Research Article

End-User Issues in the ICT Industry

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ABSTRACT

The main aim of this study was to determine the degree to which aspects of the physical environment, staff service quality, and personality factors affect the level of customer satisfaction and the associated tertiary effect of satisfaction on customer loyalty. The study was conducted in the context of Ghana. The authors highlighted that the current literature points to the important role played by customer satisfaction in steering efficiency improvement and long-term survival with the ICT industry on focus.

Keywords: ICT industry, tertiary effect, steering efficiency long-term survival.

INTRODUCTION

As one of the players in the tourism sector, the ICT industry has prompted business operators to focus on aspects such as the physical environment, staff service quality, and personality factors to discern the extent to which they affect the marketing attribute of brand loyalty (Jasinskas, 2016, p. 567). According to Amissah and Amenumey (2015), brand loyalty constitutes the ingestion of purchases and repeat purchases and, in most cases, is measured via satisfaction (p. 161). This paper focuses on two articles that have examined major factors driving the aspect of brand loyalty in the ICT industry. The main aim of this study was to determine the degree to which aspects of the physical environment, staff service quality, and personality factors affect the level of customer satisfaction and the associated tertiary effect of satisfaction on customer loyalty. The study was conducted in the context of Ghana. The authors highlighted that the current literature points to the important role played by customer satisfaction in steering efficiency improvement and long-term survival with the ICT industry on focus. In the study, Oppong and Boasiako (2017) documented that customer satisfaction entails one's feeling of disappointment or pleasure after comparing the perceived outcome or performance of a product or service (p. 38). This comparison was observed to be associated with the expectations of the customer.

The cross-sectional survey employed convenience and non-probability purposive sampling to collect data from four ICTs in the setting of Greater Accra. From the perspective of data collection and analysis, the authors administered questions and rated satisfaction based on a 5-point scale. Findings suggested that in the Ghanaian ICT industry, customer satisfaction and loyalty are dependent on the physical environment, staff service quality, and personality factors such as neuroticism, agreeableness, and extraversion. With additional analysis focusing on the specific factor that was the most influential, it was found that neuroticism plays a significant and positive role in steering customer satisfaction and, in turn, fostering loyalty. Notably, the authors concluded that room quality plays a more influential role in shaping the degree of satisfaction of most of the ICT guests. It was also inferred that the outside facilities foster satisfaction, but in most cases, they remain specific to guests with conference and business intentions arousing the group's expectations.

RESULTS AND DISCUSSION

The following figures indicate key ICT issues and themes that the study established, especially those that affect operations on the part of the end-users.
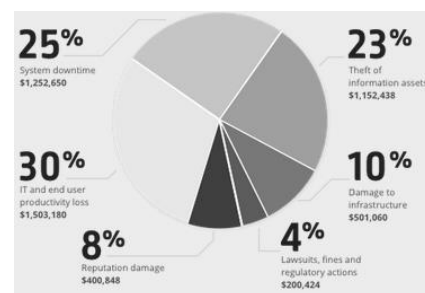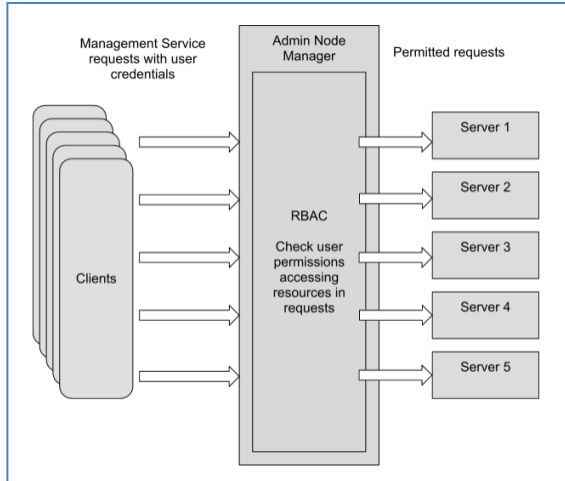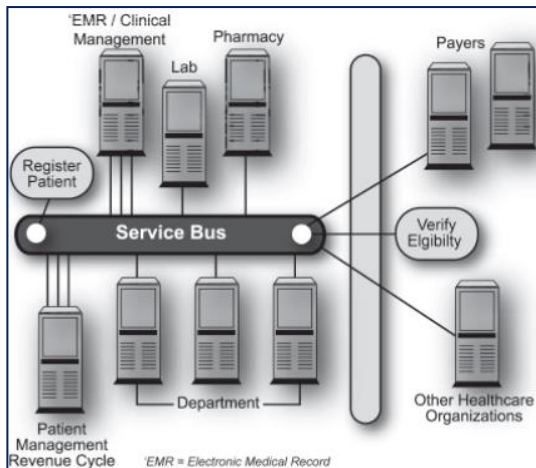

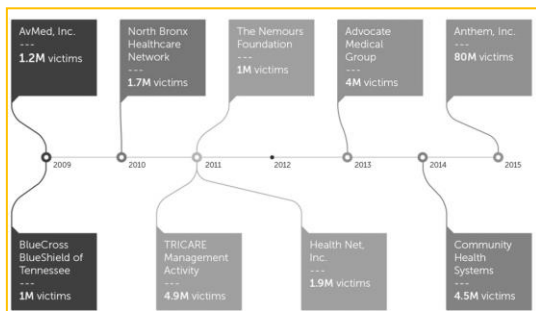**Fig:1**

Fig:2

Fig:3

Fig:4

The diversity and number of computer users has increased rapidly. The users include administrative assistants, salesmen, insurance adjusters, health care workers, teachers, home makers, engineers, accountants, and managers. Majority of these users are engaged in tasks that rapidly vary on a daily, monthly, and yearly basis. Consequently, the software needs of computer users are frequently change, complex, and diverse. This trend suggests that professional software developers are unlikely to meet all the needs of the users on a direct basis, attributed to slow development processes and limited domain knowledge. This trend has prompted the emergence of end-user development (EUD) approaches that seek to solve the problem.

Delivering the right data to the right individuals, in the right manner, and at the right time forms an important requirement in the current business arena. Business operators have had to deal with the dynamic information needs but the inability to incorporate the used information system in supporting the changing needs of the users, stakeholders and the rest of the society continues to stall progress. The dilemma has prompted the affected firms to adopt an End-User Development (EUD) perspective. EUD refers to a set of tools, techniques, and methods that enable individuals who use software systems to modify or create software artifacts. Notably, software system users act as non-professional software developers. Therefore, end-users do not qualify to operate as professional software developers but EUDs enable them to program computers. This affirmation suggests that end users operate after the full development and marketing of a product. One of the forces driving the adoption of EUDs is that professional developers have failed to understand the end users' inability to communication the requirements for a new application with ease. Additionally, EUDs have emerged because of slow regular development cycles that fail to meet the fast changing requirements of user groups. Trends in software technology have seen more and more interactive applications gain writing by individuals with expertise in alternative domains to achieve the goal that certain computations support. The US Bureau of Labor and Statistics predicted that the year near future might witness less than three million professional programmers emerge but the number of people using databases and spreadsheets at work, engaging in queries and written formulas, was predicted to be stretch beyond 55 millions. The outcome indicates that the number of end users, who are not professional software developers, has grown and overtaken the number of professional software developers to a significant extent. The trend implies further that the impact of EUDs on enterprise development and operation cannot be overlooked.

Based on the findings above, the implication for the management of ICTs is that the creation of an enabling environment forms a predictor of company success. Additionally, senior leaders and managers ought to be responsive by ensuring that they re-program and re-examine their ICTs' customer database systems to ensure that the service consumers' personality traits are captured. In turn, the resultant information could be used as a platform for delivering targeted services that promise to meet the needs of the respective customer bases. Another lesson learned from the findings above is that the success of the ICT industry and its capacity to achieve customer loyalty are dependent on the empowerment, training, and enlightenment of employees regarding the manner in which they handle various personality traits while ensuring that any guest complaints that arise are resolved timely.

In this study, the authors concurred that customer loyalty continues to gain recognition as one of the leading factors reflecting the success of companies. Regarding the ICT industry, it was noted that satisfaction forms one of the key predictors of consumer buying behavior. Therefore, the main aim of the study was to determine the relationship between factors of customer satisfaction, calculative and affective commitment, and trust and customer loyalty. In particular, the study focused on the ICT industry in Syria, specifically in the context of Damascus. Similar to the study by Oppong and Boasiako (2017), the authors administered questionnaires to collect data. The sampling frame constituted guests of different ICTs. From the results, it was documented that aspects of customer loyalty and affective commitment and trust exhibit a positive and strong relationship. Notably, the authors affirmed that affective commitment and trust are separate attributes and that their combination affects customer loyalty.

The results are insightful because they sensitize audiences regarding the criticality of improving the ICT brand strategy that targets customer satisfaction and loyalty. Specifically, the findings point to the need to build brand trust as a pathway for realizing or enhancing customer loyalty. Whereas commitment and trust are indirect effects of customer loyalty, customer satisfaction is established as a direct contributor to customer loyalty. Thus, the results are informative due to their capacity to form a foundation for establishing programs linked to

customer experience and involvement, with the predicted benefit of loyalty poised to assure competitiveness in the ICT industry. The findings point further to a trend in which customers could experience better services and profoundly feel better when the workforces embrace qualities such as reliability, assurance, responsiveness, empathy, respect, and trust.

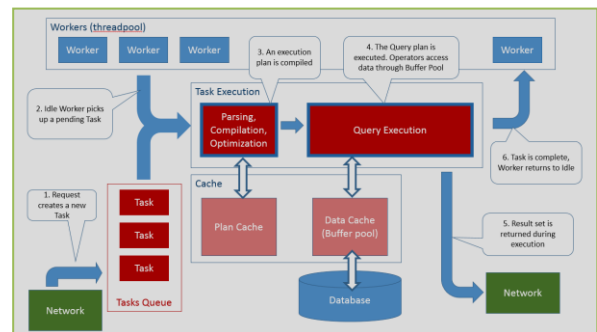The recommended solution to the aforementioned ICT issues is summarized in the figure below.

Fig:5

CONCLUSION

Overall, the study findings are insightful because they highlight major predictors of customer loyalty in the ICT industry. In particular, the studies sensitize groups such as senior leaders, managers, the stakeholders, and other managers to adopt and implement strategies that promise to align the personal goals of their employees to the central vision and mission of the organizations that they serve. Similarly, the articles point to the need to embrace flexibility while adjusting to the dynamic nature of the customers' demands, implying further that human resource management practices such as employee training and development are worth acknowledging because they assure staff preparedness for future industry uncertainties. In addition, the understanding of customer preferences requires the ICT managers to design supportive customer feedback programs to ensure that their services are tailored in a manner that seeks to meet the various demands. Notably, monitoring the industry trends of their competitors to ensure that they keep abreast and even stay ahead is also crucial. Evidently, the move could translate into enhanced competitiveness. Therefore, customer loyalty demands a service provision program that is responsive to the needs of customer bases and

preferences of the stakeholders, upon which additionally beneficial aspects such as customer retention and attraction of new service users are likely to be realized.

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