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Review Article

Comparative Approach to the Satisfaction of Subscribers of Orange, Mtn and Moov Mobile Telephone Companies in Côte D'ivoire

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Abstract: This article analyzes the relationship between the services offered by mobile telephone companies in Côte d'Ivoire and subscriber satisfaction, using the confirmation of expectations model. In order to achieve this objective, a questionnaire was administered face to face to a stratified sample of 384 mobile phone users in the communes of Cocody and Yopougon from May 6 to 24, 2017. The data analysis method adopted directs its efforts towards comparison of results. Statistical analyzes in this study show that subscribers are satisfied with customer service, network reliability, network geographic coverage, the cost of the SIM card and the cost of prepaid recharge, intra-network communication and intra-profile of the main operator. Our results also show that the latter do not appreciate the cost of inter-network communication, internationally, to landline and the cost of deleting or modifying numbers (accomplices, favorites or favorites) and navigation Internet. These results show that the quality of customer service, the technical aspects of the network and the affordable price of products and services influence subscriber satisfaction. While subscriber dissatisfaction is linked to the high cost of products and services.

Keywords: Satisfaction, model of confirmation of expectations, services offered.

INTRODUCTION

In Côte d'Ivoire, following the promulgation of Law No. 95526 of July 7, 1995 on the telecommunications code, the mobile telephony sector is undergoing profound changes both in terms of regulations and those of the operation of telephone networks. Telecommunications, than on the market and the supply of services. Indeed, the opening up to competition of the Ivorian mobile telephony market has led to an unprecedented boom in this sector which is materialized by the expansion of the coverage of network coverage (Orange 83.00% of the territory, Moov 66.33% and MTN 79.64%) [1], the development of mobile networks across several generations (2G or GSM 3G or UMTS and 4G or LTE), wireless local networks such as Wi-Fi, Bluetooth, the diversification of products and services offered by business and continued growth in the number of mobile network subscribers. This boom was possible with the entry of private operators into this sector. Before March 29, 2016, six mobile telephone operators operated in the Ivorian market. These companies had to face a new competitive environment: hyper competition. In such an environment, customer satisfaction has become essential and strategically essential: in order to survive, companies have an obligation to satisfy their customers, their satisfaction influencing their subsequent behavior and company profits (Anderson *et al*., 1997; Ngobo, 2000). This is why mobile telephone companies on the Ivorian market to attract and retain customers, innovate, diversify the product and service offerings, take an interest in reliable and more profitable service offers than those of the competition, increase the number of promotional offers. and especially lower tariffs and expand their networks.

From this perspective, it appears important to analyze the perceptions of users with regard to pricing and certain services.

In this study, we claim as a theoretical basis, the model of confirmation of expectations, which attaches an important role to the notion of satisfaction in the retention of long-term users.

In doing so, the central question that arises here is: what relationship is there between the services and products offered by the mobile telephone

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companies in Côte d'Ivoire and the satisfaction of the subscribers?

From this central question arise the following subsidiary questions

How satisfied are subscribers with the services of mobile operators in Côte d'Ivoire? What are consumers' perceptions of the pricing of products and services?

In this article, which presents the results of our doctoral research, we propose to analyze the relationship between the services and products offered by mobile telephone companies in Côte d'Ivoire and the satisfaction of subscribers.

To achieve this objective, the following remarks are structured in four articulations: the first articulation concerns the theoretical anchoring that we adopt: the model of confirmation of expectations developed by Bhattacherjee (2001a). The methodological approach adopted within the framework of this study will be explained in the second articulation. The third articulation highlights the results of the study and the last articulation concerns the discussion of these.

1. Theoretical implication

The Confirmation of Expectations Model (Bhattacherjee, 2001a)

In light of the limitations of the expectation confirmation theory of R. Oliver (1980), A. Bhattacherjee (2001a) developed the expectation confirmation model. Indeed, for him the approaches resulting from the technology acceptance model do not allow to describe and assess individual behaviors beyond the first adoption phase (A. Mlaiki, 2011). Because for A. Bhattacherjee (2001a) the effects of all the pre-acceptance variables are found in the two constructs of confirmation and satisfaction. It is in this perspective that he then proposes to explain the intention of the continuity of use of a technology with reference to three key variables: perceived utility (post-adoption expectation), measurement of confirmation of expectations and level of satisfaction. According to the author the intention to continue use is the main dependent variable. Post-adoption expectations can directly influence the intention to continue use or indirectly through satisfaction. Confirmation of expectations influences perceived utility and user satisfaction.

Table-1: Summary of the selected constructs

Built	Definitions	Dimensions
Perceived utility	The perception of expected benefits from the use of a technology (Bhattacherjee, 2001b). The degree to which a person believes that using a system will increase their performance at work. This variable comes from Davis's (1989) technology acceptance model.	-Communication internationally, inter-network, to landline, intra-network, inter-profile, to an accomplice or favorite or preferred number -The SIM card - Customer service -Mobile currency service - Internet service
Confirmation of expectations	Bhattacherjee (2001b) defines expectation confirmation as the perception of congruence between the expectations of using a technology and its actual performance.	- Network reliability - Geographic coverage of the network -Welcoming customer advisers -Competence of customer advisers - Affordable cost
Satisfaction	Satisfaction is the determinant that explains the desire to stop after a first acceptance and that unsatisfied users will certainly stop using the system despite their positive perception of its usefulness (Bhattacherjee 2001a). Howard and Sheth (1969: 145) define satisfaction as "the cognitive state of the buyer being adequately or not being rewarded for the sacrifices made". According to Westbrook and Reilly (1983: 257): "Satisfaction is an emotional reaction… [satisfaction] is the pleasant state of mind that arises from the realization that a product, service, point of sale or action leads to the realization of personal values. "	- Network reliability -Geographical coverage of the network -Welcoming customer advisers Competence of client advisers - Affordable cost

Source

2. Methodological approach

The methodological approach followed within the framework of this study can be summarized in five stages: the location of the survey, the population under study, the sampling technique and the criteria for

stratifying the sample, the collection techniques data and results analysis techniques.

2.1. DATA COLLECTION SITES

The corpus of this article is based on the quantitative data of our doctoral research which were collected in the communes of Cocody and Yopougon (district of Abidjan). This phase of the survey took place in the period from April 6 to April 24, 2017. The criteria retained for the choice of municipalities relate to: (i) the number of agencies and service points of operators in the municipality must be greater than or equal to ten, (ii) the type of municipality (municipality with differentiated economic activities): industrial municipality and residential municipality.

2.2. Sampling and sample characteristics

The Abidjanais who were questioned within the framework of this study are 384. They were solicited according to a technique of probability sampling, in this case the stratified sampling which allows the researcher to improve the precision of the estimates with a lower sampling work, to characterize each stratum separately and to facilitate the coordination of fieldwork. The sample was constructed on the basis of the following four levels of stratification: (i) be 15 years of age and over, (ii) have a mobile phone, (iii) be a prepaid subscriber and (iv) be a subscriber active (SMS and voice[2], mobile internet[3] and / or mobile money[4]).

Table-2: Overview of the socio-demographic profiles of respondents in Cocody and Yopougon

Sample		**Cocody**		**Yopougon**	
Total population under study		148	38.5%	236	61.5%
Kind	Men	84	34.5%	160	65.6%
	Women	64	45.7%	76	54.3%
Age	15-25 years	77	40.3%	114	59.7%
	26-36 years	52	39.1%	81	60.9%
	37-47 years	13	28.3%	33	71.7%
	48-58 years	06	42.9%	8	57.1%
Level of education	Any	07	33.3%	14	66.7%
	Koranic school	02	28.6%	05	71.4%
	Primary	09	27.3%	24	72.7%
	Literate	03	33.3%	06	66.7%
	Secondary	35	31.5%	76	68.5%
	Superior	92	45.3%	111	54.7%
Profession	Raised	13	31.7%	28	68.3%
	Student	76	53.1%	67	46.9%
	Craftsman / Trader	16	24.2%	50	75.8%
	Employee	17	34.7%	32	65.3%
	Specialised worker	05	50%	05	50.00%
	Official	09	37.5%	15	62.5%
	Technician	00	00.00%	07	100%
	Farmer	01	50.00%	01	50.00%
	Frame	01	100%	00	00.00%
	No occupation	06	31.6%	13	68.4%
	Vulcanizer	01	50.00%	01	50.00%
	Computer scientist	01	14.3%	06	85.70%
	Cabin manager	01	12.5%	07	87.50%
	Builder	01	50.00%	01	50.00%
	Plumber	00	00.00%	02	100%
	Hairdresser	00	00.00%	01	100%
Income Monthly	0-50000 FCFA	88	41.70%	123	58.3%
	50001-100000 FCFA	26	30.60%	59	69.4%
	100001-150000FCFA	08	27.6%	21	72.4%
	150001-200000FCFA	06	33.3%	12	66.7%
	200001-250000FCFA	07	43.8%	09	56.3%
	250001-300000FCFA	03	42.9%	04	57.1%
	More than 300000FCFA	10	55.6%	08	44.4%

Source: Elaborated from data from our 2017 study

2.3. Data collection techniques

The data was collected through pre-formed question interviews [5] or questionnaire. These interviews focused on the following themes: (i) socio-demographic characteristics of the interviewee, (ii) representation and use of the mobile phone, (iii) information on the strategic assets of mobile telephone operators (iv) factors determining consumer choice and (v) aspirations of mobile phone users.

Lasting an average of 45 minutes, the interviews were essentially dialogical [6] that is to say that the discourse of the interviewees was created in the communication with the interviewer and face to face.

2.4. Data analysis techniques

After collecting the data, we first codified them. Then, we moved on to their accounting, which consisted in a first phase in recording the answers provided by each respondent to the different questions and in a second phase, we carried out flat sorting which made it possible to highlight the number of choices made on each of the possible response methods. For this purpose, we used the data processing software SPHINX for the analysis and the purification of our database.

2.5. The comparative method

The objective of the benchmarking here is to compare the perceptions of the subscribers of the mobile telephone companies Moov, Orange and MTN with regard to the quality of customer service, the technical aspects of the network and the cost of products and services.

3. RESULTS

3.1. Perception of customer and commercial service

3.1.1. Perception of customer service reception

Table-3: Distribution of respondents according to the perception of customer service from mobile telephone operators

	Satisfied	Dissatisfied	A little satisfied	TOTAL
Customer service reception (Moov)	54.4% (25)	10.9% (5)	34.8% (16)	**100% (46)**
Customer service reception (Orange)	68.8% (99)	11.1% (16)	20.1% (29)	**100% (144)**
Customer service reception (MTN)	65.5% (57)	11.5% (10)	23.0% (20)	**100% (87)**
Together	**65.3% (181)**	**11.2% (31)**	**23.5% (65)**	**100% (277)**

Source: our 2017 study

Overall satisfaction with the quality of customer service from mobile operators. Regarding the perception of the quality of reception of customer service, it appears that 65.3% of mobile phone users are satisfied with the quality of reception of customer service. For 11.2% it is unsatisfactory and 23.5% consider it somewhat satisfactory. Of the 46 respondents who reported having asked customer service Moov, 54.40 % say they are satisfied with the quality of the reception of customer service, while others find it a bit satisfying s (34.80 %) and still others point out that the reception quantity of Moov customer service is unsatisfactory. Regarding the quality of orange customer service, we notice that 68.80% of those who have already requested it, say they are satisfied while 20.10% find it somewhat satisfactory and 11.10% consider the quality of the reception unsatisfactory. It also appears that 65.50% are satisfied with the quality of reception of MTN customer service, while (23.0%) are somewhat satisfied and 11.5% are dissatisfied.

3.1.2. Perception of employee quality

Table-4: Distribution of respondents according to the perception of the quality of employees of mobile telephone operators

	Satisfied	Dissatisfied	A little satisfied	TOTAL
Employee capacity (Moov)	47.8% (22)	10.9% (5)	41.3% (19)	100% (46)
Employee capacity (Orange)	67.4% (97)	11.8% (17)	20.8% (30)	100% (144)
Employee capacity (MTN)	66.7% (58)	11.5% (10)	21.8% (19)	100% (87)
Together	63.9% (177)	11.6% (32)	24.6% (68)	100% (277)

Source: our 2017 study

Respondents are 88.5% to declare themselves "satisfied" with the competence of the employees of the mobile telephone operators to answer their concerns (of which 63.9% "satisfied" and 24.6% "somewhat satisfied"). At Moov 47.8% or 22 respondents are satisfied with the skills of the employees of this operator to respond to their concerns against 67.4% at Orange and 66.70% at MTN. At Orange, 11.8% of those questioned, i.e. 17 respondents, say that they are not satisfied "dissatisfied" with the skills of employees in terms of their ability to respond to their concerns against 11.5% at MTN and 10.90% at Moov. Of the 87

respondents who once requested MTN customer service, 21.80% or 19 respondents said they were somewhat satisfied with the skills of the employees against 20.80% at Orange and 41.30% or 46 respondents at Moov.

3.2. Perception with regard to certain technical aspects

3.2.1. Network reliability

Table-5: Breakdown of the overall sample according to the assessment of network reliability

	Satisfied	Dissatisfied	A little satisfied	TOTAL
Network reliability (Moov)	49.4% (42)	10.6% (9)	40.0% (34)	**100% (85)**
Network reliability (Orange)	70.8% (126)	7.3% (13)	21.9% (39)	**100% (178)**
Network reliability (MTN)	71.9% (87)	7.4% (9)	20.7% (25)	**100% (121)**
Together	**66.4% (255)**	**8.1% (31)**	**25.5% (98)**	**100% (384)**

Source: our 2017 study

66.4% of mobile phone users have a positive perception of the hearing quality (network reliability) of their mobile phone service provider. In fact, 66.4% of mobile phone users are satisfied with the hearing quality of their mobile network service, while a small proportion (8.1%) deem it unsatisfactory and others (25.5%) find it somewhat satisfactory. 49.4% of Moov subscribers are satisfied with the reliability of this operator's network, this proportion increasing to 70.8% among Orange subscribers and 71.9% among MTN subscribers. those who are "somewhat satisfied" represent 40% of Moov customers against 21.9% of Orange customers and 20.7% of MTN customers. The " dissatisfied " break down as follows: Moov (10.6%), Orange (7.3%) and MTN (7.4%).

3.2.2. Geographic coverage of the network

Table-6: Breakdown of the overall sample according to the assessment of network coverage

	Satisfied	Dissatisfied	A little satisfied	TOTAL
Network coverage (Moov)	50.6% (43)	14.1% (12)	35.3% (30)	**100% (85)**
Network coverage (Orange)	75.3% (134)	8.4% (15)	16.3% (29)	**100% (178)**
Network coverage (MTN)	65.3% (79)	11.6% (14)	23.1% (28)	**100% (121)**
Together	**66.7% (256)**	**10.7% (41)**	**22.7% (87)**	**100% (384)**

Source: our 2017 study

66.7% of respondents are satisfied with the geographic coverage of the network of mobile telephone operators in Côte d'Ivoire. Thus, although 66.7% of are satisfied, 10.7% consider it unsatisfactory and 22.7% find it somewhat satisfactory. 50.6% of Moov subscribers are satisfied with the geographic coverage of this operator's network against 75.3% of Orange subscribers and 65.3% of MTN subscribers. The `` somewhat satisfied " indeed represent 35.3% of Moov subscribers against 16.3% of Orange subscribers and 23.1% of MTN subscribers. 14.1% of respondents having Moov as their main number are not satisfied (dissatisfied) with the geographical coverage of this network against 8.4% of Orange subscribers and 11.6% of MTN subscribers.

3.3. Collection of tariffs for services from the main operator

3.3.1 Perception of the cost of the SIM card

Table-7: Breakdown of the global sample according to the perception of the cost of the SIM card

	Affordable	Dear	Do not know	TOTAL
SIM card (Moov)	94.1% (80)	4.7% (4)	1.2% (1)	**100% (85)**
SIM card (Orange)	89.3% (159)	9.0% (16)	1.7% (3)	**100% (178)**
SIM card (MTN)	81.8% (99)	12.4% (15)	5.8% (7)	**100% (121)**
Together	**88.0% (338)**	**9.1% (35)**	**2.9% (11)**	**100% (384)**

Source: our 2017 study

Overall, cell phone users are happy with the cost of the cell phone companies card. Indeed, 88.0% of respondents find the cost of the SIM card from mobile operators affordable, while others (9.1%) find SIM cards from mobile network companies to be expensive, a small proportion (2.9%) say they don't know the cost of a SIM card. Regarding the perception of the cost of the SIM card per operator, we note that among the 85 respondents with Moov as their main number, 80 respondents, i.e. 94.1% appreciated the cost of the Moov chip (find it affordable), against 4 respondents. or 4.7% who find it expensive and 1.2% who claim to

ignore the price. Regarding Orange subscribers, we note that 89.3% are satisfied with the price to pay for an Orange SIM card, while 9.0 or 16 respondents find that the Orange SIM card is expensive, while 1.7% are 3 respondents point out that they do not know its price. Regarding the cost of the MTN SIM card, 81.8% find it affordable while 12.4% find it affordable and 5.8% ignore its price.

3.3.2. Perception of the cost of numbers (accomplices, favorites, favorites)

Table-8: Breakdown of the overall sample according to the assessment of the cost of removing or modifying numbers (accomplices, favorites, favorites)

	Affordable	Dear	Do not know	TOTAL
Favorite numbers	24.7% (21)	55.3% (47)	20.0% (17)	**100% (85)**
Accessory numbers	15.7% (28)	80.9% (144)	3.4% (6)	**100% (178)**
Preferred numbers	17.4% (21)	62.8% (76)	19.8% (24)	**100% (121)**
Together	**18.2% (70)**	**69.5% (267)**	**12.2% (47)**	**100% (384)**

Source: our 2017 study

Regarding the cost of deleting or modifying numbers (accomplices, favorites or favorites), it appears that overall all mobile network subscribers (69.5%) find it expensive, for only (18.2%). This cost is affordable when others (12.2%) claim to ignore the cost. Regarding the cost of removing or modifying numbers (accomplices, favorites or favorites). Respondents who find it expensive are respectively 53.3% at Moov, 80.9% at Orange and 62.8% at MTN. Respondents who find it affordable are the least represented in our sample, they are 24.7% at Moov against 15.7% at Orange and 17.4% at MTN. Those who say they ignore this cost break down as follows: Moov (20.0%), Orange (3.4%) and MTN (19.8%).

3.3.3. Perception of the cost of the prepaid top-up

Table-9: Estimation of the cost of prepaid top-up by telephone operators

	Affordable	Dear	Do not know	TOTAL
Prepaid recharge (Moov)	81.2% (69)	10.6% (9)	8.2% (7)	**100% (85)**
Prepaid recharge (Orange)	88.2% (157)	10.1% (18)	1.7% (3)	**100% (178)**
Prepaid recharge (MTN)	86.0% (104)	8.3% (10)	5.8% (7)	**100% (121)**
Together	**85.9% (330)**	**9.6% (37)**	**4.4% (17)**	**100% (384)**

Source: our 2017 study

The cost of prepaid top-up from mobile phone operators has been assessed by mobile phone users for their feedback. Thus, 85% or 330 respondents find it affordable, 9.6% find it expensive and 4.4% or 17 respondents point out that they do not know the cost. At Moov 81.2% subscribers who find the cost of recharging affordable against 88.2% at Orange and 86.0% at MTN. 10.6% of Moov subscribers interviewed find the cost of recharging expensive compared to 10.1% at Orange and 8.3% at MTN. 8.2% of Moov subscribers surveyed for this study ignore the cost of recharging against 1.7% at Orange and 5.8% at MTN.

3.3.4. Perception of the cost of international communication

Table-10: Breakdown of the global sample according to the assessment of the cost of international communication

	Affordable	Dear	Do not know	TOTAL
International communication (Moov)	5.9% (5)	55.3% (47)	38.8% (33)	**100% (85)**
International communication (Orange	14.0% (25)	77.5% (138)	8.4% (15)	**100% (178)**
International communication (MTN)	15.7% (19)	60.3% (73)	24.0% (29)	**100% (121)**
Together	**12.8% (49)**	**67.2% (258)**	**20.1% (77)**	**100% (384)**

Source: our 2017 study

Table 10 reveals that 67.2% of respondents do not approve of the pricing applied by mobile telephone operators with regard to international communication. Of the 85 respondents with Moov as their main number, 53.3% do not approve of the cost of international communication from this operator against 77.5% at Orange and 60.3% at MTN. Among respondents who appreciate the cost of communication 5.9% or 5 respondents have the Moov SIM card as their main number against 14.0% or 25 respondents at Orange and 15.7% or 19 respondents at MTN. In addition, 38.8% or 33 subscribers loyal to the Moov network claim to ignore the cost of international communication against

8.4% or 15 respondents at Orange and 24.0% or 29 respondents at MTN.

3.3.5. Perception of the cost of intra-network communication

Table-11: Breakdown of the overall sample according to the assessment of the cost of intra-network communication

	Affordable	Dear	Do not know	TOTAL
Intra-network communication (Moov)	58.8% (50)	32.9% (28)	8.2% (7)	**100% (85)**
Intra-network communication (Orange)	46.1% (82)	51.7% (92)	2.3% (4)	**100% (178)**
Intra-network communication (MTN)	71.9% (87)	23.1% (28)	5.0% (6)	**100% (121)**
Together	**57.0% (219)**	**38.5% (148)**	**4.4% (17)**	**100% (384)**

Source: our 2017 study

Regarding the cost of intra-network communication, it emerges from Table 11 below that 219 respondents or 57.0% of the sample approve the cost of one minute of intra-network communication. 58.8% of respondents who preferentially use the Moov network appreciate the pricing charged by this operator between these subscribers against 46.1% at Orange and 71.9% at MTN. Among those who do not approve the pricing of one minute of international communication, we have: 32.9% of Moov subscribers, 51.7% of Orange subscribers and 23.1% of MTN subscribers. 8.2% of Moov network users in the sample are unaware of the cost of one minute of communication from this inter-network operator compared to 2.3% at Orange and 5.0% at MTN.

3.3.6. Perception of the cost of intra-profile communication

Table-12: Breakdown of the overall sample according to the assessment of the cost of intra-profile communication

	Affordable	Dear	Do not know	TOTAL
Intra-profile communication (Moov)	70.6% (60)	18.8% (16)	10.6% (9)	**100% (85)**
Intra-profile communication (Orange)	61.8% (110)	34.3% (61)	3.9% (7)	**100% (178)**
Intra-profile communication (MTN)	71.1% (86)	20.7% (25)	8.3% (10)	**100% (121)**
Together	**66.7% (256)**	**26.6% (102)**	**6.8% (26)**	**100% (384)**

Source: our 2017 study

Overall 66.7% of mobile phone users are satisfied (affordable) with the cost of intra-profile communication from mobile phone operators. Respondents who are satisfied with the intra-profile communication of mobile telephone operators are respectively 70.6% at Moov, 61.8% at Orange and 71.1% at MTN. Regarding those who are not satisfied (find it expensive), we find 18.8% at Moov, 34.3% at and 20.7% at MTN. 10.6% of Moov SIM card users say they ignore the cost of intra profile communication against 3.9% at Orange and 8.3% at MTN.

3.3.7. Perception of the cost of the call to the fixed line

Table-13: Breakdown of the global sample according to the assessment of the cost of the call to the fixed

	Affordable	Dear	Do not know	TOTAL
Communication to landline (Moov)	8.2% (7)	48.2% (41)	43.5% (37)	**100% (85)**
Communication to landline (Orange)	12.9% (23)	66.3% (118)	20.8% (37)	**100% (178)**
Communication to the fixed line (MTN)	16.5% (20)	45.5% (55)	38.0% (46)	**100% (121)**
Together	**13.0% (50)**	**55.7% (214)**	**31.3% (120)**	**100% (384)**

Source: our 2017 study

Regarding the perception of the cost of the communication to the fixed line of the operators of the mobile telephone operators, it appears in this study that for 55.7% of the population questioned, the cost of the communication to the fixed line is high (expensive), for 13.0% it is affordable and 31.1% do not know the pricing. 48.8% of respondents who use Moov as their main SIM card consider the cost of calls to landlines from this operator expensive against 66.3% at Orange and 45.5% at MTN. At Moov, only 8.2% find the cost of fixed line communication affordable against 12.9% at Orange and 16.5% at MTN. Regarding the respondents who do not know the cost of the fixed line of mobile operators we have: Moov (43.5%), Orange (20.8%) and MTN (38.0%).

3.3.8. Perception of the cost of mobile inter-network communication

Table-14: Breakdown of the overall sample according to the appraisal of the cost of mobile inter-network communication

	Affordable	Dear	Do not know	TOTAL
Communication other network (s) (Moov)	11.8% (10)	83.5% (71)	4.7% (4)	**100% (85)**
Communication other network (s) (Orange)	17.4% (31)	81.5% (145)	1.1% (2)	**100% (178)**
communication other network (s) (MTN)	24.0% (29)	71.9% (87)	4.1% (5)	**100% (121)**
Together	**18.2% (70)**	**78.9% (303)**	**2.9% (11)**	**100% (384)**

Source: our 2017 study

According to 78.9% of the people surveyed, the cost of one minute of inter-network communication is high (expensive). 78.9% of respondents consider the cost of inter-network communication to be expensive (high). 18.2% believe that the cost of inter-network communication is affordable and a low 2.9% claim to ignore the pricing. 83.5% or 71 respondents affiliated to the Moov network noted that the cost of inter-network communication is expensive compared to 81.5% at Orange and 71.9% at MTN. Those who approve of it represent a small proportion of the sample, they are 11.8% at Moov, 17.4% at Orange and 24.0% at MTN. At Moov 4.7% or 4 respondents ignore the cost of one minute of inter-network communication against 1.1% or 2 respondents at Orange and 4.1% or 5 respondents at MTN.

3.3.9. Perception of the cost of internet browsing

Table-15: Breakdown of the overall sample according to the appreciation of the cost of internet browsing

	Affordable	Dear	Do not know	TOTAL
Internet browsing (Moov)	49.4% (42)	28.2% (24)	22.4% (19)	**100% (85)**
Internet browsing (Orange)	37.1% (66)	56.7% (101)	6.2% (11)	**100% (178)**
Internet browsing (MTN)	54.6% (66)	18.2% (22)	27.3% (33)	**100% (121)**
Together	**45.3% (174)**	**38.3% (147)**	**16.4% (63)**	**100% (384)**

Source: our 2017 study

Overall, the respondents have a differentiated appreciation of the cost of internet browsing. For 45.3% of respondents the cost of internet browsing practiced by mobile telephone operators is affordable when others (38.3%) consider it expensive and some (16.4%) ignore the cost of internet browsing. At Moov, 49.4% or 42 respondents find that the cost of internet browsing is affordable against 37.1% at Orange and 54.6% at MTN. Regarding those who find that the cost of internet browsing is high (expensive), we note that at Moov 28.2% are not satisfied with the cost of internet browsing against 56.7% at Orange and 18.2% % at MTN. Finally, we note that at Moov 22.4% are unaware of the cost of internet browsing against 6.2% at Orange and 27.3% at MTN.

3.3.10. Perception of the cost of the mobile money service

Table-16: Breakdown of the global sample according to the appraisal of the cost of the mobile money service

	Affordable	Dear	Do not know	TOTAL
Send money via Moov Money	51.8% (44)	12.9% (11)	35.3% (30)	**100% (85)**
Send money via Orange Money	65.7% (117)	29.8% (53)	4.5% (8)	**100% (178)**
Send money via MTN Money	60.3% (73)	24.8% (30)	14.9% (18)	**100% (121)**
Together	**60.9% (234)**	**24.5% (94)**	**14.6% (56)**	**100% (384)**

Source: our 2017 study

Table 16 above shows that 6 out of 10 respondents (60.3%) are satisfied with the pricing charged by mobile network companies for the mobile money service. At Moov, 51.8% are satisfied (affordable) versus 12.9% who are not satisfied and 35.3% who say they don't know the pricing. At Orange, we note that 65.7% are satisfied with the pricing, 29.8% find it expensive and 4.5% do not know the prices. At MTN, it turns out that 60.3% find the cost of transferring and withdrawing money affordable, while others (24.8%) find it expensive and 14.9% do not know the prices.

4. DISCUSSION

4.1. Issue of the practice of accessible pricing for mobile phone services

It emerges from this study that users appreciate the cost of services provided by mobile telephone operators and also that the latter are satisfied with the value for money. Indeed, many studies on the perceived value of consumers agree on the quality / price ratio (S. Jarvenpaa *et al*., 2003, A. Chéneau- Loquay, 2010). In the field of mobile services, the adequate price according to K. Heinonen (2004) generates advantages. For M. Meuter *et al*. (2000), the appropriate price provides satisfaction in self-service technologies. For the authors V. Venkatesh *et al*. (2001), the perceived value of an information system is the main determinant of its adoption and its continuity

of use. Value is one of the main factors behind the development of the phenomenon of multi SIM cards and beeping in Africa.

These results also show that mobile subscribers have a negative perception of the cost of inter-network communication, internationally, to landline and the cost of modifying or deleting numbers (accomplices, favorites or favorites). For the latter, the choice of multi-SIM is guided by the desire to communicate at a lower cost with their correspondents who are on these networks. This last result finds its legitimacy in I. Garron (2008) who explains that the generalization of multi-connection is explained by the discrimination of off-net tariffs. The author defines the beep as the signal for a call request and for the call being accepted by the caller. For TA Sawadogo (2013) the widespread use of several SIM cards by some customers is explained by the still high costs of inter-network communications. Thus, with each promotion, customers change SIM cards, the objective being to take advantage of the bonuses offered by the operator during the promotion.

4.2. Quality of service as an antecedent of subscriber satisfaction

The present study reveals that subscribers are satisfied with the quality of customer service and the reliability and geographic coverage of the mobile phone company network in Côte d'Ivoire. These results are consistent with those of (P. Parasuraman, V. Zeithaml and L. Berry, 1994, P. Parasuraman, 1998, p. 309, J. Lapierre, P. Filiatrault and JC Chebat 1999, R. Schellhase, P. Hardock and M. Ohlwein, 1999) who highlighted the existence of a significant and positive relationship between product quality and end-customer satisfaction in their research. Indeed, the objective is no longer only to sell to customers but to serve them effectively (Parasuraman, 1998, p. 309). It is in this same vein that J. Lapierre, P. Filiatrault and JC Chebat (1999) indicate the existence of a causal relationship between perceived value and customer satisfaction, the perceived value resulting from the confrontation between the perceived quality of service and the perceived sacrifice. This confirms the position of P. Parasuraman, V. Zeithaml and L. Berry (1994) who present satisfaction as a function of the quality of the product, alongside the quality of service and the price. Like that of R. Schellhase, P. Hardock and M. Ohlwein (1999) also shows that the policy and the quality of the products offered by the producers have an influence on the satisfaction of the distributors. As well as that of R. Chumpitaz and V. Swaen., (2014) who highlight that satisfaction is determined in large part by the quality of the products and services offered, as evidenced by the achieved levels of explained variance in satisfaction (R^2 ranging from 47% to 70% depending on the year). Not to mention that in his study entitled Q uality of Service and Customer Satisfaction in a Multi-Channel Service Distribution Tale, AM. S eck (2009) highlights that a differential impact of the quality of service perceived by the customer in each of the different channels on the overall customer satisfaction.

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