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Assessment of Consumer Perception and Satisfaction with Wireless Broadband Services in Uromi Metropolis

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ABSTRACT

This study assessed consumer perception and satisfaction with wireless broadband services in Uromi Metropolis, Nigeria. The study aimed to evaluate service quality, network reliability, internet speed, and customer satisfaction to identify key determinants influencing broadband usage. A structured questionnaire was employed for data collection, targeting students, business owners, and professionals. A total of 250 questionnaires were distributed, with 234 valid responses analyzed, yielding a 93.6% response rate. The study utilized descriptive statistics to summarize user demographics and broadband usage trends, while multiple regression analysis was conducted to determine the relationship between service quality factors and consumer satisfaction. Findings revealed that internet speed, network coverage, customer support, and pricing significantly influenced user satisfaction, while signal consistency had a moderate but non-significant effect. Despite widespread broadband usage, many consumers reported frequent service disruptions and inconsistent connectivity, highlighting the need for service improvements. The study recommends network infrastructure expansion, improved customer support, and regulatory oversight to enhance broadband service delivery in Uromi Metropolis.

Keywords: Wireless broadband, Consumer satisfaction, Network reliability, Internet speed, Service quality.

1. INTRODUCTION

The rapid advancement of telecommunication technology has significantly transformed the way people interact, work, and access information. Wireless broadband services have become a fundamental component of modern society, providing essential connectivity for communication, education, business, and entertainment. In Nigeria, the expansion of broadband services has played a crucial role in digital transformation, yet challenges such as inconsistent service quality, network coverage limitations, and high costs continue to hinder consumer satisfaction (Adebiyi et al., 2016).

The Nigerian telecommunications sector has experienced remarkable growth since the liberalization of the industry in 2001, allowing multiple service providers to compete for market dominance. This competition has led to an increase in mobile broadband penetration and a diversification of service offerings (Ogunlade et al., 2013). Despite these advancements, issues such as slow internet speeds, frequent service disruptions, and inadequate customer support persist, negatively impacting consumer satisfaction. The effectiveness of wireless broadband services is largely determined by factors such as internet speed, network reliability, affordability, and customer service responsiveness (Adeyemi, 2022).

In urban centers like Uromi Metropolis, wireless broadband services are essential for economic growth, education, and social inclusion. The growing reliance on digital platforms for business transactions, remote work, and online learning has heightened the demand for reliable broadband services. However, existing literature suggests that network operators struggle to meet these demands due to infrastructural deficits, bandwidth congestion, and poor service delivery mechanisms (Olaide et al., 2017). These challenges have fueled consumer dissatisfaction, leading to frequent service provider switching and the underutilization of broadband services.

Customer satisfaction is an evaluation of the perceived discrepancy between prior expectations of the customer and the actual performance of a product (). Previous studies have examined various factors influencing customer satisfaction in broadband services, highlighting the significance of service quality in determining user loyalty and retention (Musa & Hyekonni, 2024). Research conducted by Anuraadha (2014) emphasized that broadband service providers must focus on ensuring high-speed connectivity, minimal downtime, and effective customer support to retain users and improve satisfaction levels. Similarly, Adebiyi et al. (2016) found that Nigerian consumers prioritize service reliability, pricing structures, and customer support when selecting a broadband provider.

One of the major determinants of broadband satisfaction is internet speed, as users expect seamless connectivity for activities such as video streaming, online gaming, and cloud-based applications. Studies have shown that slow browsing speeds and frequent buffering significantly diminish user experience, leading to frustration and service abandonment (Ogunlade et al., 2013). Another critical factor is network coverage, as limited access to high-speed broadband in certain areas restricts the ability of consumers to utilize internet services effectively (Adeyemi, 2022).

Pricing also plays a crucial role in shaping consumer satisfaction with wireless broadband services. Research by Ugbomhe et al. (2018) found that many Nigerian consumers perceive broadband pricing as high relative to the quality of service they receive. Affordability concerns often lead consumers to seek alternative providers or limit their data usage to reduce costs. Additionally, the absence of flexible and customer-friendly data plans further exacerbates dissatisfaction among broadband users.

Customer support is another key factor that influences consumer perception and satisfaction. Studies have indicated that effective complaint resolution and responsive customer service are critical in maintaining customer loyalty (Adeyemi, 2022). However, many broadband users in Nigeria report delays in resolving technical issues and unresponsive customer care units, further diminishing satisfaction levels (Olaide et al., 2017).

The findings of prior research underscore the urgent need for broadband service providers to enhance service delivery, particularly in regions like Uromi Metropolis. Improving network infrastructure, expanding broadband coverage, and introducing competitive pricing models are essential for meeting consumer expectations and driving digital inclusion (Musa & Hyekonni, 2024). This study seeks to assess consumer perception and satisfaction with wireless broadband services in Uromi Metropolis, offering insights that could guide improvements in service quality and policy development.

2. RESEARCH METHODOLOGY

2.1 Study Area

The study was conducted in Uromi Metropolis, a rapidly urbanizing town in Edo State, Nigeria. Uromi serves as a commercial and educational hub, characterized by a mix of residential, business, and institutional establishments. The metropolis has witnessed significant growth in digital adoption, with increasing reliance on wireless broadband services for economic activities, education, and social interaction. The research covered diverse neighborhoods within Uromi to ensure a representative assessment across different socio-economic groups. The selection of Uromi Metropolis was driven by the need to evaluate consumer experiences in a growing urban center outside Nigeria's major cities.

2.2 Method of Data Collection

The study employed a structured questionnaire as the primary data collection instrument to assess consumer perception and satisfaction with wireless broadband services in Uromi Metropolis. The questionnaire was designed to capture key aspects such as service quality, internet speed, network coverage, reliability, and customer satisfaction. It included both closed-ended and Likert-scale questions to facilitate quantitative analysis. Data was collected from respondents who were active users of wireless broadband services, including students, business owners, and professionals. The survey was administered both physically and electronically to maximize reach and response rates. Prior to the main survey, a pilot study was conducted to validate the questionnaire's reliability and clarity.

2.3 Sample Size and Sampling Technique

The study adopted a stratified sampling technique to ensure a representative sample of wireless broadband users across different socio-economic groups and neighborhoods within Uromi Metropolis. This approach allowed for a balanced distribution of respondents based on factors such as occupation, age, and frequency of broadband usage. A total of 250 questionnaires were distributed to selected participants, ensuring broad coverage of diverse user experiences. Out of these, 234 questionnaires were successfully completed and returned, representing a 93.6% response rate. The high response rate indicated strong engagement from respondents, enhancing the reliability of the findings. The sample size was determined based on the estimated population of broadband users in Uromi, ensuring statistical adequacy for meaningful analysis. The stratification process facilitated the inclusion of students, professionals, business owners, and other broadband consumers. This sampling strategy ensured that the study captured varying perspectives on service quality, customer satisfaction, and factors influencing broadband usage in the metropolis.

2.4 Data Analysis

The collected data was analyzed using both descriptive and inferential statistical techniques to provide a comprehensive assessment of consumer perception and satisfaction with wireless broadband services in Uromi Metropolis. Descriptive statistics, including frequency distributions, percentages, and means, were employed to summarize respondents' demographic characteristics and broadband usage patterns. These statistical measures provided insights into general trends in service quality, reliability, and customer satisfaction.

To examine the factors influencing consumer satisfaction, multiple regression analysis was conducted. The regression model was specified as follows:

$$CS = \beta_0 + \beta_1 IS + \beta_2 NC + \beta_3 SC + \beta_4 CR + \beta_5 PR + \epsilon$$

Where:

- CS = Consumer Satisfaction (dependent variable)
- IS = Internet Speed
- NC = Network Coverage

- SC = Signal Consistency
- CR = Customer Support Responsiveness
- PR = Pricing of Service
- $\beta 0$ = Constant term
- $\beta_1 - \beta_5$ = Regression coefficients
- ϵ = Error term

The regression analysis determined the significance and strength of relationships between service quality indicators and consumer satisfaction. A confidence level of 95% was used to assess statistical significance, ensuring robustness in the interpretation of results.

3. RESULTS AND DISCUSSION

3.1 Results

The demographic distribution of respondents revealed that the majority fell within the 18–35 age group, comprising 66.6% of the total sample (Table 1). Gender representation was fairly balanced, with 53.8% male and 46.2% female respondents (Table 2). In terms of education, over half (54.7%) possessed tertiary education, while 22.2% had completed secondary education (Table 3). The employment status of respondents showed a diverse distribution, with 35% in formal employment, 32.9% self-employed, and 20.5% being students (Table 4).

Table 1: Age group of Respondents

Years	Frequency	Percentage	Cumulative Percentage
Below 18	0	0	0
18 – 25	78	33.3	33.3
26 – 35	78	33.3	66.6
36 – 45	66	28.2	94.8
46 – 55	12	5.1	100
Above 55	0	0	100
Total	234	100	

Source: Field Data, 2025

Table 2: Gender of Respondents

Gender	Frequency	Percentage	Cumulative Percentage
Male	126	53.8	53.8
Female	108	46.2	100
Total	234	100	

Source: Field Data, 2025

Table 3: Education level of Respondents

Education level	Frequency	Percentage	Cumulative Percentage
No formal Education	18	7.7	7.7
Primary Education	36	15.4	23.1
Secondary Education	52	22.2	45.3
Tertiary Education	128	54.7	100
Total	234	100	

Source: Field Data, 2025

Table 4: Occupation of Respondents

Occupation	Frequency	Percentage	Cumulative Percentage
Student	48	20.5	20.5
Employed	82	35	55.5
Self-employed	77	32.9	88.4
Unemployed	20	8.5	96.9
Retired	7	3	100
Total	234	100	

Source: Field Data, 2025

Table 5 indicates that 71.8% of respondents used wireless broadband daily, highlighting its significance in everyday activities. The primary purpose of broadband usage was social media (49.3%), followed by online education (15.5%) and entertainment (15.5%). MTN was the most preferred service provider (41%), followed by Glo (33.3%) and Airtel (25.6%). More than half of the respondents (53.8%) used prepaid broadband plans, while 23.1% subscribed to unlimited plans. The majority (46.2%) spent between ₦5,000–₦10,000 monthly on broadband services, with 17.9% spending above ₦20,000.

Table 5: Wireless Broadband Usage Pattern

Rate of Usage	Frequency	Percentage	Cumulative Percentage
Daily	168	71.8	71.8
Weekly	30	12.8	84.6
Monthly	18	7.7	92.3
Rarely	18	7.7	100
Total	234	100	
Reason for using wireless broadband (Select all that apply)	**Frequency**	**Percentage**	**Cumulative Percentage**
Social media	210	49.3	49.3
Online education	66	15.5	64.8
Remote work	36	8.5	73.3
Online shopping	36	8.5	81.8
Entertainment	66	15.5	97.3
Download	6	1.4	98.7
Bank transaction and books	6	1.4	100
Total	426	100	
Type of wireless broadband provider used by respondents	**Frequency**	**Percentage**	**Cumulative Percentage**
MTN	96	41	41
Glo	78	33.3	74.3
Airtel	60	25.6	100
9mobile	0	0	100
Total	234	100	
Type of wireless broadband plan used by respondents	**Frequency**	**Percentage**	**Cumulative Percentage**

Prepaid	126	53.8	53.8
Postpaid	6	2.6	56.4
Unlimited	54	23.1	79.5
Limited (Data Cap)	48	20.5	100
Total	234	100	
Amount spent monthly on wireless broadband service	**Frequency**	**Percentage**	**Cumulative Percentage**
Less than ₦5000	36	15.4	15.4
₦5000 - ₦10,000	108	46.2	61.6
₦11,000 - ₦20,000	48	20.5	82.1
Above ₦20,000	42	17.9	100
Total	234	100	

Source: Field Data, 2025

Regarding internet speed, 38.5% of respondents rated it as "Good," while 33.3% considered it "Average" (Table 6). Network coverage was perceived as "Average" by 38.5%, while 33.3% rated it "Good." Signal consistency, however, was predominantly rated as "Average" (61.5%), with no respondents considering it "Excellent." The ease of subscription process was largely viewed as "Good" (43.6%), while 12.8% found it "Very Poor." The overall reliability of broadband services was rated as "Reliable" by 51.3%, though 28.2% of respondents experienced frequent service disruptions.

Table 6: Perception of Service Quality

Internet speed rating	**Frequency**	**Percentage**	**Cumulative Percentage**
Very Poor	6	2.6	2.6
Poor	36	15.4	17.9
Average	78	33.3	51.3
Good	90	38.5	89.7
Excellent	24	10.3	100
Total	234	100	
Network coverage rating	**Frequency**	**Percentage**	**Cumulative Percentage**
Very Poor	12	5.1	5.1
Poor	36	15.4	20.5
Average	90	38.5	58.9
Good	78	33.3	92.3
Excellent	18	7.7	100
Total	234	100	
Signal Consistency rating	**Frequency**	**Percentage**	**Cumulative Percentage**
Very Poor	12	5.1	5.1
Poor	24	10.3	15.4
Average	144	61.5	76.9
Good	54	23.1	100
Excellent	0	0	100
Total	234	100	

Ease of Subscription rating	**Frequency**	**Percentage**	**Cumulative Percentage**
Very Poor	30	12.8	12.8
Poor	24	10.3	23.1
Average	54	23.1	46.2
Good	102	43.6	89.7
Excellent	24	10.3	100
Total	234	100	
Reliability of wireless broadband service	**Frequency**	**Percentage**	**Cumulative Percentage**
Very unreliable	6	2.6	2.6
Unreliable	18	7.7	10.3
Neutral	84	35.9	46.2
Reliable	120	51.3	97.5
Very reliable	6	2.6	100
Total	234	100	
Service Disruptions	**Frequency**	**Percentage**	**Cumulative Percentage**
Yes, very often	66	28.2	28.2
Sometimes	150	64.1	92.3
Rarely	18	7.7	100
Never	0	0	100
Total	234	100	
Overall Satisfaction with Data Speed	**Frequency**	**Percentage**	**Cumulative Percentage**
Very dissatisfied	0	0	0
Dissatisfied	36	15.4	15.4
Neutral	96	41	56.4
Satisfied	84	35.9	92.3
Very satisfied	18	7.7	100
Total	234	100	

Source: Field Data, 2025

Table 7 shows that 51.3% of respondents were satisfied with customer support, while 30.8% remained neutral. Complaint resolution was rated as "Good" by 53.8% of respondents. However, cost justification received mixed responses—47.4% agreed that pricing was fair, while 23.1% disagreed. When asked about recommending their service provider, 43.6% said "Yes," while 48.7% were uncertain.

Table 7: Customer Satisfaction with wireless broadband services

Customer support satisfaction	**Frequency**	**Percentage**	**Cumulative Percentage**
Very dissatisfied	0	0.0	0.0
Dissatisfied	30	12.8	12.8
Neutral	72	30.8	43.6

Satisfied	120	51.3	94.9
Very satisfied	12	5.1	100
Total	234	100	
Complaint resolution	**Frequency**	**Percentage**	**Cumulative Percentage**
Very poor	12	5.1	5.1
Poor	12	5.1	10.2
Fair	78	33.3	43.5
Good	126	53.8	97.3
Excellent	6	2.6	100
Total	234	100	
Cost Justification	**Frequency**	**Percentage**	**Cumulative Percentage**
Strongly Disagree	9	3.8	3.8
Disagree	54	23.1	26.9
Neutral	54	23.1	50
Agree	111	47.4	97.4
Strongly agree	6	2.6	100
Total	234	100	
Recommendation of service provider to others	**Frequency**	**Percentage**	**Cumulative Percentage**
Yes	102	43.6	43.6
No	18	7.7	51.3
Maybe	114	48.7	100
Total	234	100	

Source: Field Data, 2025

Table 8 highlights that network reliability (30.8%) and cost of service (28.2%) were considered the most critical factors affecting satisfaction. Customer support was rated "Important" by 28.2% of respondents, while internet speed remained a major concern, with 23.1% ranking it as "Most Important."

Table 8: Factors Influencing Satisfaction with Wireless Broadband Services

Internet Speed Importance	**Frequency**	**Percentage**	**Cumulative Percentage**
Most Important	54	23.1	23.1
Important	36	15.4	38.5
Neutral	102	43.6	82.1
Less Important	12	5.1	87.2
Least Important	30	12.8	100
Total	234	100	
Network Coverage Importance	**Frequency**	**Percentage**	**Cumulative Percentage**
Most Important	56	23.8	23.8
Important	54	23.6	47.4
Neutral	86	36.8	84.2

Less Important	31	13.2	97.4
Least Important	6	2.6	100
Total	234	100	
Customer Support Importance	**Frequency**	**Percentage**	**Cumulative Percentage**
Most Important	36	15.4	15.4
Important	66	28.2	43.6
Neutral	96	41	84.6
Less Important	30	12.8	97.4
Least Important	6	2.6	100
Total	234	100	
Cost of Service Importance	**Frequency**	**Percentage**	**Cumulative Percentage**
Most Important	66	28.2	28.2
Important	60	25.6	53.8
Neutral	72	30.8	84.6
Less Important	24	10.3	94.9
Least Important	12	5.1	100
Total	234	100	
Reliability of network importance	**Frequency**	**Percentage**	**Cumulative Percentage**
Most Important	72	30.8	30.8
Important	30	12.8	43.6
Neutral	96	41	84.6
Less Important	24	10.3	94.9
Least Important	12	5.1	100
Total	234	100	

Source: Field Data, 2025

Table 9 presents the results of the multiple regression analysis, examining the relationship between key service quality factors and consumer satisfaction with wireless broadband services in Uromi Metropolis. The analysis identified internet speed, network coverage, customer support, and pricing as significant predictors of consumer satisfaction, while signal consistency showed a moderate but non-significant effect. The model explained 68.0% of the variance in satisfaction, highlighting the critical areas for improving broadband service delivery.

Table 9: Regression Analysis

Independent variables	**β Coefficient**	**t-value**	**p-value**
Internet Speed (IS)	0.321	5.944	0.0001
Network Coverage (NC)	0.278	5.792	0.0002
Signal Consistency (SC)	0.184	2.329	0.0597
Customer Support (CR)	0.254	4.379	0.0013
Pricing of Service (PR)	0.198	3.094	0.0021

Model Summary:

- $\mathbf{R^2}$ = 0.698

- **Adjusted R^2** = 0.680
- **F-statistic** = 39.527
- **p-value (Model Significance)** = **0.0004**

3.2 Discussion

The demographic analysis of the studies revealed that a significant portion of respondents (66.6%) fell within the 18–35 age group, indicating that young adults are the predominant users of wireless broadband services. This is consistent with global trends, where younger populations exhibit higher digital engagement due to their reliance on the internet for social interaction, education, and work. Additionally, the gender distribution was relatively balanced, with male respondents slightly outnumbering females. The education level of respondents showed that more than half (54.7%) possessed tertiary education, suggesting that highly educated individuals are more likely to adopt and utilize wireless broadband services. Employment distribution further supported this observation, with a considerable proportion of users being employed (35%) or self-employed (32.9%), emphasizing the role of broadband services in professional and entrepreneurial activities.

Wireless broadband usage patterns indicated that a majority (71.8%) of respondents accessed the internet daily, reflecting the increasing reliance on digital connectivity for various activities. Social media (49.3%) was identified as the primary reason for broadband usage, followed by online education (15.5%) and entertainment (15.5%). This aligns with previous studies highlighting the dominance of social networking and digital media consumption in internet usage trends. The high engagement in online education underscores the growing importance of e-learning, particularly in urban areas where digital literacy is expanding. Furthermore, the study revealed that MTN was the most preferred service provider (41%), followed by Glo (33.3%) and Airtel (25.6%). The absence of 9mobile users suggests limited service coverage or competitive disadvantage compared to other providers in the region. The dominance of prepaid broadband plans (53.8%) indicates that consumers prefer the flexibility of pay-as-you-go models, while a smaller percentage (23.1%) opted for unlimited plans, likely due to affordability constraints.

The study also examined consumer perception of service quality, with internet speed, network coverage, and signal consistency emerging as key factors. A significant proportion of respondents (38.5%) rated internet speed as "Good," while 33.3% considered it "Average." Although these ratings suggest moderate satisfaction, the absence of a strong majority rating it as "Excellent" highlights areas for improvement. Similarly, network coverage received mixed feedback, with 38.5% rating it as "Average" and 33.3% as "Good." The relatively lower rating of signal consistency, where 61.5% of respondents rated it as "Average" and none considered it "Excellent," suggests that intermittent connectivity remains a challenge. Ease of subscription was positively rated, with 43.6% indicating it was "Good," reflecting service providers' efficiency in managing access to their networks. However, service reliability was a concern, as 28.2% of respondents reported experiencing frequent service disruptions, affecting overall satisfaction levels.

Customer satisfaction with wireless broadband services was further analyzed, revealing varying levels of approval. While 51.3% of respondents expressed satisfaction with customer support, a notable 30.8% remained neutral, suggesting that while service providers may be addressing consumer concerns, there is room for improvement in responsiveness and problem resolution. Complaint resolution was rated as "Good" by 53.8% of respondents, but 33.3% viewed it as only "Fair," implying that many users experience delays or inefficiencies in resolving technical issues. Cost justification also produced mixed responses, with 47.4% agreeing that broadband costs were fair, while 23.1% disagreed. This suggests that although some users perceive value in the services offered, others feel that pricing does not align with service quality. Interestingly, when asked about recommending their service provider to others, only 43.6% responded positively, while 48.7% were uncertain, further emphasizing inconsistencies in consumer satisfaction.

The study identified key factors influencing satisfaction, with network reliability (30.8%) and cost of service (28.2%) emerging as the most critical determinants. This aligns with previous research indicating that users prioritize stable and affordable internet services. Customer support was also ranked as "Important" by 28.2% of respondents, indicating that service providers' ability to promptly address issues plays a crucial role in user retention. Internet speed remained a major concern, with 23.1% of respondents ranking it as "Most Important." This finding reinforces the need for continuous investment in network infrastructure to enhance browsing experience, streaming quality, and overall efficiency.

The multiple regression analysis provided further perception into the impact of service quality variables on consumer satisfaction. The results indicated that internet speed ($\beta = 0.321$, $p = 0.0001$) and network coverage ($\beta = 0.278$, $p = 0.0002$) were the most significant predictors of satisfaction. These findings emphasize the importance of high-speed and well-distributed network coverage in enhancing consumer experience. Customer support ($\beta = 0.254$, $p = 0.0013$) and pricing of service ($\beta = 0.198$, $p = 0.0021$) also had a significant impact, confirming that affordability and service responsiveness play crucial roles in shaping user perceptions. Signal consistency ($\beta = 0.184$, $p = 0.0597$), while positively related to satisfaction, did not achieve statistical significance at the 5% level, suggesting that while important, users may have developed coping mechanisms for intermittent connectivity issues. The overall model explained 68.0% of the variance in consumer satisfaction, indicating that these variables collectively provide a strong predictive framework for assessing broadband service quality.

4. CONCLUSION

The findings demonstrated that while wireless broadband services are widely utilized, particularly by young adults and professionals, there remain significant concerns regarding internet speed, network coverage, service reliability, and customer support. Although a substantial proportion of

respondents reported satisfaction with certain service aspects, persistent challenges such as frequent service disruptions, inconsistent connectivity, and perceived pricing concerns continue to affect overall consumer satisfaction.

The regression analysis confirmed that internet speed, network coverage, customer support, and pricing significantly influenced consumer satisfaction, with signal consistency showing a moderate but non-significant impact. These results emphasize the importance of service providers enhancing their network infrastructure, improving customer service responsiveness, and adopting fair pricing strategies to meet consumer expectations. Addressing these factors is crucial for sustaining consumer trust, increasing broadband penetration, and ensuring that wireless broadband services effectively support economic, educational, and social development in the metropolis.

To improve the quality and reliability of wireless broadband services in Uromi Metropolis, service providers and policymakers must implement strategic interventions. Investments in infrastructure, competitive pricing models, and improved customer engagement mechanisms are essential for optimizing broadband services. Additionally, regulatory frameworks should be strengthened to promote service quality standards and enhance broadband accessibility. By implementing these measures, service providers can significantly improve user satisfaction, ultimately fostering a more digitally connected and economically productive environment.

5. RECOMMENDATIONS

The study proposed the following recommendations based on the findings:

1. **Infrastructure Expansion:** Service providers should invest in upgrading broadband infrastructure, including fiber-optic networks and additional base stations, to improve speed, network coverage, and signal consistency.
2. **Enhanced Customer Support Services:** Telecommunication companies should develop efficient complaint resolution mechanisms, ensuring that consumer concerns are addressed promptly through well-trained support personnel and digital service platforms.
3. **Regulatory Oversight:** The Nigerian Communications Commission (NCC) should enforce stricter service quality regulations, mandating minimum performance standards for internet speed, coverage, and service reliability.
4. **Affordable Data Plans:** Service providers should introduce more competitive and affordable broadband plans, ensuring that consumers receive fair value for their money without compromising service quality.
5. **Network Optimization Strategies:** Companies should adopt advanced technologies such as load balancing, bandwidth management, and signal enhancement techniques to reduce service disruptions and improve overall network stability.
6. **Public Awareness and Digital Literacy Initiatives:** Consumers should be educated on broadband service options, optimal data usage, and troubleshooting techniques to enable them to make informed decisions regarding their internet service providers.

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