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APPENDIX

Table 6. Operational Definitions, Details, References of Quality Factors

Variable	Operational Definition	Item	Details	References
Responsiveness	Willingness to help mobile phone customers and deliver services quickly	RESP1	Service business accuracy	Parasuraman et al.(1988) Asubonteng(1996) Palese(2018)
		RESP2	Instant service delivery	
		RESP3	Helping customers voluntarily	
Empathy	Interest and consideration provided by telecommunication company to customers	EMP1	Individualized attention to the customer	Parasuraman et al.(1988) Wieseke et al.(2012) Bahadur(2018)
		EMP2	Truly care about the customer's interests	
		EMP3	Interest in customer requirements	
		EMP4	Collect and proactively provide customer information	
Security	The nature of ensuring the security and safety of telecommunication company customers	PRV1	Ensuring access to customer information	Anderson(2003) Parasuraman et al.(2005) Arcand et al.(2017) Park et al.(2020) Kim & Yun(2020)
		PRV2	Ensuring customer information anonymous	
		PRV3	Ensuring access to customer anonymous information	
		PRV4	Ensuring access to personally identified information	
		PRV5	Protect customer information about cyberattacks	

Variable	Operational Definition	Item	Details	References
Customer Enablement	Support for consumers' actual purchase intentions	BEH1	Provide pre-purchase service experience	Davis(1989) McKechnie et al.(2006) Roos & Edvardsson(2009) Kim & Yun(2020)
		BEH2	Provides opportunities for product-based additional service development	
		BEH3	Provide an environment to help you use the product	
Trust	Customer confidence in telecommunication company	TRU1	Job processing commitment implementation	Moorman et al.(1993) Kassim et al.(2008) Kantsperger(2010) Mabkhot(2017)
		TRU2	Resolving customer issues	
		TRU3	Belief in an enterprise	
		TRU4	Degree of corporate reputation	
Satisfaciton	Customer satisfaction with the service	SAT1	Satisfaction with enterprise choices	Oliver(1980) Mikkonen et al.(2015) Geebren et al.(2021)
		SAT2	Judgment of corporate decisions	
		SAT3	Enterprise satisfaction	
Loyalty	Maintenance and recommendation intentions for telecommunication company	LOY1	Positive propagation intent	Reichheld & Sasser(1990) Uncles et al.(2003) Kim et al.(2004) Eum et al.(2019)
		LOY2	Corporate recommendation intentions	
		LOY3	Company recommendation to relatives	
		LOY4	How do you feel about your company's future services?	
		LOY5	Willing to continue future relationships with the company	

저자소개

구현모 고려대학교 정보통계학과 학사 졸업 및 성균관대학교 산업공학과 석사 과정 재학중에 있으며 주요 연구분야는 품질관리, 데이터베이스 관리 및 분석, 응용 통계분석이다.

김경주 경기대학교 휴먼서비스학부 교정보호와 경영학과 복수 전공 학사 졸업 및 성균관대학교 산업공학과 석사 과정 재학중에 있으며 주요 연구분야는 품질관리, 시스템 품질, 데이터 분석이다.

신완선 오클라호마대학교 산업공학과 박사를 취득하고 현재 성균관대학교 시스템경영공학과 교수로 재직중이다. 2014년 한국품질경영학회 회장을 맡았으며 현재 Asia Network for Quality 학회장을 맡고 있다

송호준 성균관대학교 시스템경영공학과 학사 졸업 및 산업공학과 박사 과정 재학중에 있으며 주요 연구분야는 개방형 품질, 블록체인, 품질혁신 등이다.