Customer Satisfaction with Service Quality of Mobile Phone Repair Technicians

Abidemi O. SHODEINDE[1*], Naheem K. AREOYE[2]

[1,2]Department of Industrial Technical Education, Tai Solarin Federal University of Education, Ijagun, Ogun State, Nigeria

[1]shodeindeao@tasued.edu.ng*

Abstract

The reliance on mobile phones has expanded the mobile phone repair sector, thereby making service quality an important factor for customer retention and business sustainability. Therefore, this study examined the extent of customer satisfaction with the service quality of mobile phone technicians. The study focused on five dimensions of service quality: reliability, responsiveness, empathy, assurance, and tangibles. A descriptive survey research design was adopted, and data were collected from 220 customers who had patronised mobile phone technicians in Ijebu-Ode, Ogun State, Nigeria. A validated and reliable questionnaire (a = 0.89) was used for data collection. Mean and standard deviation were used to answer the research questions, while t-test statistics were used to test five hypotheses at the 0.05 level of significance. Findings revealed that customers were satisfied with all dimensions of service quality. Reliability had a mean of 3.30 ± 1.42; responsiveness ($\bar{x} = 3.27 \pm 1.40$); empathy ($\bar{x} = 3.31 \pm 1.41$); assurance ($\bar{x} = 3.40 \pm 1.40$); and tangibles ($\bar{x} = 3.45 \pm 1.38$). T-test results showed no significant differences between adolescents and adults on responsiveness, empathy, and tangibles ($p > 0.05$), but significant differences were found for reliability and assurance ($p < 0.05$). The study concluded that all five service quality dimensions enhance customer satisfaction. It recommended continuous professional development and better customer-relation practices among technicians.

Keywords: Customer satisfaction, mobile phone technicians, service quality, service quality dimensions, technical repair services.

1.0 Introduction

Customer satisfaction is the backbone of the mobile phone repair business, especially now that mobile devices have become indispensable in our daily lives. The profitability of mobile phone repair business depends on technician's ability to satisfy customers who bring in their faulty devices for repair. According to Oliver (2014), customer satisfaction strengthens customer–technician relationships and increases repeat patronage. When customers are satisfied with the services rendered by the technician, they are more likely to return and recommend the technician to others. Zeithaml, Bitner, and Gremler (2018) also emphasized that satisfied customers generate repeat patronage and exhibit loyalty toward service providers.

In Nigeria, mobile phone repair services are mostly found in the informal sector, and it is characterized by apprenticeships, small workshops, and hands-on training. Despite being informal, the industry has expanded due to the widespread use of mobile phones and the high cost of purchasing new devices. In such a rapidly expanding sector, customer satisfaction and loyalty is crucial for technicians to remain relevant. According to Ekanem (2019), informal sector service providers rely heavily on reputation and customer referrals for business sustainability. Similarly, Meagher (2020) noted that trust, perceived competence, and interpersonal relationships are crucial for the survival of informal service providers in developing economies.

Mobile phone technicians are skilled individuals responsible for diagnosing and repairing faults in both basic and sophisticated smartphones. Basic mobile phones are the simple, entry-level devices designed mainly for calling and texting. Examples include Nokia 105, Itel 2160, and Tecno T301. Smartphones offer advanced software and hardware features. Examples include Samsung Galaxy S24 Ultra and iPhone 17 Pro Max. Effective repair works requires technical knowledge of phone components, circuitry, software operations, and diagnostic tools. According to Oyedokun and Oni (2021), technical expertise enhances the quality of repair services in the mobile phone industry. Also, Parasuraman, Zeithaml, and Berry (1985) explain that technical ability contributes to customers' perception of professionalism and service quality.

Customers who patronize mobile phone technicians vary in age, socioeconomic background, and preferences. Younger customers tend to value quick service delivery, technological competence, and digital communication. They often depending on online reviews to identify trustworthy technicians. According to Lenhart (2015), young adults rely heavily on digital information when choosing service providers. On the other hand, older customers place greater emphasis on honesty, reliability, and long-term experience. According to Adeniran (2019), older customers often return to technicians who have built reputations for

consistency within their communities. Understanding these expectations can help technicians to tailor their services to their customers to enhance satisfaction.

Service quality plays a role in determining customer satisfaction. It is how customers evaluate the service provided in relation to their expectations. The SERVQUAL framework (Parasuraman, Zeithaml, & Berry, 1988) identified five dimensions of service quality. They are tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are relevant to mobile phone repair services. Tangibles include the physical environment, tools, and appearance of the technician which shape customers' initial impressions. Ladhari (2009) found that attractive and organized physical environments positively influence perceived service quality. Reliability refers to the ability to deliver accurate repairs and keep promises, and both are very important. According to Kotler and Keller (2016), reliability predicts satisfaction and loyalty in service contexts.

Responsiveness refers to the willingness to assist customers and address their concerns. Siddiqi (2011) demonstrated that responsiveness influences satisfaction in service industries. Also, assurance enhances customers' sense of security during the repair process. Assurance include qualities such as competence, courtesy, and the technician's ability to inspire trust. In addition, empathy can further strengthen the emotional connection between the technician and the customer. Studies such as Bei and Chiao (2001) and Auka, Bosire, and Matern (2013) confirm that empathy and assurance predict customer satisfaction.

Customer satisfaction occurs when quality of service delivery meets or exceeds expectations. Homburg, Koschate, and Hoyer (2005) describe satisfaction as an emotional response that influences future behavioural intentions, including loyalty and referrals. High service quality will lead to higher satisfaction, which will in turn contribute to business growth (Cronin & Taylor, 1992). Given the role of mobile devices in everyday life and the competitive nature of mobile phone repair business, maintaining high levels of customer satisfaction is essential for technicians' business profitability. This study therefore examines the extent of customer satisfaction with the service quality of mobile phone technicians.

Objectives of the Study
The main purpose of this study was to examine the extent of customer satisfaction with the service quality of mobile phone technicians. Specifically, the study sought to:
1. determine the extent of customer satisfaction with technicians' reliability.
2. determine the extent of customer satisfaction with technicians' responsiveness.
3. determine the extent of customer satisfaction with technicians' empathy.
4. determine the extent of customer satisfaction with technicians' assurance.
5. determine the extent of customer satisfaction with tangibles (e.g. physical appearance and equipment).

Research Questions
1. How satisfied are customers with mobile phone technicians' reliability?
2. How satisfied are customers with mobile phone technicians' responsiveness?
3. How satisfied are customers with the empathy shown by mobile phone technicians?
4. How satisfied are customers with the assurance provided by mobile phone technicians?
5. How satisfied are customers with mobile phone technicians' tangibles (e.g. physical appearance and equipment)?

Hypotheses
Ho_1: There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' reliability.
Ho_2: There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' responsiveness.
Ho_3: There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' empathy.
Ho_4: There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' assurance.
Ho_5: There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' tangibles (such as workshop appearance, tools, and materials).

2.0 Methodology
The study adopted a descriptive survey research design, which was considered appropriate because the purpose of the research was to gather information from respondents about their level of satisfaction with the quality of services provided by mobile phone technicians. A descriptive survey design is suitable for studies

that aim to document, describe, and interpret the current conditions, attitudes, or practices of a population. In this context, it enabled the researcher to collect data directly from customers who had interacted with mobile phone technicians, thereby capturing their real-life experiences relating to reliability, responsiveness, empathy, assurance, and tangibles. The design also supported the use of a structured questionnaire, which made it possible to collect standardized responses from a large number of individuals in an efficient and systematic manner.

The study was carried out in Ijebu-Ode Local Government Area of Ogun State, a commercial town known for its vibrant business activities, including a thriving mobile phone repair and service industry. Ijebu-Ode is a densely populated area with a high number of mobile phone users, making it an appropriate location for exploring customer satisfaction with technician services. The target population for the study comprised all residents of Ijebu-Ode Local Government who had patronised the services of mobile phone technicians. From this population, a total of 220 respondents participated in the study. The sample was selected using a convenience sampling technique, which allowed the researcher to collect data from individuals who were readily accessible, willing to participate, and had recently used mobile phone repair services. Respondents were approached in various locations such as phone repair shops, markets, business centers, and other public areas where mobile phone users commonly seek repair services. The approach ensured that participants were actual customers with relevant and recent experiences.

Data for the study were collected using an adapted questionnaire originally developed by Nungse (2015). The instrument consisted of six sections. Section A collected demographic information about the respondents, while Sections B to F addressed the five dimensions of service quality. Section B contained 10 items on reliability, Section C had 12 items on responsiveness, Section D included 10 items on empathy, Section E comprised 11 items on assurance, and Section F contained 13 items on tangibles. The response options of the questionnaire was as follows: Very Highly Satisfied (5.00), Highly Satisfied (4.00), Satisfied (3.00), Somewhat Satisfied (2.00), and Not Satisfied (1.00). The questionnaire was validated by three experts in Vocational and Technology Education. Two from Tai Solarin Federal University of Education and one expert from University of Lagos. To further ensure the reliability of the instrument, a trial test was conducted using twenty respondents in Sagamu Local Government Area of Ogun State, a location that possesses similar characteristics to Ijebu-Ode. The responses from the trial test were analyzed using Cronbach's Alpha, which yielded a reliability coefficient of 0.89.

The questionnaires were administered with the assistance of four research assistants who distributed them across mobile phone repair shops, service centers, and other locations in Ijebu-Ode. Administration of the questionnaire was completed within a period of three weeks. Data collected were analyzed using mean and standard deviation to answer the research questions, employing real limits of numbers for interpretation. Additionally, t-test statistics were used to test the study's hypotheses at the 0.05 level of significance. All analyses were carried out using the Statistical Package for the Social Sciences (SPSS).

3.0 Results and Discussion
Analysis of Research Questions

Research Question 1: How satisfied are customers with technicians' reliability?

Table 1: Descriptive statistics of technician's reliability ratings

S/N	Items	VHS (F/%)	HS (F/%)	S (F/%)	SS (F/%)	NS (F/%)	Mean	SD	Remark
1	The technician delivers services as promised.	61 (27.7%)	45 (20.5%)	43 (19.5%)	36 (16.4%)	35 (15.9%)	3.28	1.42	Satisfied
2	The technician is dependable in handling repair issues.	63 (28.6%)	47 (21.4%)	42 (19.1%)	35 (15.9%)	33 (15.0%)	3.33	1.41	Satisfied
3	The technician completes repairs within the agreed time.	59 (26.8%)	44 (20.0%)	45 (20.5%)	37 (16.8%)	35 (15.9%)	3.26	1.42	Satisfied
4	The technician provides correct and accurate information.	62 (28.2%)	46 (20.9%)	44 (20.0%)	34 (15.5%)	34 (15.5%)	3.31	1.41	Satisfied
5	The technician does the job right the first time.	58 (26.4%)	45 (20.5%)	46 (20.9%)	36 (16.4%)	35 (15.9%)	3.26	1.42	Satisfied
6	The technician maintains error-free records of service.	55 (25.0%)	47 (21.4%)	44 (20.0%)	37 (16.8%)	37 (16.8%)	3.22	1.43	Satisfied
7	The technician is trustworthy in dealing with customers.	64 (29.1%)	46 (20.9%)	42 (19.1%)	34 (15.5%)	34 (15.5%)	3.33	1.42	Satisfied
8	The technician honors warranty agreements.	63 (28.6%)	48 (21.8%)	43 (19.5%)	33 (15.0%)	33 (15.0%)	3.34	1.41	Satisfied
9	The technician gives clear receipts and documentation.	61 (27.7%)	46 (20.9%)	44 (20.0%)	35 (15.9%)	34 (15.5%)	3.29	1.41	Satisfied
10	The technician explains faults before starting repairs.	65 (29.5%)	47 (21.4%)	42 (19.1%)	33 (15.0%)	33 (15.0%)	3.35	1.42	Satisfied
	Average						**3.30**	**1.42**	**Satisfied**

Very Highly Satisfied (VHS): 4.50–5.00; Highly Satisfied (HS): 3.50–4.49; Satisfied (S): 2.50–3.49; Somewhat Satisfied (SS): 1.50–2.49; Not Satisfied (NS): 0.00–1.49.

Table 1 presents the descriptive statistics on how customers perceive the reliability of mobile phone technicians in Ijebu-Ode Local Government Area of Ogun state. Results showed that customers generally expressed satisfaction with the reliability of mobile phone technicians. The item "The technician explains faults before starting repairs" recorded the highest mean score of 3.35. The next highly rated items were "The technician honors warranty agreements" ($\bar{x}$ = 3.34) and "The technician is trustworthy in dealing with customers" ($\bar{x}$ = 3.33). Similarly, "The technician provides correct and accurate information" ($\bar{x}$ = 3.31) and

"The technician gives clear receipts and documentation" ($\bar{x}$ = 3.29) also received relatively high ratings. On the other hand, the least rated item, "The technician maintains error-free records of service" ($\bar{x}$ = 3.22), still falls within the "Satisfied" range but points to the need for better documentation and record management practices among technicians. With an average mean score of 3.30, the result shows that customers are satisfied with the reliability of mobile phone technicians in Ijebu-Ode Local Government Area of Ogun State.

Research Question 2: How satisfied are customers with technicians' responsiveness?
Table 2: Descriptive analysis of technician's responsiveness

S/N	Items	VHS (F/%)	HS (F/%)	S (F/%)	SS (F/%)	NS (F/%)	Mean	SD	Remark
1	The technician attends to me promptly	61 (27.7%)	45 (20.5%)	49 (22.3%)	37 (16.8%)	28 (12.7%)	3.34	1.38	Satisfied
2	The technician is always ready to help	59 (26.8%)	47 (21.4%)	43 (19.5%)	41 (18.6%)	30 (13.6%)	3.30	1.39	Satisfied
3	The technician is available when needed	53 (24.1%)	51 (23.2%)	47 (21.4%)	36 (16.4%)	33 (15.0%)	3.25	1.41	Satisfied
4	The technician provides timely feedback on service progress	65 (29.5%)	43 (19.5%)	45 (20.5%)	38 (17.3%)	29 (13.2%)	3.35	1.41	Satisfied
5	The technician returns missed calls or messages quickly	56 (25.5%)	48 (21.8%)	44 (20.0%)	39 (17.7%)	33 (15.0%)	3.25	1.41	Satisfied
6	The technician is easily accessible by phone or in person	58 (26.4%)	50 (22.7%)	42 (19.1%)	36 (16.4%)	34 (15.5%)	3.28	1.40	Satisfied
7	The technician updates me about repair duration	60 (27.3%)	46 (20.9%)	40 (18.2%)	38 (17.3%)	36 (16.4%)	3.26	1.45	Satisfied
8	The technician handles urgent cases without delay	54 (24.5%)	44 (20.0%)	48 (21.8%)	39 (17.7%)	35 (15.9%)	3.21	1.40	Satisfied
9	The technician shows willingness to listen to complaints	57 (25.9%)	47 (21.4%)	45 (20.5%)	40 (18.2%)	31 (14.1%)	3.27	1.39	Satisfied
10	The technician takes responsibility for delays	52 (23.6%)	49 (22.3%)	43 (19.5%)	39 (17.7%)	37 (16.8%)	3.18	1.42	Satisfied
11	The technician offers quick solutions to problems	61 (27.7%)	42 (19.1%)	46 (20.9%)	40 (18.2%)	31 (14.1%)	3.29	1.41	Satisfied
12	The technician is friendly while attending to customers	64 (29.1%)	41 (18.6%)	44 (20.0%)	37 (16.8%)	34 (15.5%)	3.29	1.44	Satisfied
	Average						**3.27**	**1.40**	**Satisfied**

Very Highly Satisfied (VHS): 4.50–5.00; Highly Satisfied (HS): 3.50–4.49; Satisfied (S): 2.50–3.49; Somewhat Satisfied (SS): 1.50–2.49; Not Satisfied (NS): 0.00–1.49.

Table 2 presents the descriptive analysis of the extent of customer satisfaction with the responsiveness of mobile phone technicians in Ijebu-Ode Local Government Area of Ogun state. Result showed that the highest-rated item was "The technician provides timely feedback on service progress" ($\bar{x}$ = 3.35), indicating that customers value regular communication and updates about the status of their repairs. Following closely were "The technician attends to me promptly" ($\bar{x}$ = 3.34) and "The technician is always ready to help" ($\bar{x}$ = 3.30). Other important areas of responsiveness include "The technician offers quick solutions to problems" ($\bar{x}$ = 3.29), "The technician is friendly while attending to customers" ($\bar{x}$ = 3.29), and "The technician is easily accessible by phone or in person" ($\bar{x}$ = 3.28). Meanwhile, the least-rated item, "The technician takes responsibility for delays" ($\bar{x}$ = 3.18), though still within the "Satisfied". With an average mean score of 3.27, customers were generally satisfied with the level of responsiveness displayed by the technicians.

Research Question 3: How satisfied are customers with the empathy shown by technicians?
Table 3: Descriptive analysis of technician's empathy

S/N	Items	VHS (F/%)	HS (F/%)	S (F/%)	SS (F/%)	NS (F/%)	Mean	SD	Remark
1	The technician listens carefully to my concerns	65 (29.5%)	47 (21.4%)	43 (19.5%)	38 (17.3%)	27 (12.3%)	3.39	1.40	Satisfied
2	The technician treats me with respect and courtesy	62 (28.2%)	49 (22.3%)	41 (18.6%)	37 (16.8%)	31 (14.1%)	3.33	1.42	Satisfied
3	The technician explains the problem in a way I understand	59 (26.8%)	46 (20.9%)	45 (20.5%)	39 (17.7%)	31 (14.1%)	3.29	1.41	Satisfied
4	The technician understands my specific needs	63 (28.6%)	45 (20.5%)	42 (19.1%)	40 (18.2%)	30 (13.6%)	3.32	1.41	Satisfied
5	The technician gives full attention when I speak	60 (27.3%)	48 (21.8%)	43 (19.5%)	39 (17.7%)	30 (13.6%)	3.32	1.40	Satisfied
6	The technician gives honest advice based on my situation	66 (30.0%)	44 (20.0%)	41 (18.6%)	39 (17.7%)	30 (13.6%)	3.35	1.42	Satisfied
7	The technician gives me enough time without rushing	61 (27.7%)	45 (20.5%)	44 (20.0%)	40 (18.2%)	30 (13.6%)	3.31	1.40	Satisfied
8	The technician considers my financial situation when charging	58 (26.4%)	43 (19.5%)	45 (20.5%)	38 (17.3%)	36 (16.4%)	3.23	1.45	Satisfied
9	The technician follows up after service	55 (25.0%)	47 (21.4%)	44 (20.0%)	39 (17.7%)	35 (15.9%)	3.22	1.43	Satisfied
10	The technician maintains a polite and professional attitude	64 (29.1%)	46 (20.9%)	42 (19.1%)	38 (17.3%)	30 (13.6%)	3.34	1.41	Satisfied
	Average						**3.31**	**1.41**	**Satisfied**

Very Highly Satisfied (VHS): 4.50–5.00; Highly Satisfied (HS): 3.50–4.49; Satisfied (S): 2.50–3.49; Somewhat Satisfied (SS): 1.50–2.49; Not Satisfied (NS): 0.00–1.49.

Table 3 presents the descriptive statistics on the extent of customer satisfaction with the empathy shown by mobile phone technicians in Ijebu-Ode Local Government Area of Ogun state. Result showed that the highest-rated item was "The technician listens carefully to my concerns" ($\bar{x}$ = 3.39), which indicates that customers appreciate technicians who take time to understand their problems. This was closely followed by "The technician gives honest advice based on my situation" ($\bar{x}$ = 3.35) and "The technician maintains a polite and professional attitude" ($\bar{x}$ = 3.34). Other items that received relatively high ratings include "The technician treats me with respect and courtesy" ($\bar{x}$ = 3.33), "The technician understands my specific needs" ($\bar{x}$ = 3.32), and "The technician gives full attention when I speak" ($\bar{x}$ = 3.32). However, the least-rated items were "The technician considers my financial situation when charging fees" ($\bar{x}$ = 3.23) and "The technician follows up after service" ($\bar{x}$ = 3.22). With an average mean of 3.31, customers generally expressed satisfaction with the level of empathy demonstrated by mobile phone technicians in Ijebu-Ode Local Government Area of Ogun State.

Research Question 4: How satisfied are customers with the assurance provided by technicians?

Table 4: Descriptive analysis of technician's assurance

S/N	Items	VHS (f/%)	HS (f/%)	S (f/%)	SS (f/%)	NS (f/%)	Mean	SD	Remark
1	The technician appears knowledgeable about mobile phones	69 (31.4%)	51 (23.2%)	45 (20.5%)	31 (14.1%)	24 (10.9%)	3.50	1.37	Highly Satisfied
2	The technician explains technical issues clearly	63 (28.6%)	47 (21.4%)	49 (22.3%)	33 (15.0%)	28 (12.7%)	3.38	1.41	Satisfied
3	The technician is confident in handling repairs	67 (30.5%)	49 (22.3%)	44 (20.0%)	34 (15.5%)	26 (11.8%)	3.44	1.39	Satisfied
4	The technician behaves professionally	66 (30.0%)	50 (22.7%)	46 (20.9%)	31 (14.1%)	27 (12.3%)	3.44	1.39	Satisfied
5	The technician uses appropriate tools for repairs	65 (29.5%)	48 (21.8%)	45 (20.5%)	35 (15.9%)	27 (12.3%)	3.40	1.40	Satisfied
6	I feel safe leaving my phone with the technician	62 (28.2%)	50 (22.7%)	47 (21.4%)	33 (15.0%)	28 (12.7%)	3.39	1.39	Satisfied
7	The technician is well-trained and experienced	68 (30.9%)	52 (23.6%)	43 (19.5%)	30 (13.6%)	27 (12.3%)	3.47	1.38	Satisfied
8	The technician answers my questions confidently	61 (27.7%)	48 (21.8%)	46 (20.9%)	35 (15.9%)	30 (13.6%)	3.35	1.42	Satisfied
9	The technician assures me of safety during data handling	60 (27.3%)	46 (20.9%)	48 (21.8%)	36 (16.4%)	30 (13.6%)	3.32	1.42	Satisfied
10	The technician behaves consistently across different visits	64 (29.1%)	45 (20.5%)	44 (20.0%)	38 (17.3%)	29 (13.2%)	3.35	1.42	Satisfied
11	I trust the technician's judgment during repairs	66 (30.0%)	47 (21.4%)	43 (19.5%)	36 (16.4%)	28 (12.7%)	3.40	1.40	Satisfied
	Average						**3.40**	**1.40**	**Satisfied**

Very Highly Satisfied (VHS): 4.50–5.00; Highly Satisfied (HS): 3.50–4.49; Satisfied (S): 2.50–3.49; Somewhat Satisfied (SS): 1.50–2.49; Not Satisfied (NS): 0.00–1.49.

Table 4 presents the descriptive statistics on the extent of customer satisfaction with mobile phone technicians' assurance in Ijebu-Ode Local Government Area of Ogun state. Result showed that the highest-rated item was "The technician appears knowledgeable about mobile phones" ($\bar{x}$ = 3.50), which fell within the "Highly Satisfied" range. The next most rated items were "The technician is well-trained and experienced" ($\bar{x}$ = 3.47) and "The technician is confident in handling repairs" ($\bar{x}$ = 3.44). Other important aspects of assurance that customers appreciated include "The technician behaves professionally" ($\bar{x}$ = 3.44), "I trust the technician's judgment during repairs" ($\bar{x}$ = 3.40), and "The technician uses appropriate tools for repairs" ($\bar{x}$ = 3.40). Meanwhile, items such as "The technician assures me of safety during data handling" ($\bar{x}$ = 3.32) and "The technician behaves consistently across different visits" ($\bar{x}$ = 3.35) received slightly lower ratings, though they still fall within the "Satisfied" range. The average mean ($\bar{x}$ = 3.40) show that customers were generally satisfied with the assurance demonstrated by the technicians.

Research Question 5: How satisfied are customers with mobile phone technicians' tangibles (e.g. physical appearance and equipment)?

Table 5: Descriptive analysis of research question five

S/N	Items	VHS (f/%)	HS (f/%)	S (f/%)	SS (f/%)	NS (f/%)	Mean	SD	Remark
1	The technician's workplace is clean and organized.	71 (32.3%)	51 (23.2%)	43 (19.5%)	29 (13.2%)	26 (11.8%)	3.51	1.36	Highly Satisfied
2	The technician's tools and equipment appear modern.	65 (29.5%)	53 (24.1%)	40 (18.2%)	31 (14.1%)	31 (14.1%)	3.41	1.38	Satisfied
3	The technician's shop is easy to locate.	75 (34.1%)	55 (25.0%)	38 (17.3%)	28 (12.7%)	24 (10.9%)	3.59	1.34	Highly Satisfied
4	The technician uses protective coverings while working.	62 (28.2%)	49 (22.3%)	41 (18.6%)	37 (16.8%)	31 (14.1%)	3.33	1.39	Satisfied
5	The technician has a professional appearance.	69 (31.4%)	52 (23.6%)	38 (17.3%)	30 (13.6%)	31 (14.1%)	3.45	1.39	Satisfied
6	The work area has proper lighting and ventilation.	67 (30.5%)	56 (25.5%)	35 (15.9%)	32 (14.5%)	30 (13.6%)	3.45	1.39	Satisfied
7	The tools used are appropriate for the repairs.	73 (33.2%)	54 (24.5%)	36 (16.4%)	28 (12.7%)	29 (13.2%)	3.52	1.37	Highly Satisfied
8	The technician uses proper packaging after repairs.	64 (29.1%)	50 (22.7%)	39 (17.7%)	35 (15.9%)	32 (14.5%)	3.36	1.39	Satisfied
9	There is a place for customers to wait.	55 (25.0%)	46 (20.9%)	41 (18.6%)	38 (17.3%)	40 (18.2%)	3.16	1.43	Satisfied
10	The shop has visible signs and branding.	59 (26.8%)	51 (23.2%)	39 (17.7%)	33 (15.0%)	38 (17.3%)	3.27	1.41	Satisfied
11	Spare parts are neatly arranged.	68 (30.9%)	52 (23.6%)	37 (16.8%)	31 (14.1%)	32 (14.5%)	3.43	1.38	Satisfied
12	Work table is neat and clean.	70 (31.8%)	55 (25.0%)	36 (16.4%)	30 (13.6%)	29 (13.2%)	3.49	1.37	Satisfied
13	General look of the repair area gives confidence.	74 (33.6%)	50 (22.7%)	40 (18.2%)	27 (12.3%)	29 (13.2%)	3.51	1.37	Highly Satisfied
	Average						**3.45**	**1.38**	**Satisfied**

Very Highly Satisfied (VHS): 4.50–5.00; Highly Satisfied (HS): 3.50–4.49; Satisfied (S): 2.50–3.49; Somewhat Satisfied (SS): 1.50–2.49; Not Satisfied (NS): 0.00–1.49.

Table 5 presents the descriptive statistics on the extent of customer satisfaction with technicians' tangibles (e.g. physical appearance and equipment). Result showed that the highest-rated item was "The technician's shop is easy to locate" ($\bar{x}$ = 3.59), followed closely by "The technician's workplace is clean and organized" ($\bar{x}$ = 3.51) and "The general look of the repair area gives confidence" ($\bar{x}$ = 3.51). Other notable items such as "The tools used are appropriate for the repairs" ($\bar{x}$ = 3.52), "The technician has a professional appearance" ($\bar{x}$ = 3.45), and "The work area has proper lighting and ventilation" ($\bar{x}$ = 3.45) also recorded high mean scores. In contrast, items such as "There is a place for customers to wait" ($\bar{x}$ = 3.16) and "The shop has visible signs and branding" ($\bar{x}$ = 3.27) received lower mean ratings. However the average mean ($\bar{x}$ = 3.45), indicated that customers were generally satisfied with the tangibles of mobile phone technicians such as physical appearance, work environment, and tools used by technicians.

Testing of Research Hypotheses

H01:   There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' reliability.

Table 6: T-test analysis of hypothesis one

Group	Mean	SD	Std. Error Mean	df	t	Sig.
Adolescent	3.21	0.91	0.117	218	2.348	.020
Adult	3.57	1.03				

Table 6 shows a significant difference in the mean responses of adolescent and adult customers on their satisfaction technician's reliability (t = 2.348; df = 218; p = .020; P < .05). This indicates that age group influences perception of reliability.

H02:   There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' responsiveness.

Table 7: T-test analysis of hypothesis two

Group	Mean	SD	Std. Error Mean	df	t	Sig.
Adolescent	3.05	1.05	0.135	218	1.697	.091
Adult	3.28	0.95				

Table 7 shows no significant difference in mean responses regarding their satisfaction with technician's responsiveness (t = 1.697; df = 218; p = .091; P > .05). Age group does not significantly influence perception of responsiveness.

H03:   There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' empathy.

Table 8: T-test analysis of hypothesis three

Group	Mean	SD	Std. Error Mean	df	t	Sig.
Adolescent	3.11	1.11	0.142	218	0.864	0.388
Adult	3.22	1.02				

Table 8 shows no significant difference in adolescent and adult responses concerning their satisfaction with technician's empathy (t = 0.864; df = 218; p = .388; P > .05). This implies empathy is equally perceived across age groups.

H04:   There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' assurance.

Table 9: T-test analysis of hypothesis four

Group	Mean	SD	Std. Error Mean	df	t	Sig.
Adolescent	3.17	0.97	0.124	218	2.121	0.035
Adult	3.44	0.87				

Table 9 reveals a significant difference in mean responses concerning their satisfaction with technicians' assurance (t = 2.121; df = 218; p = .035; P < .05). Adults appear more positively influenced by assurance than adolescents.

H05:   There is no significant difference in the mean responses of adolescent and adult customers regarding their satisfaction with technicians' tangibles.

Table 10: T-test analysis of hypothesis five

Group	Mean	SD	Std. Error Mean	df	t	Sig.
Adolescent	3.09	1.08	0.138	218	1.548	0.123
Adult	3.29	0.99				

Table 10 shows no significant difference in responses on technician's tangibles (t = 1.548; df = 218; p = .123; P > .05). This suggests that satisfaction of the two groups of customers is not influenced by the tangibles provided by technicians.

Discussion of Findings

The findings of this study showed that customers are satisfied with the reliability of mobile phone technicians. This suggests that when technicians provide accurate repairs, keep to agreed delivery times, and fulfil their promises, customers will have higher satisfaction levels. This result agrees with Parasuraman, Zeithaml, and Berry (1988), who identified reliability as a core determinant of perceived service quality. Also, Cronin and Taylor (1992) found that reliability predicts customer satisfaction in service industries. Furthermore, a study conducted by Akinmayowa and Akinyosoye (2019) reported that reliability positively

influences customer satisfaction in the telecom sector. Similarly, Krejcie, Wokadala, and Nabunya (2020) found reliability to be a strong predictor of satisfaction among mobile-service users. Although these studies addressed telecommunication services rather than repair workshops, the pattern supports the finding of this study which showed that customers value technicians who consistently deliver dependable service.

The study also showed that customers were satisfied with the level of responsiveness displayed by technicians. Responsiveness of technicians includes willingness to help and timely communication. In support of the findings, Parasuraman, Zeithaml, and Berry (1988) described responsiveness as a component of service quality that shapes customers' immediate impressions of service providers. In the telecommunication sector, Siddiqi (2011) found that responsiveness influences customer satisfaction in Bangladesh's mobile service industry. Similarly, Auka, Bosire, and Matern (2013) reported that promptness and readiness to assist were linked to customer satisfaction in Kenyan service organizations. These research findings supports the findings of this study that customers in Ijebu-Ode appreciate technicians who are willing to help and communicate effectively during repairs.

Furthermore, the findings of the study showed that customers expressed satisfaction with the assurance demonstrated by mobile phone technicians. This is in line with Zeithaml, Bitner, and Gremler (2018), who posited that assurance is essential in services that involve technical expertise and personal risk. Also, a study by Rajic and Dado (2013) found that assurance influences customer trust and satisfaction in technology-based services. Akinmayowa and Akinyosoye (2019) also concluded that assurance enhances customer confidence and satisfaction among mobile telecommunication users. All these findings suggest that customers feel more secure when technicians display professionalism, demonstrate knowledge, and handle devices carefully, especially because phones often contain sensitive personal information.

The study further revealed that customers were satisfied with the tangibles associated with mobile phone repair services. Tangibles include the physical environment, tools, cleanliness, and professional appearance of technicians. This aligns with Parasuraman, Zeithaml, and Berry (1988) who identified tangibles as the first dimension through which customers evaluate service quality. In the same vein, Ladhari (2009) demonstrated that neatness, modern equipment, and an organized workspace shape customers' perceptions of quality. Oyeniyi and Joachim (2008) also found that tangibles such as the physical layout and appearance of service personnel influence satisfaction in service industries. Based on the findings, customers form impressions about the competence and professionalism of technicians partly based on the tangibles that characterise the repair environment.

The study also found that demographic differences existed only in responses related to reliability and assurance, with adult customers giving higher ratings than adolescents. This finding is in agreement with Zeithaml, Bitner, and Gremler (2018) who noted that older customers tend to value consistency, professionalism, and trust more than younger, technology-savvy users. A study by Suhartanto and Kandampully (2000) similarly reported that older service users emphasize service dependability and assurance, whereas younger customers tend to prioritize speed and innovation.

4.0 Conclusion

The findings of this study show that customers are generally satisfied with the reliability of mobile phone technicians in Ijebu-Ode. Respondents indicated that the technicians demonstrate a good level of responsiveness, attending to repair needs promptly and showing willingness to assist when issues arise. Customers also expressed satisfaction with the empathy displayed by technicians, noting that they were approachable, patient, and considerate when interacting with clients. With regard to assurance, customers perceived the technicians as knowledgeable, professional, and confident in handling mobile phone repairs. These qualities contributed to customer satisfaction, as technicians who understand their work inspire trust and reduce the anxiety often associated with technical faults. Satisfaction was also recorded in relation to tangibles, including the technicians' physical appearance, the organization of their work environment, and the tools they used. These visible aspects of service contributed to customers' perception of credibility and competence.

The study further revealed that age influences how customers perceive service quality, suggesting that satisfaction levels may vary across demographic groups. The research emphasize that service quality remains a determinant of customer satisfaction in the mobile phone repair industry. Technicians who offer reliable repairs, respond promptly, communicate empathetically, demonstrate professional competence, and maintain a clean and organized work environment are more likely to retain customers and enjoy referrals. In essence, this study provides evidence that improving service quality at the technician level can enhance satisfaction, trust, and loyalty among mobile phone users. Strengthening dimensions of service quality such as reliability, responsiveness, empathy, assurance, and tangibles, will not only improve customer experiences but also contribute to the long-term sustainability and profitability of mobile phone repair services.

Recommendations
1. Technicians should ensure quick responses to customer inquiries.
2. Technicians should build customer confidence through transparency when dealing with clients.
3. Technicians should regularly undergo capacity building and up skilling to remain competent and state-of-art in their work.
4. Repair shops should be kept clean and organized.

Acknowledgements

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