

The Mediation Effect of Customer Satisfaction on the Relationship Between Service Marketing Mix, Service Orientation, and the Service Quality and Customer Loyalty: A Case Study of the Customers of Mobile Phone Provider in Erbil/ Kurdistan

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Abstract— This study examines the mediation effect of customer Satisfaction on the relationship between service marketing mix, service orientation, service quality, and customer loyalty using a case study of clients of a mobile phone carrier in In Iraq Kurdistan Region.. In this study, the product categories of mobile phone services, which have a variety of items on the market, used. The mobile phone service provider's goods for mobile phone services with various characteristics were the research objects in this study. In 2020, the research sample included all Erbil-resident mobile phone users. The population in this study was unbounded because it was impossible to determine the exact number of clients. Two hundred people took part in the survey. In this study, the structural equation model (SEM) analysis method was used, and the Partial least Squares (PLS) approach was used to analyze and test the study model. The application of the service marketing mix, service orientation, and service quality by the company shows that not all factors can immediately affect customer loyalty; instead, they must first affect customer satisfaction. This means that in order to build customer loyalty, a company must first understand what its customers need by considering the service marketing mix, service orientation, and service quality. This accomplished by tracking customer satisfaction levels. To increase customer satisfaction and loyalty to mobile phone carrier services, particularly in Erbil, the service quality of the mobile phone sector must be improved. This paper is distinguished by the following features: (1) the Sobel test-based mediation effect of customer satisfaction on the impact of service quality, service orientation, and the service marketing mix on customer loyalty; and (2) the research site mobile phone Services in Erbil, Kurdistan, where no previous studies investigated this connection.

Keywords— Customer Satisfaction, Service Marketing Mix, Service Orientation, Service Quality, Customer Loyalty, Erbil, Kurdistan.

I. INTRODUCTION

One of the factors determining a company's level of success and quality is its ability to meet the needs of its customers. The strategy employed has a significant impact on the company's ability to provide high-quality services to its clients, gain a significant market share, and increase profits. The impact of a product's service quality approach on the company's competitive survival and success strategy is critical. The advancement of civilization and the improvement of people's lifestyles have drawn and kept the business world moving forward. In this age of globalization, competition among businesses in the business sector is becoming more difficult. In general, competition is beneficial. Competition in the business sector will drive every organization to raise its standards in order to avoid falling behind the competition (Hayati et al., 2020).

A company should be aware of, focus on, and improve its service offerings or quality. The quality of services already provided and those that will be improved cannot be measured from a business standpoint, but rather from the perspective of the client (perceived quality) (Solimun & Fernandes, 2018).

Quality is an essential component of the company's strategy for achieving long-term excellence, both as a market leader and as a strategy for continued growth and survival. Customer loyalty will be critical for businesses that want to compete, including the highly competitive mobile phone industry. Every year, the public's attention is drawn to the development and improvement of telecommunications services. This is evident from the fierce competition among mobile phone companies in terms of service quality, price, and promotion. The increasing needs of mobile phone users for telecommunication services, resulting from their need for increased comfort and satisfaction, drive the wide variety of activities and lifestyles of today's people. In the world of services, this is known as a "great leap forward" or extraordinary progress.

As telecommunication service business operators in Kurdistan, several mobile providers (this study only focuses on developing a model so as not to mention one or more specific provider names) in Kurdistan, particularly in Erbil, should always strive to provide better opportunities and services to their customers because it is the only way to maintain their existence in the face of increasing competition in the field of mobile phone service operators in the country. As a result, the primary focus for a mobile communication provider should be on developing a competitive strategy centered on customer needs in order to foster customer satisfaction and loyalty. One of a company's goals is to satisfy its customers, which must be balanced by the company's efficient use of resources to produce the goods and services that its customers want in order to overcome the risk of market failure. Furthermore, the company must obtain pertinent information about the products offered in order to convert a threat into a business opportunity at some point.

Because of the increasing level of competition, in which more and more manufacturers are involved in meeting customers' needs and desires, every company must prioritize customer satisfaction as the primary goal. This is reflected in an increasing number of businesses incorporating customer satisfaction into their missions, advertising, and public relations. Nowadays, an increasing number of people believe that providing value and customer satisfaction by delivering high-quality products and services at competitive prices is the key to winning the competition (Yee et al., 2010).

Customer satisfaction may mediate the effect of service quality on customer loyalty. Customer satisfaction is a concept that is closely linked to customer loyalty. According to Khatab et al. (2019), customer satisfaction has a significant impact on loyalty. Customers' levels of loyalty to products/services will be affected if they receive such a high level of satisfaction after evaluating the purchase of products/services. The higher the level of customer satisfaction with purchasing goods/services, the higher the level of loyalty.

Furthermore, it is noted that, in addition to acting as a moderator of the relationship between service quality and loyalty, customer satisfaction may also act as a mediator of the effect of service quality on loyalty. This argument demonstrates that the effect of service quality on customer loyalty can be strengthened or weakened by customer satisfaction. This means

that if a customer is satisfied with the quality of services provided by the company, he or she will increase his or her loyalty. If the customer is dissatisfied with the quality of services, the relationship between service quality and customer loyalty will be weakened (Peng & Moghavvemi, 2015).

Based on the foregoing, this paper looks into the role of customer satisfaction in mediating the relationship between service marketing mix, service orientation, service quality, and customer loyalty. This study used telecommunication service product categories with a variety of market products. The telecommunication products studied in this study were the mobile service provider's telecommunication services with various functions as the research objects. The uniqueness of this paper is (1) the mediating effect of customer satisfaction (as measured by the Sobel test) on the effect of service quality, service orientation, and service marketing mix on customer loyalty, and (2) the research site (there has been no previous study investigating this relationship): mobile phone services in Erbil, Kurdistan.

II. LITERATURE REVIEW

The perspective used to determine characteristics and specifications influences the quality concept. Quality orientations such as (1) customer perception, (2) product/service, and (3) processes should be consistent with one another. This orientation is easily discernible in the material form, even if the product is only a process. If perceived from a service marketing mix, employee satisfaction, and organizational profitability, quality consistency of service for the three orientations may contribute to a company's success. Product quality, whether in goods or services, is a critical issue for every company in a more competitive global competition environment. Because a service marketing mix can be achieved by providing a qualified product to a customer, the company's ability to provide a qualified product is a weapon for winning the competition. However, if the word quality had to be perceived similarly by everyone, it could be perplexing. As a result, a company must establish a proper definition and accurate understanding of quality. Quality consultants and professional business people have agreed that the term "quality" has a universal meaning. The American National Standards Institute (ANSI) and The American Society for Quality (ASQ) formalized the definition of quality in 1978 as the totality of features and characteristics in a good or service embedded in its ability to satisfy expected demand. Many companies used simpler terms but still had full power in the 1980s, such as quality is to meet or exceed customer expectations. According to Zeithaml and Bitner (2000), there are five model dimensions of service quality developed by Parasuraman, Zeithaml, and Berry: Tangible evidence includes materialized/physical evidence, reliability, responsiveness, assurance, and empathy. Reliability is the company's ability to provide services that meet the promise of being accurate and reliable. Responsiveness is the company's ability and willingness to assist and provide fast service to the customer. Assurance is the knowledge, behavior, and ability of the firm's employees to foster customer

confidence in the company and to create a sense of security for customers. Empathy is a genuine concern, individual or personal, for its customers, and it strives to understand their needs and desires.

The marketing mix Service is an important concept in business. In the discussion of customer satisfaction and service quality, the emphasis is on the customer. Customers are thus critical in determining customer satisfaction with a specific company's product or service. The word "satisfaction" is derived from the Latin words *satis*, which means "pretty good" or "enough," and *facio*, which means "to do something." Othman et al. are cited by Rumiya and Syafarudin (2021). (2020). They define satisfaction as the level of emotion felt when comparing the performance of a product or service received and expected.

Meanwhile, according to Webster's 1928 dictionary, as cited by Lie et al. (2019), a customer is someone who has purchased a product or service several times. As a result, a customer is someone who returns to the same location on a regular basis to satisfy his demand for a product (goods) or to receive service and to pay for the product (goods) or service. The benefit derived from the service marketing mix is enormous, but it is no longer the ultimate goal of the company's business process. Many businesses rely on the marketing mix of services in the future, and they are eventually disappointed when they discover that their product lags far behind that of competitors (Davari & Strutton, 2014).

The importance of the small business sector is recognized globally, regardless of economic development level. Small businesses are highly valued for their contributions to growth, job creation, and social progress, and they are viewed as an essential component in the successful formula for achieving economic growth. However, the World Bank (2007) estimated that MSMEs contributed 66.9% to job creation in India. The MSME sector in China contributed the most to total employment (78%), while the MSME sector in South Africa contributed the least (39.6%).

In comparison to any other sector of the economy, India's MSMEs make a significant contribution to economic development. Their contribution to investment, job creation, exports, GDP, industrial production, and so on is critical. This indicates that MSMEs have experienced rapid growth. This is primarily due to distinct advantages over other sectors. At the same time, the Indian economy, which is more similar to the MSME environment, prefers low-cost local resources, local talent, high demand, and so on. Furthermore, India's socioeconomic policies since the Industrial Development and Regulation Act of 1951 have placed a greater emphasis on the MSME sectors as a vehicle for developing the Indian economy. The second five-year plan also prioritized industrial development and implemented various policies to ensure the sector's proper development. Investment and production are

inextricably linked. More excellent investment implies greater output, or greater output necessitates greater investment (Al-Hawary, 2013).

Customer satisfaction, employee satisfaction, and organizational profitability can all benefit from consistency in service quality for these orientations. The issue of product quality, both goods and services, has become a central issue for every company in the increasingly competitive global competition environment. Customer satisfaction is achieved by providing high-quality products, so a company's ability to provide high-quality products will be a weapon to win the competition. However, the word quality is perplexing if everyone perceives it the same way. As a result, businesses must determine the precise definition and correctly comprehend the term "quality" (Chen & Ann, 2016).

The theory of customer satisfaction is conceptualized at the outset as the expectation of how the service will perform its function. However, Flint et al. (2002) found that different comparisons are used and even change during the consumption process. Other comparison standards include the ideal product, the product's competitors, other product categories, marketers' promises (created through marketing), and industry norms. Customer satisfaction is defined as the pleasure customers experience when evaluating a specific product or service they have used. According to Czepiel (1990), "because satisfaction defines (and can be measured by) the gap between expectations and perceived reality, a firm can change customer satisfaction without changing its offering at all."

Loyalty is a psychological state related to a product's attitude; consumers will form their beliefs whether they like it or not and decide whether or not to purchase the product (Alzoubi & Inairat, 2020). Customer loyalty is critical in business because retaining customers means improving financial performance and ensuring the company's viability. This is the primary reason for the company's customer retention. Attempts to obtain a loyal rate must be made in stages, beginning with potential customers and progressing to partners.

Conceptual framework in light of the literature review, the below model is selected as the conceptual model of this study:

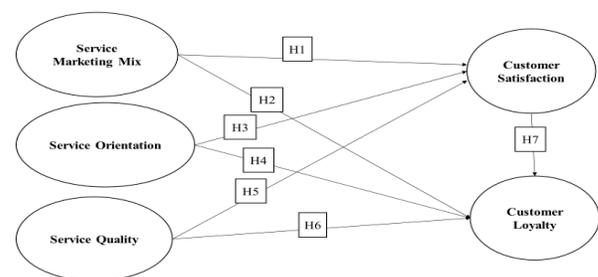


Figure1: Framework

III. RESEARCH METHODOLOGY

Explanatory research seeks to investigate and explain causal relationships between variables through the examination of research hypotheses. Because this research is concerned with people's behavior, it also explains their perceptions (explanatory perception research). All mobile phone provider customers in Erbil in 2020 were included in the study population. The population in this study was infinite because it was impossible to determine the exact number of clients. The sample was drawn using non-probability sampling, which meant that anyone could be a respondent. Quota sampling of 200 male and female respondents was used to determine the sample of all mobile phone customers in this study. This study employed random sampling to obtain samples from tourists taken from the research site without regard for the origin of the mobile phone customers.

Interviews and questionnaires of relevant parties were used to collect data for this study. In its implementation, the researchers obtain respondents by visiting them one at a time and then asking about their willingness to participate in this study; once the respondents are willing, the authors interview them one at a time using the prepared questionnaire. The survey was conducted from the time the visitors arrived in the morning until noon. Before distributing the questionnaire, validity and reliability tests were performed. The data analysis technique used in this study is descriptive and structural equation modeling (SEM).

IV. RESULTS

V. DESCRIPTIVE ANALYSIS

It is possible to learn about the respondent's various characteristics based on the data collection results. Based on their mobile phone usage, the majority of respondents (36.7%) use Korak as their communication provider, followed by Simpati (28.3%). In this study, there are only six differences between male and female respondents, with more male respondents than female respondents. The majority of respondents are between the ages of 21 and 30, with only three between the ages of 41 and 50, and the majority of respondents are students, accounting for 66.7% of the sample.

VI. SCALE VALIDITY AND RELIABILITY

The conceptual model was tested using structural equation modeling (SEM). The method is well-known for its effectiveness in assessing the reliability and validity of measures tracked and used in surveys. Despite the complexity of the conceptual model, the SEM-PLS approach was used in the bootstrapping procedure of the 2000 subsample using SEM-PLS software (Kushwaha et al., 2015).

To use structural equation modeling, each latent variable's validity must be tested; the relevant factors are extracted using

confirmatory factor analysis (CFA). Then we must test for discriminant and convergent validity. According to Yaqub et al. (2019), we will examine the average variance extracted (AVE) and factor loadings, which should always be greater than 0.5, to test the first step. The root AVE should be related to all factors, confirming the criteria-based discriminant validity (Siripipatthanakul et al., 2021). Furthermore, when using a structural equation model, composite reliability should be greater than 0.70, and latent variable reliability is confirmed by Cronbach's coefficient being greater than the recommended threshold of 0.6. (Makanyeza & Mumiriki, 2016).

Table 1: Variables Measurement Model

Variable	Factor Loading	Composite Reliability (CR)	Average Variance Extracted (AVE)
Customer loyalty	0.823	0.945	0.656
	0.888		
	0.843		
	0.856		
	0.755		
	0.783		
Customer Satisfaction	0.823	0.936	0.646
	0.763		
	0.787		
	0.867		
	0.885		
	0.823		
Service Marketing Mix	0.794	0.956	0.672
	0.792		
	0.756		
	0.784		
	0.842		
	0.836		
Service Orientation	0.845	0.931	0.634
	0.855		
	0.765		
	0.723		
	0.878		
	0.842		
Service Quality	0.856	0.932	0.773
	0.887		
	0.868		
	0.842		
	0.737		
	0.864		
	0.844		

According to the above table (Table 1), the latent variables are distinguished by the convergent validity of all factor loadings, and for all research variables, the value (AVE) is greater than 0.5, and for all latent variables, the CR values are greater than 0.7, indicating that qualified components are reliable. Furthermore, using Cronbach's reliability test, all latent values exceed 0.6, which is sufficient evidence to conclude that the research material is reliable.

When it comes to discriminant validity, Table 2 shows that the square root AVE values are more significant than the

Constructs	Customer Loyalty	Customer Satisfaction	Service Marketing Mix	Service Orientation	Service Quality
Customer Loyalty	0.821				
Customer Satisfaction	0.692	0.851			
Service Marketing Mix	0.632	0.763	0.842		
Service Orientation	0.543	0.723	0.774	0.826	
Service Quality	0.555	0.664	0.683	0.647	0.875

correlations between constructs for all variables. As a result, we can conclude that the measurement model has good reliability

and construct validity for defining the study variables.

VII. GOODNESS OF FIT IN SEM

A good model is one in which empirical data theoretically supports the development of a hypothetical model. Table 3 displays the detailed results of the SEM analysis. The model displays fit indices based on the evaluation of the eight criteria. Only one did not meet the criteria: a TLI variable nearing the critical value for acceptance (marginally accepted).

Table 2. Discriminant Validity of Latent Constructs

Table 3. Critics Evaluation Goodness of Fit SEM

Goodness of Fit Index	Cut-off Value	Resulting Model*	Conclusion
χ^2 – Chi-square	Expected small	57.370 < (0.05: 42 = 386.125)	Marginal
Probability	≥ 0.05	0.057	Good
CMIN/DF	≤ 2.00	1.366	Good
RMSEA	≤ 0.08	0.045	Good
GFI	≥ 0.90	0.947	Good
AGFI	≥ 0.90	0.901	Good
TLI	≥ 0.95	0.882	Marginal
CFI	≥ 0.95	0.925	Good

The model's evaluation shows that only three of the eight fit index criteria do not meet the AGFI criteria, but their values are close to the critical value. Regarding the chi-square value and the probability value, the probability of sig cannot be taken into account due to the large sample size ($n = 200$) (Hair, 2013), so it can be concluded that the general model can be called where according to data and can be further analyzed.

VIII. HYPOTHESIS TESTING

Hypothesis testing was carried out using path coefficients in structural equation modeling based on the empirical model proposed in this study. Table 4 shows the results of hypothesis testing, where a p-value less than 0.05 indicates that the relationship between the variables is significant. The test results are shown in the table below:

Table 4: Hypothesis Testing of the Proposed Model of SEM

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation	T-Statistics	P Values	Conclusion
Service Marketing Mix -> Customer Satisfaction	0.059	0.059	0.011	5.556	0.000	Significant
Service Marketing Mix -> Customer Loyalty	0.052	0.052	0.125	1.085	0.267	Insignificant
Service Orientation -> Customer Satisfaction	0.016	0.016	0.003	5.434	0.000	Significant
Service Orientation -> Customer Loyalty	0.061	0.061	0.011	5.565	0.000	Significant
Service Quality -> Customer Satisfaction	0.053	0.052	0.009	5.932	0.000	Significant
Service Quality -> Customer Loyalty	0.066	0.066	-0.053	-0.678	0.473	Insignificant
Customer Satisfaction -> Customer Loyalty	0.092	0.091	0.016	5.861	0.000	Significant
Mediation Effect (Indirect Effect)						
Hypothesis					Standardized Coefficient	Conclusion
Service Marketing Mix -> Customer Satisfaction-> Customer Loyalty					0.112	Significant
Service Orientation -> Customer Satisfaction-> Customer Loyalty					0.117	Significant
Service Quality -> Customer Satisfaction-> Customer Loyalty					0.125	Significant

The analysis shows that the service marketing mix, service orientation, and service quality all have a significant impact on customer satisfaction, implying that hypotheses 1, 3, and 5 are correct. Similarly, service orientation and customer satisfaction have a significant impact on customer loyalty, implying that Hypotheses 4 and 7 are accepted. Service Marketing Mix and Service Quality, on the other hand, have no significant effect on customer loyalty (direct effect). According to the Sobel mediation test, customer satisfaction appears to be a mediating variable in the relationship between service quality, service orientation, service marketing mix, and customer loyalty, implying that hypotheses 2, 4, and 6 are accepted under certain conditions. (By utilizing the mediation effect).

IX. DISCUSSION

Customer satisfaction is positively impacted by the marketing mix of mobile phone services, particularly for mobile phone providers. This positive effect indicates that the marketing mix indicators will determine their level of satisfaction (Quach et al. (2016), and because the effect is significant, the Company's service marketing mix indicators have an impact on the consumer satisfaction of mobile phone suppliers' products. This means that if the Company applies the service marketing mix indicators to customers of mobile phone suppliers' products, the customers are satisfied with their

experience. In theory, the findings of this study support previous research by Quach et al. (2016) that the marketing mix determines the level of customer satisfaction. However, from an empirical standpoint, these findings differ from those of previous studies conducted in the hospitality industry by Voss, Parasuraman, and Grewal (1998), which discovered that service marketing mix has no significant effect on customer satisfaction.

These findings, on the other hand, differ from previous research findings in terms of the significant and insignificant effects of service marketing mix on customer satisfaction. The differences between the current and previous studies are due to differences in the subject, location, time, population, and sample size, resulting in different research findings. As a result, this study has characteristics that set it apart from the previous one.

The service orientation of telecommunication services has a positive and significant impact on customer satisfaction. This means that a mobile service provider is always focused on providing excellent customer service. Because a mobile provider's service orientation is perceived positively by its customers, it has a strong effect on customer satisfaction. It is important to note that service orientation has a positive and significant effect on customer satisfaction in terms of service quality, which is essential for customer satisfaction. The findings of this study contradict those of Alshurideh (2017), who found that service orientation has a positive and significant

impact on customer satisfaction and loyalty. Furthermore, the findings of this study do not support the findings of a study conducted in the airline industry by reu and Malinga (2011), which show that airlines that implement service orientation will be able to increase customer satisfaction.

According to the findings of the study, service quality in the mobile phone sector, particularly among mobile phone providers, has a positive relationship with and a significant effect on customer satisfaction. The reason for this is that the service quality provided by mobile phone providers to their customers leaves them extremely satisfied. Service quality has several dimensions, including responsiveness (quick and accurate response), tangibility (physical appearance), empathy (sincere and individual attention), reliability (reliable, timely, accurate, and exact services), and assurance (guarantee/assurance in the company's/mobile phone provider's capabilities). All of these dimensions are important in meeting the expectations, achievement, suitability, and desired satisfaction of mobile phone providers' customers. Perception of service quality is defined as a customer's perception or impression of the service quality of a mobile phone service provider. According to the findings of this study, customers perceived the Company's service quality as meeting their expectations. This implies that what customers expect from service quality matches what they perceive. It means that the mobile phone provider is able to provide the service quality that their customers expect, thereby satisfying their customers. Thus, when evaluating a company's or organization's service quality, the service quality should meet customers' expectations, resulting in satisfaction.

Service quality has a negative relationship with and has no significant effect on customer loyalty to mobile phone providers. This negative effect is inextricably linked to the poor service quality provided by mobile phone providers, which has no discernible effect on customer loyalty. According to the findings of this study, customer satisfaction tends to mediate the relationship between service quality and loyalty. This demonstrates that customer satisfaction has the potential to either strengthen or weaken the effect of service quality on customer loyalty (Caruana, 2002). This study's findings also show that the indicators of variable service orientation have a positive relationship with but have no significant effect on customer loyalty. This is why variable service quality has a positive relationship with but has little effect on customer loyalty. Assume, as Caruana (2002) proposed, that customer satisfaction acts as a moderator of the relationship between service quality and loyalty. In that case, it is demonstrated that service quality has no significant impact on customer satisfaction, which in turn has no significant impact on customer loyalty. On the one hand, the results of this study support Caruana's (2002) theory that customer satisfaction can either strengthen or weaken the effect of service quality on customer loyalty. However, the findings of this study differ from those of previous studies by Parasuraman (1998) and Kim et al. (2016), indicating that service quality has a positive but insignificant effect on customer loyalty.

The service orientation of mobile phone providers has a positive relationship with and a significant effect on customer loyalty. It means that if mobile phone providers continue to focus on customer service, they will be able to increase customer loyalty. Because the service orientation provided by mobile phone providers is perceived as satisfying by its customers, it has a strong effect on customer loyalty. The findings of this study contradict the findings of Ajmal et al. (2018), who claim that service and repair failures are the primary causes of changes in customers' attitudes toward a company. Customers will switch to other companies if service orientation is not carried out properly. It means that if a mobile phone provider can improve its services (for example, by responding quickly to complaints), customers will not switch to another provider.

The service marketing mix and customer loyalty among Erbil mobile phone provider users have a positive but insignificant relationship. It suggests that the Company's service marketing mix can increase customer loyalty through customer satisfaction. Mobile phone providers will gain customer loyalty if they meet their expectations and provide the marketing mix that they want. As a result, the marketing mix has a strong influence on loyalty, as evidenced by attitudes toward purchasing mobile phone providers' products, recommending them, and providing positive feedback about mobile phone providers to other people/parties. Customer loyalty is critical in business because keeping customers means keeping the company alive. These are the primary reasons why a company attracts and retains customers. Efforts to acquire and retain loyal customers must be made in stages and policies rather than all at once. One of them is the service marketing mix policy, which is thought to improve customer loyalty through customer satisfaction.

Erbil has a positive and significant relationship with customer satisfaction and loyalty to mobile service providers. This demonstrates that the higher the perceived level of customer satisfaction, the higher the level of loyalty. In contrast, the lower the perceived level of customer satisfaction, the lower the level of loyalty to the mobile phone service industry. Meeting the expectations, suitability, and achievement of the mobile provider's services will result in customer satisfaction, which will result in their loyalty. Thus, customer satisfaction heavily influences customer loyalty, as evidenced by attitudes toward using and recommending a mobile provider's products, as well as sharing positive feedback about the mobile provider with other people/parties. These findings back up the theory and findings of previous studies by Ostrowski et al. (1993) and Caruana (2002), who contend that customer satisfaction has a significant impact on customer loyalty. In the mobile phone industry, the significant impact of customer satisfaction on customer loyalty confirms the findings of a study conducted by (Syafarudin, 2021).

The findings of this study indicate a significant relationship between customer loyalty and satisfaction with mobile services in Erbil. This means that if customers are satisfied with the product/service from the first time they use it, overall service

quality measures, service orientation, and service marketing mix will have a significant impact on customer loyalty. As a result, customer satisfaction is a major determinant of loyalty. The findings of this study back up the theory and findings of previous studies by Caruana (2002) and Parasuraman (1998). They contend that customer satisfaction serves as a bridge between service quality, service orientation, service marketing, and customer loyalty. Thus, customer loyalty will be critical to short-term success and long-term competitive advantage. Customer loyalty is strategically important to the Company and several other brands, which are inextricably linked to a strong customer bond, namely loyalty.

X. CONCLUSIONS

The following conclusions can be drawn from research and discussion of the impact of service marketing mix, service orientation, and service quality on customer satisfaction and loyalty: The hypotheses 1, 3, and 5 are accepted because service marketing mix, service orientation, and service quality have a significant impact on customer satisfaction. Because service orientation and customer satisfaction have a significant impact on customer loyalty, Hypotheses 4 and 7 are accepted. Customer loyalty, on the other hand, is unaffected by service quality or service marketing mix (direct effect). According to the Sobel test for mediating effect, customer satisfaction appears to be a mediating variable in the relationship between service marketing, service orientation, service quality, and customer loyalty, implying that Hypotheses 2, 4, and 6 are accepted under certain conditions (with employing mediation effect). Some suggestions become research findings implications based on the research findings. To begin, there is a need to improve the marketing mix of services provided by the mobile phone industry in order to increase customer satisfaction and loyalty, particularly among Erbil-based mobile phone providers. Second, by improving service orientation, customer satisfaction and loyalty can be increased. A mobile provider that is aware of its shortcomings and immediately corrects them is a company that has a better chance of progress than other companies that do not respond to improvement. This means that a focus on service is required to increase customer satisfaction and loyalty. Third, in order to maintain and increase customer loyalty by improving service quality, the mobile communication provider's management should pay attention to the unique directly related customer service process, such as simplicity in terms of administrative services, good networks, the addition of BTS, and, most importantly, the improvement of customer trust in the programs offered by the mobile provider. A mobile provider's efforts in trying to win against the competition, particularly in the telecommunications industry, are to apply adequate quality of service and provide satisfactory and decent services.

XI. SUGGESTIONS

Future research is expected to conduct a more in-depth analysis of the theory used in this study, allowing for more

comprehensive performance measurements. It is also suggested that customer satisfaction and loyalty are pressing issues in today's field for firms, particularly those that provide marketing services, and that more research in this area is required. It is recommended that this research be conducted in other industries and countries to identify changes in customer satisfaction and loyalty.

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