

# **Service Quality, Price, and Perceived Value Towards Consumers' Satisfaction and Loyalty in the Mobile Phone Service Industry: The Case of the Federal Territory of Labuan, Malaysia**

## **Abstract**

This paper focuses on the relationships of service quality, price, and perceived value towards consumers' satisfaction and loyalty in the mobile phone service industry. This study was conducted using convenience sampling by collecting data from the users of mobile phone service using the snowball method. Hence, the unit of analysis is individual. A total of 240 copies of questionnaire were distributed within the period of four weeks with 213 questionnaires returned. Data was analysed using SmartPLS 2.0. The results show that customer satisfaction has a significant relationship with customer loyalty. We also found that service quality and value have a significant effect on customer satisfaction and loyalty while price does not demonstrate a significant relationship on customer loyalty and satisfaction. The result shows that the expected mediating effect of customer satisfaction on the relationship between influencing factors and customer loyalty was not supported.