

## **CUSTOMER CHURN OF FIBRE RETAIL CUSTOMERS IN LEADING TELECOMMUNICATION SERVICE PROVIDER IN SRI LANKA**

**S H Hettiarachchi<sup>1</sup>, and Indika P Kaluarachchige<sup>2</sup>**

*<sup>1</sup>Sri Lanka Institute of Marketing, Sri Lanka*

*<sup>2</sup>University College of Matara, University of Vocational Technology, Sri Lanka  
Sulakshihimesha99@gmail.com*

**Abstract:** Sri Lanka's telecommunication sector has experienced significant growth, with a competitive market with multiple providers. This research aims to identify the factors affecting customer churn in a leading telecommunication company in the Sri Lankan telecommunication industry. Researchers identified service quality, price value, and competitor offer as the main contributing factors for customer churn which is the outcome variable of the study. Hypotheses were advanced as there are significant impacts of service quality/ price/ competitor offers on customer churn. Data was collected from 174 fiber retail customers of the selected telecommunication service provider through a structured questionnaire and processed those data by using correlation and regression analyses. As per the findings of the study, all predictors such as service quality, price value, and competitors offer significant effects on customer churn while service quality is the most important contributing factor. It is recommended to enhance the quality of the service to reduce customer churn and the company should pay attention to the competitor offers and the price of the product. This study will help to add something to the existing body of knowledge and to make customer-oriented decisions effectively to reduce customer churn.

**Keywords:** Competitor Offer, Customer Churn, Price, Service Quality.