

## **Customer Satisfaction on Internet Protocol Television (IPTV) and Satellite TV in Sri Lanka**

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### **Abstract**

Sri Lanka has entered to the IPTV and Satellite TV industry with the launch of PEO TV, Dialog TV, SAT TV, DISH TV, etc. Dialog TV is a market leader in Satellite TV service in Sri Lanka. With the recent evolution of telecommunication technology operators in Sri Lanka have introduced several emerging technologies to market like HSPA, SATELLITE TV, IPTV, and DVB-T & WiMAX. Severe competition particularly among mobile operators, unbearable taxes imposed by the government on the industry, continuous increase in the operational expenditure, industry saturation, Inflation , features and benefits of the product can be identified as the possible reason behind the customer satisfaction or reject the service. This study is conducted to identify the intention of using IPTV or Satellite TV in Sri Lanka, while measuring customer satisfaction related to both technologies including Ease of Use, usefulness of the service and Attitude toward the service. This study is basically focused on customer satisfaction on IPTV and Satellite TV. Actually there are two market leaders for those two services; those are Dialog TV and PEO TV. The research framework was based on TAM model to compare the two services as well as customer satisfaction. Targeted population for this Quantitative research is peo TV and Dialog TV users in Colombo District. This survey is used to acquire data from 200 samples and used Simple Random sampling method. This empirical study offers several implications for the service providers to increase consumer's intention by considering the factors affect to use these services as their future marketing strategies. On the other hand service providers can be able to find thinking pattern and diffusion pattern of the service. Customers can be able to get an idea about these services and benefits of the services.

**Keywords:** *Digital Video Broadcasting — Terrestrial (DVB-T), High Speed Packet Access (HSPA), Internet Protocol Television (IPTV), Technology Acceptance Model (TAM), Worldwide Interoperability for Microwave Access (WIMAX)*