

STUDY OF TAN TRAO UNIVERSITY STUDENTS' SATISFACTION WITH VIETTEL'S MOBILE TELECOMMUNICATION SERVICE QUALITY IN MINH XUAN WARD, TUYEN QUANG PROVINCE

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ARTICLE INFO	ABSTRACT
<i>Received:</i> 05/01/2026	In the context of Vietnam's rapid digital transformation, mobile telecommunication services play a crucial role for all user groups, particularly among young people, who demonstrate high usage frequency and strong technological adaptability. Students of Tan Trao University represent a typical segment within this demographic, with frequent needs for connectivity, communication, and information access in their daily lives. Accordingly, this study aims to assess the satisfaction levels of Tan Trao University students with Viettel's mobile telecommunication services. The study applies the SERVQUAL model and adopts a mixed-methods approach, combining secondary data from Viettel's operational reports with primary data collected through structured surveys conducted between July and October 2025. Statistical analyses, including descriptive statistics using SPSS, are employed to evaluate the impact of five key service dimensions: reliability, responsiveness, assurance, empathy, and tangibles on student satisfaction. The findings are expected to identify the critical factors influencing satisfaction and to highlight existing limitations in the quality of services currently used by students. Based on these results, the study proposes practical recommendations to enhance the experience of young users and optimize the quality of Viettel's services. Furthermore, the satisfaction assessment model developed may be applied to similar young customer groups in other regions. This study contributes empirical evidence on mobile telecommunication service satisfaction and provides valuable insights to help service providers strengthen their competitiveness in the market
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<i>Student satisfaction;</i>	
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<i>Service quality.</i>	

1. INTRODUCTION

In the context of rapid digital transformation, information and communication technologies play a key role in connectivity and in driving socio-economic development. Among these technologies, mobile telecommunication has become one of the fastest growing and most influential service sectors. While mobile phones were previously used primarily for communication, they have now evolved into multifunctional tools that support education, healthcare, e-commerce, entertainment, and public administration. According to the latest report by the International Telecommunication Union (ITU, 2024), by the end of 2024, approximately 62.5% of the global population were using mobile services, with 5G networks covering more

than half of the world's population. These figures demonstrate that mobile telecommunications is not only a communication tool but also an essential infrastructure supporting global digital transformation.

In Vietnam, the mobile telecommunications sector has experienced remarkable growth over the past two decades, becoming one of the most important components of the national information infrastructure. According to the Ministry of Information and Communications (2023), the country has over 125 million mobile subscribers, with a penetration rate exceeding the average level in Southeast Asia. The 3G, 4G, and 5G networks have been widely deployed nationwide, and the smartphone usage rate has surpassed 90%. Among service providers, Viettel maintains a leading position in both market share and infrastructure quality, with network coverage extending from urban areas and plains to mountainous regions and islands. Despite these achievements, the rapid increase in the number of subscribers, along with increasingly diverse user demands, has placed significant pressure on telecommunications companies to maintain service quality and enhance customer experience.

In the northern mountainous region of Vietnam, including Tuyen Quang province, the role of mobile telecommunications has become increasingly significant. This area is characterized by vast and complex terrain, dispersed population distribution, and a high proportion of ethnic minority communities. Mobile telecommunications not only enable residents to access information more quickly but also serve as a crucial infrastructure in narrowing the development gap between mountainous and urban areas. According to a report by the People's Committee of Tuyen Quang province (2023), the mobile subscription rate has reached nearly 100 subscriptions per 100 inhabitants, of which more than 74% are smartphone users, while network coverage exceeds 97% of the population. However, despite these achievements, service quality in some areas remains inconsistent, with issues such as network congestion, slow data speeds, and uneven call quality still occurring.

Tan Trao University, the only higher education institution in Tuyen Quang province, currently enrolls nearly 4,000 students across a wide range of disciplines, most of whom originate from mountainous districts within the province as well as neighboring areas. These students represent a young and dynamic group of users who regularly rely on mobile telecommunications services for various daily purposes, including communication, entertainment, information seeking, and other social needs. This group not only reflects the mobile service usage patterns of young people in the local context but also constitutes an important segment for assessing customer satisfaction and the quality of services provided by telecommunications operators, such as Viettel.

Previous studies (Jochen Wirtz & Valarie Zeithaml, 2018; Vo Thanh Hai et al., 2017) have shown that customer satisfaction is influenced by multiple factors, including network quality, pricing, customer service, and value-added services. While customer satisfaction plays a crucial role in shaping continued usage behavior, it is also closely associated with customer loyalty and the likelihood of recommending the service to others. Therefore, measuring and

enhancing customer satisfaction has become a strategic priority for telecommunications providers.

Based on the above context, examining the satisfaction of students at Tan Trao University with Viettel's mobile telecommunications services is both theoretically and practically significant. The study is expected to provide a solid scientific basis for evaluating service quality, while also offering empirical evidence to support Viettel in refining its strategies, improving service quality, and strengthening customer loyalty among young users. In addition, the findings may serve as a valuable reference for policymakers in developing information infrastructure, promoting digital transformation, and contributing to sustainable development in the mountainous region of Tuyen Quang

II. LITERATURE REVIEW

Service quality is regarded as the overall outcome of the service delivery process and the value perceived by customers after consumption (Lehtinen & Lehtinen, 1982). According to Parasuraman et al. (1991), accurately identifying and understanding customer expectations plays a crucial role in shaping their perceptions of service quality; accordingly, service quality can be defined as the extent to which the service provided meets or exceeds customer expectations.

Expectation theory indicates that customer satisfaction is formed through a comparison between initial expectations and the actual performance experienced after consuming a product or service (Oliver, 1980). Following this perspective, customer satisfaction is understood as an affective state arising from the evaluation of the congruence between expectations and actual experiences (Kotler & Keller, 2006). Empirical studies further indicate that satisfied customers are more likely to continue using a service, demonstrate stronger repurchase intentions, and willingly recommend it to others (Ghane et al., 2011). In addition, the relationship between service quality and customer satisfaction has been consistently confirmed in prior research. Service quality is considered the overall outcome of the service delivery process as well as the value perceived by customers after use (Lehtinen & Lehtinen, 1982). According to Parasuraman et al. (1991), customer expectations are required to be accurately identified and clearly understood, as they are regarded as a key factor in shaping perceptions of service quality. When service quality is improved, a corresponding increase in customer satisfaction is generally observed (Cronin, 2003). Therefore, the continuous enhancement of service quality is considered a fundamental strategy through which positive customer experiences can be created and long-term customer loyalty can be maintained.

Based on service quality and customer satisfaction theories, the SERVQUAL model is widely regarded as an appropriate instrument for measuring service quality by comparing customers' expectations with their actual perceptions (Parasuraman et al., 1991). The SERVQUAL model comprises five dimensions including reliability, responsiveness, assurance, empathy, and tangibles, which collectively reflect the key aspects constituting service quality in a relatively comprehensive manner. Empirical studies, both domestic and international, have shown that the dimensions of SERVQUAL exert a significant influence on overall customer satisfaction in service contexts.

Based on a synthesis of prior research and practical observations, this study adopts the SERVQUAL dimensions as the analytical framework for examining the satisfaction of students at Tan Trao University with Viettel's mobile telecommunications services. The application of SERVQUAL in the telecommunications sector, particularly in mobile and Internet services, enables a comprehensive assessment of critical aspects such as network stability, responsiveness to customer needs, service performance, technical infrastructure, and brand image. Through this approach, the contribution of service quality to customer satisfaction and user loyalty can be more clearly elucidated. The SERVQUAL-related factors employed in this study are derived from a synthesis of selected prior research, with the corresponding results presented in Table 1 below:

Table 1. Synthesize relevant studies

Constructs	Reference
SERVQUAL Model: Tangibles, Reliability, Responsiveness, Service Competence, Empathy	Parasuraman et. al. (1985, 1988)
Tangibles, Reliability, Enthusiastic Responsiveness, Assurance, Customer Empathy	Berry, Zaithaml and Parasuraman (1990)
Tangibles, Responsiveness, Reliability, Service Competence, Empathy	Vo Thanh Hai et al (2017)
Tangibles, Reliability, Responsiveness, Service Competence, Empathy	Truong Duc Nga (2017)
Tangibles, Reliability, Enthusiastic Responsiveness, Assurance, Customer Empathy	Nguyen Manh Son (2013)

III. RESEARCH METHODOLOGY

This study employed a convenience sampling approach, with the sample size determined using Slovin's formula, and surveyed 432 students at Tan Trao University through a structured questionnaire. To ensure a comprehensive approach to scale development and model testing, both qualitative and quantitative methods were integrated. The qualitative phase was used to refine measurement items, while the quantitative phase was conducted to test the proposed theoretical model and research hypotheses.

Data were processed using SPSS 26, including procedures for assessing the reliability of the measurement scales and calculating the mean values of each construct. The measurement instrument comprised five independent variables and one dependent variable, with a total of 24 observed items, all of which were measured using a five-point Likert scale ranging from 1 "Strongly dissatisfied" to 5 "Strongly satisfied".

IV. RESEARCH RESULTS

4.1. Sample characteristics

The sample characteristics was summarized at Table 2. The study sample consisted of 432 students from Tan Trao University, collected using a convenience sampling method. In terms of gender, female students accounted for 74.1%, while male students represented 25.9%. This

characteristic might be considered in interpreting the results, as gender may influence perceptions and evaluations of service quality. Regarding academic year, first-year students represented the largest proportion (48.9%), followed by second-year students (26.1%), third-year students (15.1%), and fourth-year students (9.9%), consistent with the inverted pyramid pattern commonly observed in studies of student service consumption, where first-year students frequently use telecommunications services independently, ensuring reliable feedback. With respect to duration of service usage, over 70% of students had used Viettel services for three years or more, including 50.6% for over five years and 21.1% for three to under five years, allowing them to accumulate practical experience and form comparative perceptions regarding service quality. Regarding monthly income, the majority of students reported relatively low earnings: 37.1% earned below 2 million VND, 46.6% earned between 2 and 3 million VND, and only 16.4% earned 3 million VND or more. This indicates that the student segment is cost-sensitive, in which perceptions of the value-for-money ratio play a critical role in determining satisfaction with the service.

Table 2. Sample characteristics

Variable	Frequency (unit: people)	Distribution (%)
Gender		
Male	120	25.9%
Female	344	74.1%
Year of Study		
1st year	227	48.9%
2st year	121	26.1%
3st year	70	15.1%
4st year	46	9.9%
Years using Viettel		
< 1 year	41	8.8%
1 – 2 years	90	19.4%
3 – 5 years	98	21.1%
> 5 years or more	235	50.6%
Monthly Income (VND)		
< 2 million dong	172	37.1%
2 million dong – 3 million dong	216	46.6%
3 million dong – 5 million dong	53	11.4%
> 5 million dong	23	5%

As mentioned above, the sample structure adequately reflects key characteristics relevant to the usage behavior and experience of Viettel services, including gender, academic year, duration of service, and income level, thereby providing a reliable basis for analyzing the factors affecting students' satisfaction.

4.2. Reliability testing of the scale and Pearson correlation analysis

To assess the reliability and internal consistency of the measurement scales, Cronbach's Alpha was utilized as the primary reliability test. A scale is considered acceptable when the

Cronbach's Alpha coefficient exceeds 0.7 and the item-total correlation coefficients of the observed variables are greater than 0.3. Based on these criteria, the reliability of each scale was assessed, and the results are summarized in Table 1.

Table 3. Reliability Statistics and Item-Total Statistics

Variable	Frequency (unit: people)	Distribution (%)
Gender		
Male	120	25.9%
Female	344	74.1%
Year of Study		
1st year	227	48.9%
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As in Table 3, the reliability analysis results indicate that all measurement scales employed in this study satisfy the required standards and demonstrate a high level of internal consistency. Specifically, the Cronbach's Alpha coefficients for all scales exceed the acceptable threshold, ranging from 0.840 to 0.862, including Reliability (0.851), Responsiveness (0.840), Assurance (0.852), Empathy (0.856), Tangibles (0.862), and Satisfaction (0.858). In addition, all observed variables within each scale exhibit item-total correlations above the recommended level, and no items were excluded during the validation process. These findings suggest that the measurement items are highly consistent in representing their respective constructs, thereby ensuring the stability and reliability of the scales. Consequently, all scales are deemed appropriate for subsequent analyses.

Table 4. Pearson correlation analysis

		HL	TC	ĐU	BĐ	ĐC	PTHH
HL	Pearson Correlation	1	0.640**	0.562**	0.734**	0.716**	0.683**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	432	432	432	432	432	432
TC	Pearson Correlation	0.640**	1	0.533**	0.621**	0.580**	0.578**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	432	432	432	432	432	432

		HL	TC	ĐU	BĐ	ĐC	PTHH
DU	Pearson Correlation	0.562**	0.533**	1	0.560**	0.588**	0.592**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	432	432	432	432	432	432
BD	Pearson Correlation	0.734**	0.621**	0.560**	1	0.736**	0.663**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	432	432	432	432	432	432
DC	Pearson Correlation	0.716**	0.580**	0.588**	0.736**	1	0.666**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	432	432	432	432	432	432
PTHH	Pearson Correlation	0.683**	0.578**	0.592**	0.663**	0.666**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	432	432	432	432	432	432

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation analysis was employed to examine the relationships among variables in the proposed model, with the following evaluation criteria: correlation coefficients (r) ranging from -1 to $+1$, statistical significance indicated by Sig. (2-tailed) values less than 0.05, and the strength of correlations is interpreted as weak, moderate, or strong based on the magnitude of (r). The results reveal that all variable pairs have Sig. values of 0.000 (< 0.01), indicating that the correlations are statistically significant at the 1% level.

The independent variables (TC, DU, BD, DC, and PTHH) are positively correlated with one another, with coefficients ranging from 0.533 to 0.736, suggesting moderate to relatively strong associations without indicating serious multicollinearity issues. Regarding the dependent variable (HL), all independent variables exhibit positive correlations, among which BD ($r = 0.734$) and DC ($r = 0.716$) demonstrate the strongest relationships, followed by PTHH ($r = 0.683$), TC ($r = 0.640$), and DU ($r = 0.562$).

Overall, these findings indicate that service quality dimensions are positively associated with customer satisfaction, and the observed correlation levels are appropriate to proceed with subsequent regression analyses.

4.3. Current stage of Tan Trao university students' satisfaction with Viettel's mobile telecommunication quality service

Students' satisfaction is assessed based on their perceptions of the key dimensions constituting service quality, including Reliability, Responsiveness, Assurance, Empathy, and Tangibles. The mean scores are interpreted according to the following scale: 1.00 – 1.80: Very dissatisfied; 1.81 – 2.60: Dissatisfied; 2.61 – 3.40: Neutral; 3.41 – 4.20: Satisfied; 4.21 – 5.00: Very satisfied.

Table 5. Statistics results table

Items	Variables	Mean	Std.Deviation
<i>Reliability</i>			
TC1	I am satisfied with the call quality provided by Viettel	3.64	0.972
TC2	I am satisfied with Viettel's network speed and data transmission performance	3.58	0.970
TC3	I am satisfied with the stability of Viettel's network (low disconnection rate)	3.13	1.113
TC4	I am satisfied with Viettel's pricing	3.47	0.977
TC5	I am satisfied with the accuracy and clarity of Viettel's billing and payment information	3.52	0.961
<i>Responsiveness</i>			
DU1	Viettel staff respond promptly to customer issues, inquiries, and complaints	3.57	0.994
DU2	Viettel staff demonstrate a high level of professional competence in resolving customer issues	3.68	0.914
DU3	Viettel offers wide network coverage	3.72	0.980
DU4	Viettel provides timely and comprehensive information on promotions and new services	3.76	0.978
<i>Assurance</i>			
BD1	I am confident in the security of customers' personal information provided by Viettel	3.64	0.896
BD2	I trust the policies and commitments of Viettel	3.68	0.916
BD3	Viettel staff demonstrate politeness and professionalism	3.80	0.884
BD4	Viettel ensures network stability during peak periods (e.g., holidays and festivals)	3.48	1.044
<i>Empathy</i>			
ĐC1	Viettel staff actively listen to and respond to customer feedback	3.68	0.886
ĐC2	Viettel considers the specific needs of individual customers	3.65	0.899
ĐC3	Viettel provides convenient working hours and customer support channels	3.79	0.849
ĐC4	Viettel prioritizes the best interests of its customers	3.71	0.936
<i>Tangibles</i>			
HH1	Viettel's service center are clean and well-organized	3.77	0.869
HH2	Viettel staff maintain a professional and visually appealing appearance	3.81	0.874
HH3	Viettel's mobile application and website are user-friendly and easy to navigate	3.76	0.969
HH4	Viettel provides modern and user-friendly equipment and customer support tools	3.83	0.872

<i>Sactifaction</i>			
HL1	I am satisfied with the mobile telecommunications service quality provided by Viettel	3.71	0.952
HL2	I intend to continue using Viettel's services in the long term	3.91	0.850
HL3	I am confident in recommending Viettel's services to others	3.73	0.925

Based on survey data collected from 432 students at Tan Trao University who are using Viettel mobile telecommunications services in Minh Xuan ward, it can be inferred that the overall level of student satisfaction is relatively high; however, notable differences remain across service quality dimensions as well as among specific criteria within each dimension.

With regard to reliability, the mean scores range from 3.13 to 3.64, indicating that students generally perceive Viettel as meeting fundamental service quality expectations, particularly in terms of call quality (3.64) and the transparency of billing and payment information (3.52). Nevertheless, the network drop rate records the lowest score (3.13) alongside the highest standard deviation within this group (1.113), reflecting considerable variability in user experience and suggesting that network instability constitutes a critical technical bottleneck directly affecting student satisfaction. In terms of responsiveness, all criteria fall within the range of 3.57 to 3.76, with standard deviations below 1, suggesting that Viettel is relatively well evaluated in terms of responsiveness, staff competence, and network coverage. Notably, the provision of promotional and new service information (3.76) and network coverage (3.72) play a significant role in supporting students' learning, entertainment, and communication needs. For assurance, the mean scores range from 3.48 to 3.80, with the highest rating attributed to the politeness and courtesy of staff (3.80), accompanied by a low standard deviation (0.884), indicating a high level of agreement among respondents. In contrast, the ability to maintain network stability during peak periods such as holidays and festivals receives a lower score (3.48) with relatively high dispersion (1.044), further reinforcing the conclusion that network performance under heavy load remains a key limitation requiring priority improvement. Regarding empathy, the observed scores range from 3.65 to 3.79, suggesting that Viettel has made considerable efforts to listen to, support, and facilitate students through flexible working hours and diverse support channels; however, the absence of scores approaching the "very satisfied" threshold indicates that service personalization for student customers has not yet been fully realized. The tangibles dimension emerges as the most highly rated and stable component, with mean scores ranging from 3.76 to 3.83 and low standard deviations (0.869-0.874), reflecting strong consensus among students regarding the quality of physical facilities, staff appearance, and the user-friendliness of Viettel's applications and website.

Finally, overall satisfaction levels range from 3.71 to 3.91, with the intention to maintain long-term usage of Viettel achieving the highest score (3.91) and a low standard deviation (0.850), indicating a relatively strong tendency toward customer loyalty, although the willingness to recommend the service (3.73) remains at a "satisfied" rather than "very satisfied" level.

As mentioned above, student satisfaction is influenced not only by service-related and tangible factors but also, and more critically, by core technical aspects, particularly network stability and the ability to sustain service quality during peak periods. This suggests that, in the context of telecommunications services, technical performance constitutes a foundational element that can directly shape the user experience.

On this basis, future research should place greater emphasis on examining the relative effects of individual service quality dimensions on overall satisfaction and student loyalty, while also incorporating the mediating role of user experience to better elucidate the underlying mechanism through which perceived service quality influences the intention to continue using Viettel services.

4.4. Conclusion

The study reveals that the level of student satisfaction at Tan Trao University with Viettel's mobile telecommunications services in Minh Xuan ward, Tuyen Quang province, is relatively positive, as all service quality dimensions record mean scores above the midpoint of the Likert scale and approach the "satisfied" level. The measurement scales for reliability, responsiveness, assurance, empathy, and tangibles all demonstrate high reliability, thereby confirming the internal consistency and validity of the research model. The findings further indicate that students highly appreciate factors such as transparency in billing, the competence and professionalism of staff, network coverage, and the convenience of physical facilities and support channels; nevertheless, certain limitations persist, particularly in maintaining stable service quality during peak hours and in the degree of service personalization. Based on these findings, the study recommends that Viettel should prioritize upgrading network infrastructure in areas with a high concentration of student users, while also enhancing staff capabilities and promoting the application of digital technologies in customer support. In addition, developing more personalized service packages and improving feedback and response mechanisms are expected to enhance student satisfaction, strengthen customer loyalty, and provide a solid foundation for Viettel's sustainable development in the future.

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