The Determinants of Customer Satisfaction in Business-To-Consumer: A Multidimensional Approach Applied to Mobile Telephony Services in the Cameroonian Context

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Abstract: This exploration is part of a logic of continuous improvement in customer satisfaction. The aim is to determine the explanatory factors of customer satisfaction in business-to-consumer of mobile telephony services in the Cameroonian context. The documentary research made it possible to identify the theoretical approach. A sample survey helped in the methodological approach to data collection via a questionnaire administered to a convenience sample made up of 399 mobile phone subscribers. The structural equation model for testing hypotheses is used and the results show that the processing of customer complaints and the perceived quality of service better explain the overall customers satisfaction in business-to-consumer in the Cameroonian context.

Keywords: Determinants, satisfaction, Business-to-consumer, Mobile phone, Service.

I. INTERODUCTION

Customer satisfaction has long been at the heart of marketing policy. Its measurement must be better monitored with regard to its operational nature, that is to say satisfaction which induces loyalty and which ensures the sustainability of the company. The founding studies of Anderson (1973), Hunt (1977) and Oliver (1980 and 1981) has raised awareness of the importance of consumer satisfaction as a key metric leading to profit.

Customer satisfaction has become one of the major themes in which research has multiplied to better illuminate the theory and frame the practice. To measure the latter, the researchers were directly interested in modelling the training process. They established a structure in the form of a model of gap between expectations and the perceived value of the product or service (Oliver, 1980).

This schematization gave rise to the so-called "confirmation / disconfirmation" paradigm which emerged as the dominant model explaining the mechanism of satisfaction. Even if this model has undergone some changes over the years, it remains the support explaining the formation of customer satisfaction. To survive the competition, companies have an obligation to satisfy their customers, their satisfaction influencing their subsequent behavior (buyout, propice word of mouth) and, in turn, the company's profits (Anderson et al. 1997; Fornell, 1992 and Ngobo, 2000).

Faced with strong competition, the value of the product or service sold is linked to the judgment of customers. A value that therefore translates into the efforts that customers are willing to make to pay. Authors like Kaplan and Norton (2001) have made customer satisfaction one of the elements of the Balanced Score Card (BSC)[1].

Satisfaction is now the subject of measurement (satisfaction survey, Barometric survey, complaint processing, mystery surveys, analysis of lost customers) which gives it the status of performance indicator. A large part of the marketing literature is based on the understanding of customer satisfaction as well as on the processes for forming this (Woodruff et al. 1983; Churchill and Surprenant, 1982; Fornell, 1992; Oliver and Westbrook, 1983).

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[1]The BSC for Balanced Scorecard is made up of a set of financial and non-financial indicators (Customer satisfaction) necessary for performance management.

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In the Cameroonian context, trade liberalization and the globalization of markets have spread to almost all components of the economy. This situation has subjected companies to a perpetual fight in the exploration for competitive advantages in the markets. One of the particularly rapidly developing sectors in Cameroon is the mobile phone sector.

This sector interests you for several reasons. Nowadays it is almost impossible to do without mobile phone services; mobile telephony plays a decisive role in upgrading access to telecommunications and has contributed notoriously to increasing the number of users, thereby reducing the digital divide.

According to OMCE-ART[2] (2016), today 8 out of 10 Cameroonians live within range of a mobile telephone network; As of November 30, 2010, Cameroon had around 9 million mobile phone subscribers, compared to only around 5,000 before the sector was effectively liberalized in 1999. Cameroon currently has around 18 million mobile phone subscribers (ART, 2016).

This shows us the high penetration of telephony services and the adaptability of customers to innovations in this sector which, we see, are particularly rapid. These same reasons guided our choice towards business-to-consumer to the detriment of business-to-business or business-to-government.

The aim of this study is therefore to explore the explanatory factors for the customers satisfaction in business-to-consumer of mobile telephony in Cameroon.

To satisfy this aim, the study will be structured in three parts. The first presents the theoretical framework and leads to the research model; the second part is devoted to the approach methodology while the third presents the results obtained and their interpretation as well as the conclusion.

II. THE CUSTOMER SATISFACTIONOF B-TO C IN MOBILE TELEPHONY: EXPLANATORY FACTORS

II.1. THE CONCEPTS OF SATISFACTION AND BUSINESS-TO-CONSUMER

II.2. CHARACTERIZATION OF SATISFACTION

It is important to note that, there is no consensus on the definition and measurement of satisfaction. This condition of affairs does not facilitate the task of a company wishing to assess the level of satisfaction of its customers. Based on revelations from Anderson's founding work (1973); Hunt (1977); Oliver (1980 and 1981), satisfaction can be understood as the embodiment of a positive feeling expressed by consumers, following the purchase or use of a product or service. It corresponds to an emotional condition felt by the individual, when he gets what he wants. More formally, in a marketing vision, this definition remains inadequate, given the latent aspect of the concept (Zouaoui Sid-Ahmed, 2013).

Olivier's studies (1981) presents satisfaction as "What results from a subjective comparison of the expected and received product". Kotler et al. (2003), show satisfaction as "the judgment of a customer vis-à-vis a consumption or use experience resulting from a comparison between his expectations with regard to the product and its perceived performance"

In the light of the various definitions proposed, satisfaction was mainly attached either to purely emotional concepts (Westbrook, 1983; Woodruf et al., 1983; Fournier and Mick, 1999), or to a pure comparison of a cognitive nature (Churchill and Suprenant, 1982).

According to Olivier (1994), satisfaction is influenced by the process of not confirming expectations in relation to perceived quality; when the expectations are identical to the perceived quality, we note a confirmation of the expectations and a moderate satisfaction; if expectations are higher than the service received, then the customer will be unsatisfied (non-confirmation of negative expectations); When the service received exceeds expectations, the customer will be satisfied (positive non-confirmation). So, satisfaction is directly influenced by expectations and perceived performance.

It is important to note that the types of elements that contribute to customer satisfaction vary widely. Benoît (2003) goes in the same direction as Olivier (1994) by explaining that what follows from these definitions is that satisfaction is based on perceptions and expectations. It is a subjective feeling that can only exist if the customer realizes that there has been a service event. We can therefore remember that satisfaction is based on three main concepts: Comparison - Expectations - Perceptions.

However, this conception evolves towards a multidimensional formalization, that is to say that the appreciation of the service is carried out starting from a series of attributes of the service. Some dimensions or inherent property are seen as more important than others in determining aggregate satisfaction. It is the multidimensional conceptualization that interests us in this research. It is therefore the latter that we will use to analyse the determinants of consumer satisfaction of business-to-consumer who use mobile telephony services.

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[2] Electronic Communications Market Observatory, coordinated by the Telecommunications Regulatory Agency.

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II.1.2. THE BUSINESS-TO-CONSUMER

The "business-to-consumer" designates all the techniques allowing to put companies in contact directly with consumers. The Companies determine their "business to consumer" according to a variety of criteria: nature of the product, degrees of finalization, type of transaction, etc. These criteria have a direct impact on the company's investments.

II.2. EXPLANATORY FACTORS FOR B-TO-C CUSTOMER SATISFACTION

II.2.1. THE QUALITY

Nowadays, the notion of quality has become an essential aspect in the production of companies. The logic of quality developed with the opening of the economy which accentuated and transformed consumer demand. Quality refers to the ability of the company to make its product appreciated by its customers. The marketing literature notes that the differentiation of products by quality is a source of competitive advantage for the company, which will favour a strategy by quality over a ruinous price war. We will show in what follows that quality is a determinant of customer satisfaction for b-to-c mobile phones.

The modernization procedures are part of the concern of mobile operators to improve the quality of service perceived by users in order to satisfy them. The literature on the judgment of the consumer of service shows that, from the same temporal perspective, the judgment of perceived quality is a background of that of satisfaction (Teas, 1993; Rust and Oliver, 1994; Llosa, 1996; Ngobo, 1997).

The study of marketing work shows that the dimensions proposed by Parasuraman et al. (1985 and 1988) constitute a solid study basis. Investigators can use this work to develop a measurement tool adapted to their study context. This quality of service model is based on a demand logic. It places user expectations at the center of the company's quality approach.

II.2.2. THE CLAIMS

The management of complaints is part of a relational commercial approach aimed at increasing the satisfaction, commitment and trust of the company's customers and improving the quality of services. This management is of particular importance in the service sector, where the service is both difficult to assess for the customer and difficult to supervise for the company (Sabadie et al., 2006). In the context of service relationships, the importance of the human factor, interpersonal exchanges that are always different and impossible to fully formalize, explain the many incidents likely to occur. As providers cannot completely avoid these service incidents, they must prevent malfunctions, but also provide an effective complaint management system (Rust et al. 1996).

The investigators suggest that the company that corrects incidents can strengthen the relationship between the company and costumer (Blodgett et al. 1997; Maxham III and Netemeyer, 2002). The complaint method implicates transactions between the unsatisfied customer and the service provider in question, and these exchanges can lead to compensation mechanisms that more or less meet the customer's expectations (Chébat and Slusarczyk, 2005). The complaint belongs to the set of responses to perceived dissatisfaction (Crié, 2001). It is considered to be the result of an explicit action by customer, or their representatives towards the organization concerned. It differs from other actions which are not directly geared towards the company (word of mouth, postponement of purchases from other suppliers, complaints to consumer associations or the court of justice for example) (Sabadié et al., 2006).

The claim action assumes that the customer attributes all or part of the responsibility for his dissatisfaction to the supplier (Chébat et al. 2005). This attribution of responsibility rests with the customer and it is this point of view which is decisive in the management of complaints. Thus, identifying the origin of the problem as perceived by the customer is a major issue in the complaint's management process.

II.2.3. THE COST

Price is a very important variable in the marketing mix, for the company and probably the most important for the consumer. For the company, it is the only variable that generates income, unlike other variables such as (communication, distribution, etc.) which are sources of expenditure (Kotler and Dubois, 2009). In addition, the price can be changed quickly and easily, while changes in product or distribution take time. The price communicates the target positioning to the market. Actually, setting relevant prices is a complex and difficult process. Several factors come into play: the company, customers, competitors and the marketing environment (Kotler et al. 2009).

According to Lendrevie et al. (2006), the importance of the price can be demonstrated through the following elements: The impact of the price on the volume of sales, the economic effect of restraint the purchase, the psychological effect of image or brand effect.

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II.3. THE BEHAVIOURAL MANIFESTATION OF SATISFACTION IN A B-TO-C CONTEXT

II.3.1. SATISFACTION AND ATTACHMENT

Attachment is a concept that has its origins in psychology. It was not until the late 1950s that the first formulations of attachment theory were presented. Attachment to an object can be defined as the intensity of the link perceived by an individual between the self and a particular possession (Schultz et al. 1989). According Fournier (1994 and 1998), attachment is considered a key variable in the relationship of consumers to brands. It reflects the strength of the emotional and / or affective bond developed with a brand. Attachment therefore involves specific motivations and behaviours such as a desire to maintain proximity and to allocate cognitive and financial resources to preserve this relationship. As a result, attachment is a good predictor of engagement and loyalty.

In view of the importance of the concept of attachment, some studies have focused on the development of its measurement (Lacoeuilhe, 2000; Cristau, 2001; Heilbrunn, 2001). In view of all of the above, attachment has been used in this study as an indicator of satisfaction.

II.3.2. SATISFACTION AND WORD OF MOUTH

Word of mouth communication is not a new phenomenon; it existed long before it was considered a subject of study by researchers and marketing practitioners. Researchers in this field emphasize that word of mouth communication has demonstrates both its impact on the market and the persuasive role it has on the consumer (Stambouli and Briones, 2002). Indeed, Voss (1997) shows in his study that 80% of consumers' purchasing decisions were influenced by word of mouth or by direct recommendations.

Several definitions show that word of mouth is a transmission of information from one person to another independently of the producer or the seller, that is to say on a voluntary basis and without the implementation of marketing strategies. According to Sylverman (2001), the fact that word of mouth is perceived by the receiver as independent of the communicator and the company gives it all its strength and makes it much more credible than other forms of communication. All of these explanations guided our choice of word of mouth as an indicator of b-to-c customer satisfaction.

II.3.3. HYPOTHESES AND RESEARCH MODEL

To respond to the concerns of this study, namely to seek the explanatory factors for the customer satisfaction in b-to-c of mobile telephony in the Cameroonian context, we have put forward three hypotheses based on both previous research and on empirical observations. These hypotheses lead to the research model.

Most research on end customers concludes that quality of service is a history of satisfaction (Anderson et al., 1992 and Parasuraman et al., 1998). However, in the hypercompetitive environment we are in today, the sources of competitive advantages based on products and processes are quickly copied by the competition. Companies therefore choose the development of superior quality products and better service delivery to meet the ever-increasing demands of consumers (Parasuraman, 1998; van der Haar et al., 2001).

The aim is no longer just to sell to customers but to serve them effectively (Parasuraman, 1998). The perceived quality of service therefore seems to take on importance in training the customer satisfaction in business-to-consumer. Which leads us to formulate the following hypothesis:

H1: The perceived quality of service offered positively influences the customer satisfaction in business-to-consumer of mobile telephony in the Cameroonian context.

The Lotfi (2009) study reveals that complaint behaviour is the direct consequence of displeasure, or dissatisfaction, relating to a situation or experience of consumption of a good or service. In the literature, the identification of different forms of manifestations of dissatisfaction, behavioural and non-behavioural, has made it possible to develop many categories of consumers' responses to dissatisfaction (Crié, 2001).

Really, Lotfi (2009) show that, it is difficult to separate the consequences of failure and repair on the behaviour of the customer. From a managerial perspective, the study and management of default situations, in particular the processing of complaints, is immediately part of this relational strategy aimed at developing and maintaining long-run exchange relationships with customers. In the literature on complaint behaviour, several factors have been identified as having a moderating or mediating role in the links between default, choice of form of complaint and post-repair behaviour (Janis et al., 2000).

H2: The processing of claims positively influences the customer satisfaction in business-to-consumer of mobile telephony in Cameroon.

The price variable appears as a major background of satisfaction, although study on this subject has been little developed compared to research relating to the role of performance (Schindler, 1988). Starting from the formalization of the first models of consumer behaviour, price appears to be an important variable (Desmet and Zollinger, 1997). It has several functions and can for

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example be used as an index of choice or even as an element of post-purchase judgment (or feeling of contentment / dissatisfaction).

For the consumer, the price is that which is abandoned or spent to obtain a product (Zeithaml, 1988 and Desmet and Zollinger, 1997). The concept of price is extended to the non-monetary sacrifices perceived (risk incurred and effort made) and goes beyond the objective price paid by the customer. Besides the price itself, the price-performance ratio can influence satisfaction. Numerous researches in marketing conclude that there is a positive relation between price and quality of a service or a good, however this relation seems weak and limited (Desmet and Zollinger, 1997). In some cases, the price can be understood as a quality indicator by the customer.

Voss et al. (1998) reveal that the perceived fairness of the price can constitute the essential determinant of satisfaction. Practitioners must ensure that the price / performance ratio is perceived as fair by the customer, if they want the latter's influence on satisfaction to be favourable. Many studies show that the price influences the training of the judgment of satisfaction.

In view of all of the above, we can formulate our third hypothesis which is as follows:

H3: The cost of services has a negative effect on the customer satisfaction in business-to-consumer of mobile telephony in the Cameroonian context.

Conceptual research model

From a theoretical point of view, a "model" is the mental representation of a phenomenon in the real world and its functioning. In this sense, modelling is just an organized thought. But, unlike a theory, a model is action-oriented that it should serve. In other words, a model has a practical purpose. So, when we have a model, we can test and empirically simulate the phenomenon studied. It is important to note that our model remains above all a simplified representation of a complex phenomenon. However, unlike a theory, every model is intended to help understanding a phenomenon and decision-making.

Figure 1: Research model
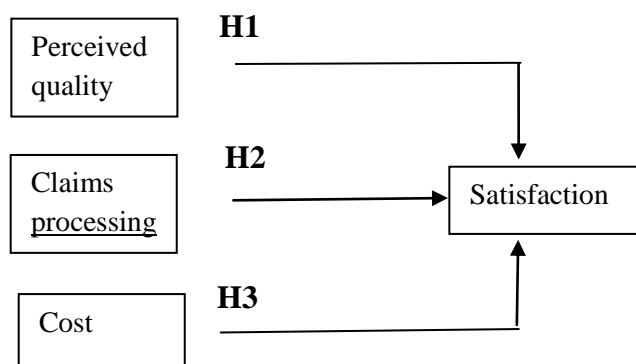
Source: Authors' based on the literature review

III. EMPIRICAL STUDIES

We will present respectively the sample, the measuring instruments as well as the statistical tests used.

III.1. THE CHARACTERISTICS OF THE SAMPLE

The investigation was carried out on the basis of a sample of 399 mobile telephony subscribers in the cities of Douala and Yaoundé in Cameroon. Those who participated in the survey were between the ages of 18 and 65. Most of the variables characterizing the sample can be seen in the table below:

Table 1: Characteristic of the sample (N = 399)

	Male	42,36 %
Gender	female	57,64 %
	18-25 ans	34,09 %
	26-35 ans	4,85 %

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Age	36-45 ans	18,55 %
	46-55ans	5,01 %
	56-65ans	1,50 %
Level of studies	CEP	2,51 %
	BEPC/CAP	6,77 %
	BAC	23,06 %
	BAC+2	30,08 %
	BAC+3	19,05 %
	BAC+3 and more	18,55 %
Socio-Professional Category	Worker / trader	14,54 %
	Farmer / breeder	2,51 %
	Pupil / student	29,07 %
	Senior	6,02 %
	Middle management	16,02 %
	Employee	31,83 %
Income	Less than 100 000	36,09 %
	100 000- 150 000	8,02 %
	150 000- 200 000	14,45 %
	200 000 -250 000	21,30 %
	250 000 - 300 00	10,53 %
	300 000 and more	9,42 %
Place of service	Authorized Distributor	11,28 %
	Operator	5,51 %
	Call-box	83,21 %
Operator (s) used	**MTN**	
	Yes	72,43 %
	No	27,57 %
	Orange	
	Yes	88,97 %
	No	11,03 %
	Nexttel	
	Yes	6,77 %
	No	93,23 %
	CAMTEL	
	Yes	21,55 %
	No	78,45 %

Source: Authors' computation

III.2. THE MEASUREMENT INSTRUMENTS USED AND THE STATISTICAL TESTS
These measures concern the dependent variable (satisfaction) and the independent variables (quality of service, handling of complaints and cost of services).

III.2.1. MEASURE OF THE DEPENDENT VARIABLE
Within the framework of this research, the dependent variable is the customer satisfaction in business-to-consumer of mobile telephony in the Cameroonian context. We used two satisfaction indicators to capture this. First, we used attachment in reference to the study of Lacoeuilhe (2000) and Moulins et al. (2010). Based on the study of Goyette (2007), we chose word of mouth as the second indicator.

III.2.1.1. ATTACHMENT MEASUREMENT
Given the importance of the concept of brand attachment in marketing, some research has focused on the development of its measurement (Lacoeuilhe, 2000 and Cristau and Strazzieri 2001). The study of Mercier and Roux (2017) compares the properties of two scales of brand attachment (French vs. Anglo-Saxon). The common point between the French and American approaches

is the capitalization on the affective concept of attachment in psychology (Bowlby, 1959), and its transfer to brands justified by a logic of "anthropomorphization" (Mercier and Roux, 2017). The studies of Fournier and Mick (1999) show that the bonds of attachment developed towards a person, can also apply to objects, and to brands.

They differ on the other hand in terms of measurement. The Lacoeuilhe (2000) scale is specific to the brand, while that of Thomson et al. (2005) is not (rather to the human personality).

In view of these conclusions, it seems clear that it is the Lacoeuilhe scale which corresponds to our research. We therefore traced our items to the study of Lacoeuihle (2000) and used a five-point Likert scale to capture attachment to the mobile telephone service in the Cameroonian context.

III.2.1.2. WORD OF MOUTH MEASUREMENT

Although word of mouth has been around since the very beginning of mankind and it is the oldest form of communication there is, researchers and managers are still interested in it because it is an important driver of consumer behavior (Goyette, 2007). In addition, it can serve as an indicator for the success of a product, a brand, a service (Godes and Mayzlin, 2004) and even a marketing strategy. The literature on word of mouth measurement identifies a total of six dimensions of word of mouth. Harrison-Walker (2001) focused on two dimensions of word of mouth: "praise" of word of mouth, that is, speaking on the good side of the business and Word of mouth "activity". Finally, a study by Goyette (2007) refines the scale of word of mouth by Harrison-Walker (2001), but in the new context of electronic service. This is why in this research study; We were strongly inspired by the study of Goyette (2007). All the 4 items we used in this thesis were measured by using a five-point Likert scale.

III.2.2. Independent variable measurement

III.2.2.1. Service quality measurement

The literature review presents the scale developed by Parasuraman et al. (1985 and 1988) as a relevant basis for establishing a measure of perceived quality. However, this "SERVQUAL" scale has been developed in the field of banking services, maintenance, and telephony. It has been used in many fields in accordance with the objective of Parasuraman et al. (1985 and 1988) which was to create a scale suitable for all types of services. This choice also takes into account the orientation of the research which aims to establish the predictive power of the perceived quality on satisfaction. We have retained the format of the Likert scale which is traditionally used in the field of quality of services (Parasuraman et al., 1988 and Llosa, 1997).

III.2.2.2. THE PROCESSING OF CLAIMS MEASUREMENT

Marketing literature offers techniques such as suggestion boxes, toll-free numbers (free or paid) as well as forms for customers to express their frustrations. In the context of this study, the items we used were adapted from the literature, in particular from the study of Goodwin and Ross (1992) and Blodgett et al. (1997). We used 4 items to measure the customer claim. Each item was rated using a 5-point Likert scale.

III.2.2.3. COST MEASUREMENT

In the marketing literature there is almost no measurement scale for measuring the perception of the cost of a service. The perception of cost changes from one customer to another depending on what they are looking for. Some are looking for volume, others for superior quality, others for convenience and simplicity. In the context of this study, this variable was measured by the five-point Likert scale.

Before testing the study hypotheses, the measurement scales must be purified followed by validation. After the count, we did a statistical and computer processing. The available data were analyzed using SPSS 21 software and AMOS 4 software. The aim of clarifying and validating the measurement scales used in this study is to improve the psychometric qualities of the measuring instruments in order to prepare for the test of study hypotheses.

The principal components analysis allows to emerge a factor structure for each theoretical variable as well as an item structure for each factor. The computation of a reliability indicator for each factor also contributes to the purification of items. The reliability of the internal consistency of these scales was measured by Cronbach's alpha which must be greater than or equal to 0.6.

Confirmatory factor analysis validates the structure of a measurement scale by describing a posteriori one or more dimensions that can be interpreted from the data. It provides indices of fit of the specified models to the data collected, necessary to judge the likelihood of the model (Churchill, 1979). The Kaiser, Meyer and Olkin test examines the feasibility of a factor analysis. The KMO must have a value between 0.5 and 1. Bartlett's sphericity test rejects the hypothesis of a covariance matrix equal to an identity matrix. The estimates provided by confirmatory factor analyzes make it possible to complete the study of the reliability of the measurement scale by computation Jöreskog's ρ (1971).

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IV. RESULT

These results will be presented according to our aims. Modelling by structural equations makes it possible to test the relationships between the latent variables of the structural model that has been developed. The structural model reveals the links between exogenous variables, the links between exogenous and endogenous variables, and finally the links between endogenous variables. This test consists of checking the overall fit of the model with the data and testing the hypotheses on each of the relationships considered between the variables. We used the structural equation model based on the analysis of covariance structures. AMOS software version 4 helped us in this.

Figure 2: The general model of structural equations to test hypotheses
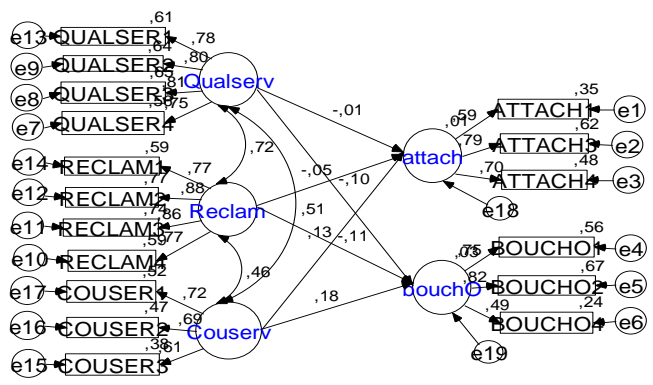
Source: AMOS 4

With QUALSERV: Service quality; Reclam: Claim; COUSER: Cost of service; attach: attachment and bouchO: Word of mouth.

Numerous indexes are available to measure the quality of fit of a model to the data (Hoyle, 1995). According to the recommendations of Didellon and Valette-Florence (1996), we have used in this study several indexes. These include indexes based on the adjustment function (the RMSEA of Steiger and Lind (1980); the GFI and AGFI indexes of Jöreskog and Sorbom (1993); The ratio χ² / ddl), the indexes derived from the information theory (AIC of Akaike, 1987) and indexes of comparison (CFI index of Bentler and Bonnet, 1980). The interpretation of the model takes place at two levels: the estimation of the fit of the model to the data and the quality of the causality model. To study the fit of the model to the data, the indexes obtained during confirmatory factor analysis can be used. Causal analysis amounts to studying the relationships between the theoretical variables of the model, each of which is defined by a measurement scale (Sabadié, 2010). The table 2 presents a summary of the results.

Table 2: Summary of the hypothesis test result

Absolute indexes		Icremental indexes		Parsimony indexes	
GFI	0,936	TLI	0,951	X^2/ddl	1,996
AGFI	0,911	CFI	0,961	AIC	305,606
RMSEA	0,050				
Chi-square = 219,606					
Degrees of freedom = 110					
Probability level = 0,000					
Regression Weights					
	Estimate	S.E	CR	P	
Attach←Qualserv	0,264	0,108	2,441	0,015	
BouchO←Qualserv	0,170	0,091	1,871	0,061	
Attach ← Reclam	-0,043	0,083	-0,519	0,604	
BouchO ←Reclam	-0,107	0,092	-1,159	0,246	
Attach ←Couserv	0,129	0,086	1,499	0,034	
BouchO ←Couserv	0,207	0,096	2,155	0,031	

Source: Authors'

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IV.1. EFFECT OF QUALITY OF SERVICE ON SATISFACTION

In the light of table 2 above, the indicators of fit of the models to the data are correct. We can observe that the coefficients of the GFI, AGFI and RMSEA indexes are fine. The significance test indicates that the relationship is significantly different from zero at the 5% level. It appears from this result that hypothesis H1 is validated.

The perceived quality of service offered positively influences the customer satisfaction in business-to-consumer of mobile telephony of the Cameroonian context. This result is in line with those that of Chumpitaz and Swaen (2004) who find that the perceived quality positively and significantly influences customer satisfaction in a study done in Belgium on B-to-B telephony customers. This result is also similar to that of Sabadié (2001) who concluded that the perceived quality positively and significantly influences user satisfaction in a public service. numerous other studies confirm our result like Bressolles et al. (2007).

IV.2. EFFECT OF THE COMPLAINT ON SATISFACTION

The significance test indicates that the relationship between claim handling and b-to-c customer satisfaction is non-zero but it is not significant. This means that the processing of complaints does not influence the customer satisfaction in B2C of the mobile phone in the Cameroonian context. It appears from this result that hypothesis H2 is not validated. This result could be explained, on the one hand, by the fact that the people responsible for handling complaints do not have the appropriate profile or adequate training. On the other hand, this result can be explained by the fact that the people responsible for processing complaints do not have the equipment necessary to do so.

The management of claims is part of a relational perspective of the exchange which aims to increase customer satisfaction the loyalty of the organization (Zeithaml et al., 1996). Even if the failure of the service is a strong indication of defection, previous studies show that it is possible to recover a customer later (Kelley et al., 1993). Empirical studies show that 90% of satisfied customers intend to do business with the organization again, and 20% of dissatisfied customers intend to do so Satisfaction with claim handling is positively related to positive word of mouth. Investigators share the view that customers who are satisfied with claim management are predisposed to positive word of mouth with others (Maxham III, 2001 and Davidow, 2003).

IV.3. EFFECT OF COST ON SATISFACTION

The table 2 above reveals that the indicators of fit of the models to the data are acceptable. We can still observe that the coefficients of the RMSEA, GFI and AGFI indexes are above the acceptability limit thresholds. The significance test indicates that the relationship between the cost of mobile telephone services and the customer satisfaction of mobile telephone is significantly different from zero at the 5% level and positive. It appears from this result that the H3 hypothesis is not validated. In other words, customers of mobile telephony services in the Cameroonian context believe that the cost of the various services is reasonable. This result is contrary to the work of Imorou (2015) who concludes that cost significantly and negatively influences b-to-c customer satisfaction.

We also realize that the result does not corroborate or contradict the study of Abdelmajid (2007), who concludes that the perception of the cost of a service differs from one customer to another, depending on what the customer is looking for. Some are looking for volume, top quality and others for convenience and simplicity.

V. CONCLUSION

The aim of this study is to determine the explanatory factors of customer satisfaction in business-to-consumer of mobile telephony services in the Cameroonian context. The main results displayed as the perceived quality and claims when they are properly treated, explain or determine the customers satisfaction in B-to-C of the mobile phone in the Cameroonian context. As for the cost of services, there is not a remarkable importance in the formation of the customers satisfaction in business-to-consumer of mobile telephony in Cameroonian context. In view of all of the above, the following recommendations are made: Mobile operators should accelerate the implementation of portability, which would allow customers to switch operators while retaining their contacts; Investments should be encouraged in this sector, this could stimulate competition and lead operators in the sector to improve their service offer; and Cameroonian state authorities should strengthen the powers of the Telecommunications Regulatory Agency so that it exercises real quality control over the services offered by mobile operators.

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