revenue for operators and it can be noticed that there is a market dominated by Vodafone as a leader and Telecom in second place as expected. The part of Plus Communication which is the smallest on the market almost comparable with the market share of alternative operators. Albtelecom with two companies mobile and fixed has reached a significant proportion comparable to the acquisition of Telecom.

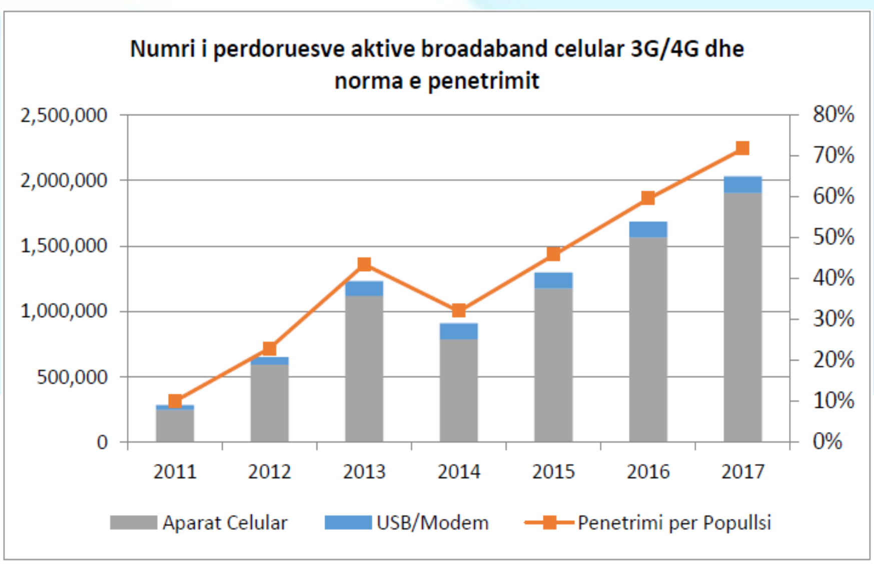
Figure 2- Income by operators 2017



Source: AKEP Report 2017.

One of the more important trends that were observed in 2017 is nearly doubling the use of data or in mobile internet and not only. Although other indicators such as calls, profits, spending per person etc. are decreasing in 2017 from 2016, the broadband Internet use is growing almost twice or more with 71% growth. During the years 2013-2017 there was an increase of broadband users but 65% of the data volume has grown more than 18 times during this period. See also the unstoppable downward trend of international incoming calls by around 44% decline in 2017, but if we compare with 2013, a four-fold decrease. In terms of broadband wireless network in 3G and 4G networks has increased by 22% of users. Also penetration in the population of active users of broadband access has seen a significant increase, from 60% in 2016 to 72% at the end of 2017. This is an upward trend of population where now even the elderly have started to use social networks and communication networks via the internet, as Whatsapp, Viber, Facebook etc.

Figure 3- Broadband Penetration

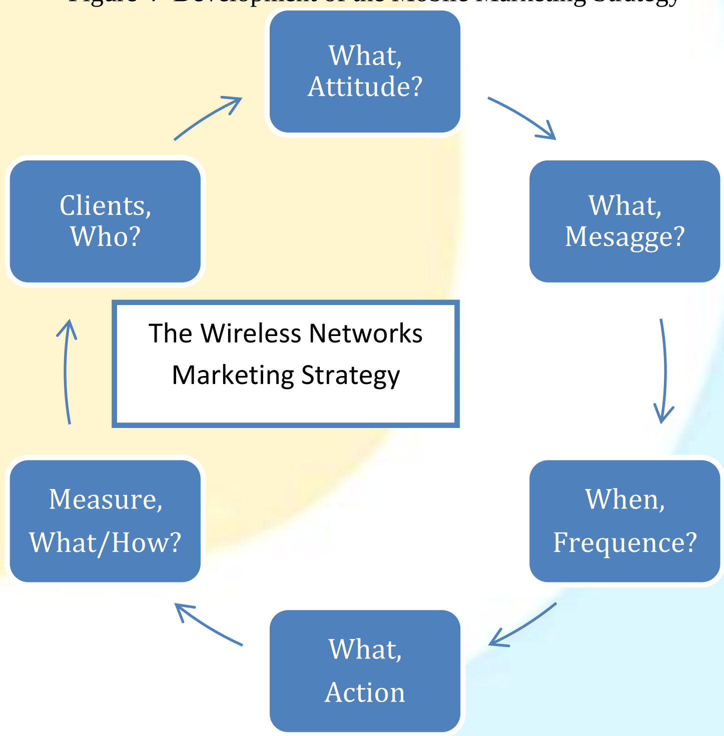


Source: AKEP Report 2017.

A downward trend has undergone traffic of telephone calls and the total number of SMS messages in 2017. Telephone calls have been reduced by 3% compared with 2016, while telephone messages are reduced by 13% compared to 2016. Market share by operator has also undergone some changes it, but generally is kept intact the existing status quo with the market leader Vodafone and Telecom closest pursuer, then it comes Eagle Mobile and Plus Communication that are a little behind. So, Vodafone, although it has undergone some shrinkage of indicators is still the market leader with most indicators at the level of 50% of the market. For data traffic and SMS Vodafone reaches 56% of all visitor's market. With the exit of the operator Plus, AKEP should be attentive to consumer protection and secure their agreement about pricing oligopoly among companies which results in consumers damage in this sense. The total fees that average normal client has paid for 2017 was about 509 leks per month, with a charge per minute around 3:12 ALL

4.1 Analysis of Strategies in Mobile Services

Figure 4- Development of the Mobile Marketing Strategy



Using the handset, marketers can now go beyond pure exposure and expect more than the brand impact of their customers - now they can aim and require brand engagement. The unparalleled depth of interaction between their customers and mobile phones that exist today, along with providing advertising capability in wireless networks to control the environment offers advertisers opportunities to build meaningful brands than any another time in advertising history. How can they be integrated into mobile networks in the mix designed to support the overall marketing objectives, and the measure of its effectiveness?

Critical success factors for the content in the mobile marketing campaigns:

- Relevance: The content of advertising should be targeted. Consumers think they would consider downloading and paying for sponsored content as long as it is important.
- Cost: Although customers are extremely price sensitive, they show their willingness to pay for content that they perceive as valuable.
- Awareness: Customers immediately realize that there is a relationship between brands and associated content that they have experienced through other channels, for example, an advertisement made through social networks or TV.
- Brand loyalty: Customers perceive some brands as trusted and they benefit getting the content pushing through customer and more frequent purchases without hesitation.
- Suitable content of videos or advertising spot should be designed to meet the mobile needs. If ads or video is sufficiently reliable, the brand is known and low cost then users will download the program or to make a purchase immediately after see advertising.
- When a marketing strategy, initially in the simplest manner to be determined is where the brand or business or sales is generally achieved.

When determining where it should actually be then it should be measured and analyzed the current market share, sales, profit, customer base, product awareness and brand position in the market. It can also be seen in the historical and current use of mobile media and use of mobile media from the competition. Then the company can determine where the objective will be established to achieve using the same variables. In this objective the company should include restrictions or those variables that mobile network marketing strategy cannot reach or influence.

- Advertising aimed at a target market to enhance or modify its behavior in relation to a particular brand. The targeted can be regular users of a competitor, or brand user that is doing the marketing campaign. Customers can have low brand recognition or negative perception so that the company may want to shift the pendulum of consumer perception back to its favor. To reach those customers who are currently clients, they have to show their media behavior, clear and fair understanding of demographic variables and perceived values, personalities and attitudes. The response rates to marketing campaigns is extremely high, over 5% based on the field authors.
- Brand owners generally believe that to be effective, their advertising should influence what people believe about their brand before they can expect a change in purchasing behavior. Advertising affecting many people who are generally positive feeling about a brand and will consider its purchase. However, customers struggle to new brands, advertising can create brand awareness that leads to product trial. So, when developing marketing strategy and advertising in mobile networks, it should be placed where the advertised brand is in its life cycle to determine if brand awareness is required. Production costs of advertising and marketing on cellular networks are very low compared with traditional media as it is likely to become a direct marketing on mobile users and is very efficient in this sense. These types of campaigns conducted in the target markets or target with minimal losses. This improves the chances that the marketing campaign is affecting the right target with the right message to draw the desired attitude toward the brand.

5. QUALITY OF SERVICE

5.1 Tangibility

The first is the quality of service palpability, in this study it is measured by four questions or variables. Tangibility has to do with the visible part of the services which the consumer sees or touches with the physical media or facilities where the service is consumed or becomes possible. Tangibility in this study is measured using four variables, based in field research, these variables are: the company has modern and convenient stores for customers, the company's stores are attractive visually, the appearance of staff is professional and competent and pamphlets, brochures and materials promotional are visually attractive. Analysis of all variables by groups shows that the distribution does not change much, but it cannot be said to have a normal distribution for most or three variables in all groups. Distribution to the question related to whether the shops are attractive visually measured by test Kolmogorov-Smirnov and Shapiro-Wilk is seen that there is a statistical significance p less than 0.001 for all operators and 0001 for Plus Communication regarding test Kolmogorov-Smirnov. This indicates that the variable related to the company's stores are attractive visually, null hypothesis assumes that variables do not have a statistically significant difference from a normal distribution. Being that the importance of the test with p less than 0.05 observed in this case. The second question is related to the appearance of professional service and sales staff, as well as their professional ability. In connection with the distribution of this variable across groups surveyed are cell numbers or by user companies will be seen that the null hypothesis would be the assumption that there is a statistically significant difference between variable and normal distribution. Seen from Table 17 that the observed results are a smaller statistical significance of 0001 and the only difference is that group that belongs Plus Communication with statistical value of 0.002 and 0.019 for the KS tests (Kolmogorov-Smirnov) and Shapiro Wilk respectively. This shows that although slightly higher value again is enough to reject the null hypothesis. The third question is about the quality of modern shops and convenience of POS companies. Clearly in the case of Plus Communication it has a statistical significance value of 0.002 and 0.001 for the KS tests and Shapiro Wilk respectively. Regarding the other three operators are statistical values smaller than 0.001. Based on this coefficient it can be concluded that the null hypothesis that assumes that there is a statistically significant difference between variables and normal distribution is not holding, and the alternative hypothesis stands. So, there is a statistically significant difference between variables and normal distribution. The same also applies to the fourth question, which has to do with pamphlets, brochures and materials companies are attractive visually. As can be clearly seen in Table 2 in Annexure shows that the homogeneity of variances of two variables related to the visual appearance of the company's shops and professional competence of the service employees have the appearance of little statistical significance smaller than 0.05. This means that the null hypothesis which assumes that the variables have equal variance across groups can be rejected, then it can be concluded that the variables of shops and employees have vision variance statistically significant different from one group to another. In the case of the other two questions dealing with the practicality and comfort of shops as well as pamphlets, brochures and publicity material it shows that there is a higher value than the coefficient of importance 0:05. This means that the hypothesis that assumes that variances are homogeneous along variables control groups cannot be dismissed. So, it can be concluded that there is no statistically significant difference between the operators in terms of convenience stores and promotional materials and their appearance. In the case of statistically significant differences will be checked by a post hoc test to which groups currently changing variances about these questions the quality of services. Seen from the table of descriptors that in terms of visual perception shops and their comfort inside the POS Vodafone has a relatively higher average than other companies, the lowest in these two variables turns out to be Plus, indicator which can be explained as a lack of high investment based on the market share that the company owns and the late entry in the market as compared to other operators. As far as the average employee about professional pamphlets and promotional material appearance, Albtelecom and Eagle climbs in the first place and Vodafone down in second place, with Telekom comes next and Plus at the end. It should be noted that the difference in the average user response is very small in absolute terms, and all averages are very close to number 4, which absolutely is a very good indicator for the value of service offered in all cases.

5.2 Reliability

The second indicator of quality of service is the company's reliability or credibility it has in the perception of its users. This indicator consists of five variables or questions in the questionnaire, the questions related to the qualities of reliability that companies fail to inculcate in the minds of their customers, as they keep their word about the timing of service delivery, invoices, offers. There are also concerns with the accuracy of data acquisition, such as minutes of the call contained in a package, the Internet offers, the number of sms although in recent years shows that there is a shift from SMS and normal calls to network them with via internet, VoIP sms or social networks. One question involved in this quality indicator has to do with the way the service staff interaction with network users. If we look at test normality will notice a p statistic less that $p = 0.001$, which is the threshold where if it were the greatest value that the null hypothesis that assumes that there are statistically significant difference between variable and normal distribution It will not stand. In this case, the null hypothesis cannot be rejected, therefore, there is a statistically significant difference between the variables that are 5 questions of reliability and normal distribution. In the first variable or what to do with fulfilling the "promises", or the difference between what the company said in promotions or ads, and what really makes, there is a statistical value for the operator Plus Communication to exceed the control value. 05. It is noted that the test distribution normality performed by Kolmogorov-Smirnov test and Shapiro Wilk statistic shows that the value p found is greater than 0.05. This means that the null hypothesis, which assumes that there are no statistically significant differences between variable and normal distribution cannot be rejected, then stays normal distribution for Plus Communication about keeping its promises to customers. It is seen that there is a statistically significant difference with other operators on the same question. Homogeneity of variances is checked to see if any of the variables or questions where there is a statistically significant difference with respect to the mobile operators. It can be noted the value of statistics to five questions, using the Levene’s test. It seems that all the statistical values are 0,05 and null hypothesis which assumes that variances are homogeneous and there are no significant differences between variances. With the data that emerge from the analysis can be said that the null hypothesis cannot be rejected, therefore, the principle of homogeneity of variances is not affected. In comparison to the averages be seen that although there is a statistically significant difference from one variable only slight differences between them. Albtelecom and Eagle seems to have a slightly higher average in four questions that measure the tangibility of services.

5.3 Time of Response

Better known as reaction time is concerned with a much broader spectrum than simply responding to service employees of the respective companies have to problems or answers to users. Even in this indication availability and professionalism of employees is one of the key points. Initially they should have the readiness to help their customers about the problems they may encounter in using the number or problems related to payments etc. A deeper level of commitment to the customer and an indication that seems highly valued by customers is the desire and availability not only to respond to customer queries and requests and to help them about their problems. After the basis of this readiness and willingness or availability of assistance to the client, the aid and assistance should be given at the right time, without delay and possibly at the time the service is performed in order to assess a maximum of users. A readiness to help based on professionalism but if it is delayed or does not come at the right time will be less appreciated by the client and different operators are well aware of this. As shown in Table 3 in Annexure

Descriptive speed of response or reaction time averages are very high, an indicator that confirms the commitment of companies and their marketing strategies which are customer centered. It turns out that customers have an almost excellent rating for companies. Plus Communication must do better in this regard because customers value their service but there is a difference with other companies. These data are valuable suggestions for companies for years that the study was conducted, i.e. suggestion Plus Communication is not valid because it has exited from the market on the date 31.12.2017. But it turns out the study and how the assessment that this company has taken, whether it would be next to a company doing business in the mobile market in Albania would be worthwhile suggestion for them. In terms of homogeneity of variances for all groups it has value Levene statistics for questions 1,2,3 and 4 respectively values .37 .64 .671 and .704. From these indicators null hypothesis which assumes that there is no statistically significant difference between the variables variances cannot be rejected because the value of p statistic is greater than 0.005 which is the level of confidence and limit to have been significant differences between variances. If seen further in Anova's indicators for these answers of quality variables it will be seen that there is a statistically significant difference between groups in variable employee provide fast service to customers. In the question for employees and providing prompt services it can be seen a statistical indicator value in 0032 between the groups in Table 3. This value indicates that there is a difference between variances of the groups in terms of responses to question employees offer quick services. 005 is the level of confidence and limit to have been significant differences between variances. To see whether this value is further confirmed it can be observed in ANOVA at robust tests of averages equality and Welch and Brown-Forsythe test. If these two tests mark the conflicting data between each other for the same input variables and then Welch test is preferred over Brown-Forsythe. In post hoc multiple comparison tests it is made clear the difference between groups which is true. As seen in two tests performed Tukey HSD and Games-Howell post hoc, both converge on the fact that statistically significant difference is between Albtelecom and Eagle Telecom Albania. It can be observed the averages for the second question that there is a relatively large difference between the average for the second response between Albtelecom and Eagle Telecom, this is the difference seen in Anova and post-hoc tests. It can be concluded that Telekom should do better to increase the speed of delivery of its services and reach to convey this information to existing and potential customers. Telecom service is worth noting that on average it is valued highly by users of the company but there is a difference between this time and other competing companies, which should be taken into consideration and work in this direction.

5.4 Safety

It is the fourth indicator of service quality measurement in this very important indicator is the indicator that customers associate their company in terms of reliability, safety and professionalism. Connection to the service employees, the first is knowledge and professional competence, without which the interaction and connection will not be established in the absence of the basic premise. The second is how this knowledge and professionalism communicate to users during interactions, or behavior that they display to the user. Two premises first create a cozy and convenient medium for customers to feel better and to trust service employees or sales points. Regarding descriptors of this element of security is noticed that the first two questions there is a result of relatively better values for Eagle Albtelecom, these are questions related to the trust that customers have in the service employees and the comfort these companies create to the users regarding interaction with them. In the other two questions it shows that Plus Communication has the highest average. These questions are related to the knowledge employees have about the company's services, ie professional competence, information and training they have and behavior of employees to their customers. Clients of the company greatly appreciate the company in these two indicators as opposed to competition. It is seen that there is a relative difference between the averages of the different companies regarding the fourth element of service quality measurement. This difference tested whether there is a statistically significant difference between the average number of mobile companies on questions dealing with security in telecom services. From Anova table analysis for these variables can be seen that the statistical value is greater than 0.05 in all four questions, and it shows that the null hypothesis of what would be the assumption that there is no statistically significant difference between variables averages by group It cannot be dismissed. The alternative hypothesis can be rejected on this ground which states that no significant statistical difference between the independent variables averages. It can be concluded that although there are differences in the averages of mobile companies regarding the fourth indicator of the quality of services, there is sufficient divergence to have a statistically significant difference.

5.5 Sensitivity

The fifth element of the service quality is sensitivity. Questions that represent this in the questionnaire are associated with individual attention the company gives to its customer. This is a very advanced stage in the marketing of retaining customer and the operators welcome this every time from clients of the company. The next question is the personal commitment of the employees' service to customers, it shows customers how important they are for staff and represents the company in its entirety. Personal commitment gives the customer a sense of belonging and appreciation by the company.

Other questions are understanding of customer needs, the staff members are ready and focused to understand the problems or needs that the customer has, and the next question is having the primary interest of the client, indicating stage company focused on marketing the service to the client, or the client at the center, which is the highest stage of marketing. The last question is about the opening hours of shops and points of sale and customer service. In this case, companies work to keep open points of sale until late at night, usually ranging from 9-10 o'clock in the evening and keep the service available to customers over 24 h every day of the week and including official holidays. In the questions asked to measure an indicator of the quality of services averages arising from the analysis they are relatively high and see that these questions mean that customers appreciate Eagle Albtelecom company value higher than other companies. In these questions, by Anova it appears that there is a change in relation to the last question or opening times of sales points. To see this clearly robust tests of averages equality must be run. Tests conducted in this regard are Welch and Brown-Forsythe, it shows that both statistical tests show that there is importance and reinforced the view that there is a statistically significant difference in terms of variable service provider is open at convenient times for clients. To see exactly where the difference between groups variance occurs should take tables of multiple comparisons. Here it will be seen that the fifth part of the question of sensitivity for measuring the quality of services has significant statistical difference among averages Eagle Albtelecom compared with Telekom Albtelecom and Eagle compared to Vodafone. This conclusion emerges at the same side of the two post hoc tests, each of which assumes the same variance, Tukey test and one assumes that the variances of different variables, that is the test Games-Howell. If we look to the descriptive part of Anova it can be seen that there is a big difference between these three groups, the Eagle Albtelecom has a very high rating of Telekom and Vodafone with a lower rating, significantly.

6. CONCLUSION

This paper is based on the mobile market in Albania. Market operators of mobile services have a greater need to design and to apply winning marketing strategy because, as appears from the market is in full saturation of work. So, the best way to grow in this market with services and products is homogeneous differentiation and manner of service delivery. As appears from the paper it can be seen that there are in the perceived quality of different clients statistically significant differences and different estimates for the service company and particular ingredients of quality of services. Companies that have a rating lower than the competition should engage seriously in the regulation of evaluation and how their services reach to their final customers, and the companies need to study and find solutions to their issues. This is especially true with weak values that change significantly from the competition, but also for those services which the company has an average lower rated than the average of the industry. The company, which exited from the market in 2017 was Plus Communication, which brought more opportunities for the remaining players, but it also makes more difficult and more sensitive their rivalry for customers that came from the company and as well the rivalry and competition to win the remaining customers.

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ANNEXURE

Table 1-Tests of Normality of Tangibility, Quality of Service

Tests of normality							
	NumriCelular	Kolmogorov-Smirnova			Shapiro-Wilk		
		Statistics	df	Sig.	Statistics	df	Sig.
Dyqanet_e_kompanisë_time_celulare_janë_tërheqëse_nga_ana_vizuale.	Eagle Albtelecom	274	45	, 000	, 808	45	, 000
	Plus	, 270	18	.001	, 752	18	, 000
	Telekom	, 243	83	, 000	, 819	83	, 000
	Vodafone	256	163	, 000	, 786	163	, 000
Punonjësit_e_ofruesit_të_shërbimit_tim_kanë_zotësi_dhe_pamje_profesionale.	Eagle Albtelecom	, 246	45	, 000	, 831	45	, 000
	Plus	, 260	18	, 002	, 872	18	, 019
	Telekom	, 231	83	, 000	, 871	83	, 000
	Vodafone	222	163	, 000	, 867	163	, 000
Pamphlets, _broshura, _materiale_që_lidhen_me_shërbimet_janë _tërheqëse_nga_ana_vizuale.	Eagle Albtelecom	, 294	45	, 000	, 756	45	, 000
	Plus	222	18	, 019	, 817	18	.003
	Telekom	, 209	83	, 000	, 859	83	, 000
	Vodafone	215	163	, 000	, 835	163	, 000
Ofruesi_im_i_shërbimit_i_përmbush_premtimet_e_tij.	Eagle Albtelecom	248	45	, 000	, 803	45	, 000
	Plus	187	18	, 097	, 871	18	, 019
	Telekom	, 231	83	, 000	, 884	83	, 000
	Vodafone	, 224	163	, 000	, 875	163	, 000
a. Lilliefors Correcting Importance							

Source: Author Simulations

Table 2- Homogeneity of Variances Tangibility

The test of Homogeneity of Variance					
		Statistics Levene	DF1	df2	Sig.
Dyqanet_e_kompanisë_time_celulare_janë_tërheqëse_nga_ana_vizuale.	Based on average	2.817	3	307	, 039
	Based on Mediane	3.065	3	307	, 028
	Based on Mediane adjust the degree of freedom	3.065	3	298.090	, 028
	Based on the average of Cut	2,910	3	307	.035
Punonjësit_e_ofruesit_të_shërbimit_tim_kanë_zotësi_dhe_pamje_profesionale.	Based on average	3.944	3	307	, 009
	Based on Mediane	2,135	3	307	, 096
	Based on Mediane adjust the degree of freedom	2,135	3	278.104	, 096
	Based on the average of Cut	3.794	3	307	, 011
Pamphlets, _broshura, _materiale_që_lidhen_me_shërbimet_janë_tërheqëse_nga_ana_vizuale.	Based on average	, 696	3	307	, 555
	Based on Mediane	, 483	3	307	, 694
	Based on Mediane adjust the degree of freedom	, 483	3	228.225	, 694
	Based on the average of Cut	, 694	3	307	, 556
Kompania_celulare_ka_dyqane_moderne_dhe_komode_për_konsumatorët.	Based on average	1,801	3	307	147
	Based on Mediane	1,287	3	307	279
	Based on Mediane adjust the degree of freedom	1,287	3	295.276	279
	Based on the average of Cut	1,957	3	307	120

Source: Author simulations

Table 3-Descriptives - Time of Response

Descriptives									
		N	Average	Dev. standard	Error Std.	95% confidence interval for the average		minimum	maximum
						Lower limit	The upper limit		
Punonjësit_e_ofruesit_të_shërbimit_do_kontaktojnë_me_klientët_pikërisht_në_kohën_kur_shërbimet_do_të_kryhet.	Eagle Albtelecom	46	4.07	1,083	160	3.74	4.39	1	5
	Plus	18	3.94	1,211	286	3.34	4.55	1	5
	Telekom	83	3.55	1,051	115	3.32	3.78	1	5
	Vodafone	165	3.78	1,042	, 081	3.62	3.94	1	5
	total	312	3.77	1.068	, 060	3.65	3.89	1	5
Punonjësit_ofrojnë_shërbime_të_shpejta_për_konsumatorët.	Eagle Albtelecom	46	4.17	1,081	159	3.85	4.50	1	5
	Plus	18	4.06	1,162	274	3.48	4.63	1	5
	Telekom	83	3.63	1,112	122	3.38	3.87	1	5
	Vodafone	167	3.91	1,017	, 079	3.75	4.07	1	5
	total	314	3.88	1,070	, 060	3.76	4.00	1	5
Punonjësit_janë_gjithmonë_të_gatshëm_për_të_ndihmuar_konsumatorët.	Eagle Albtelecom	46	4.15	1,135	167	3.82	4.49	1	5
	Plus	18	4.11	1,183	279	3.52	4.70	1	5
	Telekom	82	3.96	, 987	109	3.75	4.18	1	5
	Vodafone	166	4.07	1,063	, 082	3.90	4.23	1	5
	total	312	4.05	1,058	, 060	3.94	4.17	1	5
Punonjësit_janë_gjithmonë_të_gatshëm_për_t'iu_përgjigjur_kërkesave_të_konsumatorëve_	Eagle Albtelecom	46	4.20	1,128	166	3.86	4.53	1	5
	Plus	18	4.06	1,162	274	3.48	4.63	1	5

	Telekom	83	3.83	1,022	112	3.61	4.05	1	5
	Vodafone	167	4.02	1,021	, 079	3.86	4.17	1	5
	total	314	4.00	1,047	, 059	3.88	4.11	1	5

Source: Author simulations

Table 4-Anova – Time of Response

ANOVA						
		The amount of square	df	Average square	F	Sig.
Punonjësit_e_ofruesit_të_shërbimit_do_kontaktojnë_me_klientët_pikërisht_në_kohën_kur_shërbimet_do_të_kryhet.	between Groups	8.443	3	2.814	2.502	, 059
	within Groups	346.400	308	1,125		
	total	354.843	311			
Punonjësit_ofrojnë_shërbime_të_shpejta_për_konsumatorët.	between Groups	10.013	3	3.338	2.968	, 032
	within Groups	348.628	310	1,125		
	total	358.640	313			
Punonjësit_janë_gjithmonë_të_gatshëm_për_të_ndihmuar_konsumatorët.	between Groups	1,200	3	400	355	, 785
	within Groups	346.874	308	1,126		
	total	348.074	311			
Punonjësit_janë_gjithmonë_të_gatshëm_për_t'iu_përgjigjur_kërkesave_të_konsumatorëve_	between Groups	4.229	3	1,410	1,290	, 278
	within Groups	338.768	310	1,093		
	total	342.997	313			

Source: Author simulations