AN EMPIRICAL ANALYSIS OF CUSTOMER SATISFACTION WITH MOBILE NETWORK SERVICE FOR COMPETITIVE BUSINESS ADVANTAGE

IBUKUN FATUDIMU, ONI RONKE[1] & ROWLAND WORLU[2]

[1]Department of Computer and Information Sciences, Covenant University, Ota, Ogun State, Nigeria

[2]Department of Business Management, Covenant University, Ota, Ogun State, Nigeria

ABSTRACT

Positioning for effective competitive advantage requires taking actions informed by the result of business data analysis. Business Intelligence provides the platform with which Information and knowledge is used to improve business operation. This exploratory study examines customer satisfaction as the basis of competitive advantage enjoyed by information network service providers and those responsible for decision making in related organizations. The aim is to statistically analyse data and complement this with Text mining, in order to have an holistic way of drawing inferences from both structured and unstructured data for the purpose of decision making. Two method of analysis were used to find the level of customer satisfaction. They include, descriptive method, which involves the use of SPSS15.0 and K-means clustering algorithm used to mine the unstructured part of the data gathering instrument (questionnaire). Questionnaire is used as the primary means of data gathering. The finding of this study reveal that competitive intelligence related inferences bring about a better customer service relationship between the network service providers and their customers and therefore improve the profits of the organizations involved.

KEYWORDS: Mobile Phone Network Providers, Business Intelligence, Data Mining, Text Mining, Competitive Advantage