

EVALUATING TOTAL QUALITY MANAGEMENT AS A COMPETITIVE ADVANTAGE TOOL IN MOBILE TELECOMMUNICATION SERVICES IN GHANA

Prince A. Owusu¹

Nanjing University of Post
and Telecommunication
CHINA

Harris K. Duah²

Nanjing University of Post and
Telecommunication
CHINA

ABSTRACT

The purpose of the study was to find out TQM as a competitive advantage tool in mobile telecommunication services in Ghana. The descriptive research method is employed since much of the data collection is based on questionnaires. The study uses quantitative method, designed to get some reviews from customers or consumers, telecommunication companies and other organizations on total quality management as competitive tool in the mobile telecommunication services in Ghana. One hundred and fifty (150) mobile phones users from mobile telecommunication firms in and from Ghana are sampled for the study given the time constraints and limited resources available. Data was collected using questionnaires. Data was analyzed using SPSS and summarized in the form of frequency tables and bar charts. The study revealed that subscribers who decided to subscribe to MTN network considered “long time usage” as their most important attribute. Secondly, the subscribers also consider “wider coverage” as their next most important attribute when it comes to subscription of a network. Furthermore, majority of the subscribers considered “lower tariffs” as their third most important attribute that lure them in choosing MTN and Vodafone network. The least important (or influential) attribute is “games of chance”. Additionally, respondents consider “customer care” as the most important and “reception benefit” of the network operator as the least important factor when choosing a network. The study concludes that total quality management is regarded as a competitive advantage tool among in the mobile telecommunication service industry in Ghana. It was recommended that mobile telecommunication network operators should increase their coverage area to increase catchment area to attract more potential subscribers, considering the study findings that wider coverage is one of the most vital attributes. Therefore, the operators should reduce the cost of services and packages, where necessary, to draw attention or attract more potential subscribers.

Keywords: Total Quality Management, Competitive Advantage, Mobile Telecommunication Service.