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GJMBR-E Classification : *JEL Code: M30, M31*



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Factors Affecting Customer Satisfaction on Grameenphone users in Bangladesh

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Abstract- Mobile telecom sector in Bangladesh has reached at a desired level. Competition in this industry intensifies the urgency of making customer satisfied for corporate profitability and survival in a competitive marketplace. This study is conducted on 140 Grameenphone (GP) users in Bangladesh. The Study reveals that customer extended in respect of age, income, education. Major part of customers uses value added and multiple operators' service; therefore study indicates the urgency of customer satisfaction. The correlation with the factors leading to customer satisfaction found to be positive except network & signal coverage. Finally, multiple regression analysis indicates that GP's service innovativeness, service reliability, service competitiveness, customer demand fulfillment to be found significant and GP's service consistency, network & signal coverage, pricing policy, quality of the offering, value added service, contribution to society and brand value to be found insignificant for affecting customer satisfaction. On the basis of these findings; study concludes that customer satisfaction is a dynamic phenomenon. Maintaining desired level of customer satisfaction requires corporate proactive responsiveness in accessing, building & retaining satisfied customers for sustainable competitive advantages in market place.

Keywords: quality factors; customer satisfaction, grameenphone.

I. INTRODUCTION

Mobile telecommunication sector in Bangladesh has been grown. The total number of mobile phone subscribers has reached 115.627 million at the end of April 2014 (BTRC, 2014). Customers of mobile telecommunication extended in respect of age, income, profession, gender, education and religion. It has become an essential component of the present lifetime. It encompasses a broad scope of communication facilities in personal life as well as the corporate office. Telecommunication service providers offer a wide range of value added services, including voice call, voice SMS, MMS, information service, roaming, internet service, video call and remote customer care service. Communication has become a means of clicking on the cell phone bottoms rest of the responsibility lies with the telecommunication service provider to convey it in an appropriate manner. Telecommunication service providers like manufacturing organization offers a wide

range of product and service; based on customers' needs.

Today telecommunication sector in Bangladesh has become competitive. Competition within this industry indicates the priority of customer satisfaction for corporate profitability and survival. Customer satisfaction becomes a strategic parameter of corporate success. Therefore, today's corporate manager highly concerned for maximizing customer satisfaction through quality product and services. But in 21st century customer speaks in everyday language. Therefore, what are the factors responsible for making them satisfied becomes an intense focus of corporate managers as well as academic scholars from the better half of last century. Customer satisfaction literature spell out customer is the king of marketing and only one determinate factor of corporate success. Grameenphone (GP) in Bangladesh has become a leading mobile telecommunication company in Bangladesh. Currently other five operators become proactive in the market place for gaining market share through different promotional activities. Likened to other operators Grameenphone's customer experiences high tariff, poor client service, new product and service with implied terms and conditions. In spite of this backdrop Grameenphone's total number of subscribers has reached 48.847 million at the end of April 2014 at the rate of 42.24 percent market share (BTRC, 2014). On the basis of these realities authors are motivated to identify what factors responsible for customer satisfaction of Grameenphone users in Bangladesh.

II. RESEARCH OBJECTIVES

- A. To investigate respondent's demographic.
- B. To investigate user service interface.
- C. To investigate the correlations with the variables leading to the customer satisfaction.
- D. To investigate the relationship between service innovativeness and the customer satisfaction.
- E. To investigate the relationship between service reliability and the customer satisfaction.
- F. To investigate the relationship between service competitiveness and the customer satisfaction.
- G. To investigate the relationship between service consistency and the customer satisfaction.
- H. To investigate the relationship between network & signal coverage and the customer satisfaction.

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- I. To investigate the relationship between pricing and the customer satisfaction.
- J. To investigate the relationship between quality of offering and the customer satisfaction.
- K. To investigate the relationship between customer demand and the customer satisfaction.
- L. To investigate the relationship between value added service and the customer satisfaction.
- M. To investigate the relationship between contribution to society and the customer satisfaction.
- N. To investigate the relationship between brand value and the customer satisfaction.

III. LITERATURE REVIEW AND CONCEPTUALIZATION OF HYPOTHESES

a) Customer Satisfaction

Customer satisfaction literature indicates that customer satisfaction has long been an agenda of marketing scholar and corporate executives. Customer satisfaction is the ultimate goal of business. Customer satisfaction associated with the stable market demand of product/service, loyal customer, profitability, growth, success and positive corporate image. Customer satisfaction is defined as pleasure from product and service utility, fulfillment of expectation. It is obvious that customers are important stakeholders in organizations and their satisfaction is a priority for management. Customer satisfaction has been a subject of great interest to organizations and researchers alike. In recent years, organizations are obliged to render more services in addition to their offers. The quality of service has become an aspect of customer satisfaction (Agbor, 2011). Customer Satisfaction can provide you with major competitive advantages, which can directly lead to increase in profitability and growth of business (Sheth, 2001).

b) Factors Affecting Customer Satisfaction

Today's world of intensive competition requires firms to maintain the capability of high-quality service as a sustainable competitive priority (Lee, 2013). Identification of factors responsible for customer satisfaction is a key concern of marketing scholars and marketers in now a days and it will remain in the future. There is considerable evidence that quality factors affecting customer satisfaction in numerous ways (Rahman, 2014a). Many studies have found a direct positive link between service quality perceptions and customer behavioral intentions (Zeithaml *et al.*, 1996). Several factors responsible for customer satisfaction in telecommunication industry includes-

Service innovativeness: Innovativeness as the tendency to develop new products as well as with innovativeness understood as the capacity to introduce new products (Hult, Hurley, and Knight, 2004). Service innovativeness, or the propensity to introduce service innovations to

satisfy customers and improve firm value at acceptable risk, has become a critical organizational capability. There is a positive significant relationship observed between service innovativeness and customer satisfaction. (Dotzel, Shankar & Berry, 2013). Degree of newness directly effect on customer satisfaction. Therefore, the 1st hypothesis of the study is- H_1 : *There is a significant relationship between service innovativeness and the customer satisfaction.*

Service reliability: Reliability is about the accuracy and timeliness in the service provided. Service reliability refers to *Accessibility* – Service is available when desired (when the customer wants to use it); *Continuity* – Customer has an uninterrupted service over desired duration and *Performance* – Meets the customers' expectations (CQR, 2014). In order to maintain the customer, the organization needs to ensure that the right products and services, supported by the right promotion and making it available at the right time for the customers (Munusamy, Chelliah & Mun, 2010). Degree of service reliability has significant influence on degree of customer satisfaction. Therefore, the 2nd hypothesis of the study is- H_2 : *There is a significant relationship between service reliability and the customer satisfaction.*

Service competitiveness: Service competitiveness refers to the degree of fitness of a service organization in dealing with competing with other competitive business firms; high degree of competitiveness leads to higher innovativeness in goods and services leading to strategic advantages in market place & higher customer satisfaction. Companies can foster customer value learning and incorporate it as a cornerstone of their competitive strategies (Parasuraman, 1997). Therefore, the 3rd hypothesis of the study is- H_3 : *There is a significant relationship between service competitiveness and the customer satisfaction.*

Service consistency: Consistency determines the desirable service qualities for clients. Service consistency is an expectation of all customers at all times; they want peace of mind and no unpleasant surprises. In service, consistency implies achieving sameness, uniformity and fairness in the delivery or execution of all the service attributes, regardless of time, place, occasion, and service provider (Domingo, 2014). Therefore, service consistency refers to degree of conformity of service value whereas customer perceived that they received service in a consistent manner without any variation. Therefore, the 4th hypothesis of the study is- H_4 : *There is a significant relationship between service consistency and the customer satisfaction.*

Network & signal coverage: Signal quality and network coverage have always been essential criteria for selecting mobile telephone service providers. Today the signal quality has been improved and the company

networks have grown to a great extent. Surveys have shown that both signal quality and network coverage affect positively consumer's satisfaction and the image of the company (Woo & Fock, 1999). Therefore, the 5th hypothesis of the study is- H_5 : *There is a significant relationship between network & signal coverage and the customer satisfaction.*

Pricing: Several factors affect on customer satisfaction, price is one of them. Price is used as an indicator of product quality, which results in better expectations from the product and determines higher satisfaction. The research shows that price perceptions directly influence satisfaction judgments as well as indirectly through perceptions of price fairness (Herrmann *et al.*, 2007). Price reasonability and consumer satisfaction are significantly associated with each other. The customers can switch to any other cellular service provider who offers fair prices. This reveals that the consumers can be held on to for a longer duration by offering them the fair prices so; the customer satisfaction is caused by the fairness of the price (Ali *et al.*, 2010). Therefore, the 6th hypothesis of the study is- H_6 : *There is a significant relationship between pricing and the customer satisfaction.*

Quality of offering: Quality Function Deployment (QFD) model used to incorporate customer wants and desire in product and service requirement for satisfying want, desire and expectation of ultimate customers. Quality of offering how does consistent with demand and qualitative to the customers depends on corporate translation it into product and service requirements. Here, quality of service refers to how particular service offering able to meet customer expectation. Higher the fulfillment of expectation; higher will be customer satisfaction. Therefore, the 7th hypothesis of the study is- H_7 : *There is a significant relationship between quality of offering and the customer satisfaction.*

Customer demand fulfillment: Service providers render services in expectation to fulfillment of customer demand. For fulfillment of customer demand requires an intensive investigation to find out what the customer expected and incorporate it into service requirement. Higher degree of usefulness of service leads to a higher degree of customer satisfaction. Therefore, the 8th hypothesis of the study is- H_8 : *There is a significant relationship between customer demand and the customer satisfaction.*

Value added service: Value added service refers to additional service for maximizing and adding value to existing customer satisfaction. Currently mobile telecommunication service provider offers a wide range of value added service, including voice call, voice SMS, MMS, information service, roaming, Internet service, video calling, remote customer service. This study is predicted value added service have significant influence on customer satisfaction in telecommunication industry.

Therefore, the 9th hypothesis of the study is- H_9 : *There is a significant relationship between value added service and the customer satisfaction.*

Operator's contribution to society: Corporate responsiveness towards society creates perception of societal partnership in the customer's mind and they realized themselves that they are valued by the corporation. The study reveals that corporate social responsibility has a positive impact on the valuing brand image of the corporation and also makes customers satisfied. Corporate social responsibility taught to be an important strategic tool for organizations in order to gain a competitive advantage and to display a positive image to society for profitable and long lasting customer relationship management in service and manufacturing industry around the world (Rahman, 2014b). Therefore, the 10th hypothesis of the study is- H_{10} : *There is a significant relationship between contribution to society and the customer satisfaction.*

Brand Value: Marketing academics and practitioners have repeatedly reported that consumers look for brands that provide them with unique and remarkable experiences. As a result, the concept of brand experience has become popular among marketers (Rundle-Thiele & Bennett, 2001). The industry depends on people's experience on quality and a good experience may lead to better purchase intention which could build a better image on the market. Since the market is highly competitive, it is recommended that only high quality products be offered to customers (Khalili, Rahchamani & Abtahi, 2013). Therefore, the 11th hypothesis of the study is- H_{11} : *There is a significant relationship between brand value and the customer satisfaction.*

On the basis of literature review the overall customer satisfaction model can be presented as under-

$$\text{Customer Satisfaction} = \alpha (\text{Constant}) + \beta_1 (\text{Service innovativeness}) + \beta_2 (\text{Service reliability}) + \beta_3 (\text{Service competitiveness}) + \beta_4 (\text{Service consistency}) + \beta_5 (\text{Network \& signal coverage}) + \beta_6 (\text{Pricing}) + \beta_7 (\text{Quality of offering}) + \beta_8 (\text{Customer demand fulfillment}) + \beta_9 (\text{Value added services}) + \beta_{10} (\text{Operator's contribution to society}) + \beta_{11} (\text{Brand Value}) + e (\text{Random Error})$$

IV. MATERIALS AND METHODS

This study is descriptive and designed to test hypotheses. Therefore, this study is aimed to examine the factors leading to the customer satisfaction to the Grameenphone Users in Bangladesh. The hypotheses testing based on literature review for explaining the relationship between the independent and dependent variables.

This study mainly based on primary data originating from a survey. For this purpose a

constructed questionnaire has developed. Excepting the questions regarding demographic characteristics and user's value added service interface of the respondents and the issues relating to service innovativeness, service reliability, service competitiveness, service consistency, the operator's network/ signal coverage, pricing, offering, fulfillment of customer demand, value added service, brand value, operators contribution to society and customer satisfaction have been constructed, measured and investigated through 5 point Scale standardized by Brayfield-Rothe (1951). The scale consists of 12 statements, for each statement has five options/ points such as strongly agree/ 5, agree/ 4, undecided/ 3, disagree/ 2, and strongly disagree/ 1. The survey is conducted during July 2013 to March 2014 and total 140 number of Grameenphone users has been taken for this.

SPSS Statistics software package version 16 is used for statistical analysis. Reliability of data has measured by using the Cronbach Alpha (Cronbach, 1951). Cronbach Alpha was 0.7. Alpha is higher than that is suggested by Nunnally (1978) and therefore data collected can be considered reliable. Descriptive statistical techniques such as mean and standard deviation were used to measure the mean scores and their variability. Pearson Correlation is used to indicate correlations among the variables, Linear Regression analysis is used to test the hypotheses.

V. ANALYSIS AND FINDINGS

a) Respondent's Demographic

The questionnaires were distributed to the users (n=140) of Grameenphone among them 78.6% respondents thoroughly use GP, 10.7 % users were Banglalink users, 2.1% users were Robi, 0.7% users were Airtel, 2.1% were Taletalk, 5.7% were Citycell users who currently use GP service. Among the respondents, 70% users use multiple operators' service and 30% use only the GP service. 13.6% users use GP below 3 years, 37.1% respondents use within 3-6 years, 49.3% use for 6 years and above. Respondents bellow 30 years using GP is 75.7%, within 30-45 years users comprise 15.7% and above 45 years users are 8.6%. 53.6% respondent's monthly expense bellows Tk.500, 32.1% incur expense within Tk. 500-1000 and 14.3% respondents have above Tk 1000 monthly expense. Among the respondent's 5.0% below SSC, 7.9% SSC, 25% HSC, 35% Bachelor, 24.3% Master, 1.4% PhD and 1.4% have other educational degree. 59.3% Student, 25.7% Service Holder, 9.3% Businessman and 5.7% respondent's occupying other profession. 79.3% Male and 30.7% are Female respondents.

Table 1 : Respondent's Demographic

Demographic Variables	Frequency	Percent	
First Mobile Operator	GP	110	78.6
	Banglalink	15	10.7
	Robi	3	2.1
	Airtel	1	.7
	Taletalk	3	2.1
	Citycell	8	5.7
	Total	140	100.0
Current Mobile Operator	GP	140	100.0
Use of Multiple Operator's Service	Yes	98	70.0
	No	42	30.0
	Total	140	100.0
Year of Connection	below 3 years	19	13.6
	3-6 years	52	37.1
	6 years and above	69	49.3
	Total	140	100.0
Age	bellow 30 years	106	75.7
	30-45 years	22	15.7
	above 45 years	12	8.6
	Total	140	100.0
Monthly Mobile Expense	bellow Tk 500	75	53.6
	Tk 500-1000	45	32.1
	above Tk 1000	20	14.3
	Total	140	100.0
Education	below SSC	7	5.0
	SSC	11	7.9
	HSC	35	25.0
	Bachelor	49	35.0

	Master	34	24.3
	PhD	2	1.4
	others	2	1.4
	Total	140	100.0
Profession	Student	83	59.3
	Service Holder	36	25.7
	Businessman	13	9.3
	Others	8	5.7
	Total	140	100.0
Gender	Male	111	79.3
	Female	29	20.7
	Total	140	100.0

b) *User's Service Interface*

Among the GP user's 100% respondents use Voice call service. 25.7% use Voice SMS service, 95%

use SMS service, 36% use MMS service, 61% use Internet service and 22.1% use Information service.

Table 2 : User's Service Interface

Service Interface		Frequency	Percent	Cumulative %
Voice Call	Yes	140	100.0	100.0
Voice SMS	Yes	36	25.7	25.7
	No	104	74.3	100.0
	Total	140	100.0	
SMS	Yes	133	95.0	95.0
	No	7	5.0	100.0
	Total	140	100.0	
MMS	Yes	51	36.4	36.4
	No	89	63.6	100.0
	Total	140	100.0	
Internet Service	Yes	86	61.4	61.4
	No	54	38.6	100.0
	Total	140	100.0	
Information Services	Yes	31	22.1	22.1
	No	109	77.9	100.0
	Total	140	100.0	

c) *Descriptive Statistics*

Descriptive statistics such as mean is used to measure the average value of the variables and standard deviation is used to test variability of the mean value. Five point scale is used to collect perception regarding the variables. Therefore, mean value of variables ranges 1 to 5. A mean value below 2.5 is below average, mean value 2.5 to 2.9 above average, 3

to 3.9 is moderate and mean value 4 to 5 is high. The mean value of the variables ranges 4.10 to 2.23. Mean value ranges up to above average except customer satisfaction (3.55 Moderate) and network & signal coverage (4.1 High). Standard deviation ranges 0.767 to 1.201. Therefore, higher variability in perception regarding variables has been observed.

Table 3 : Descriptive Statistics

Variables	Quality Factors	N	Mean	Std. Deviation
Dependent (DV)	Customer Satisfaction	140	3.55	1.140
Independent (IV ₁)	Service Innovativeness	140	3.36	1.019
Independent (IV ₂)	Service Reliability	140	3.46	.985
Independent (IV ₃)	Service Competitiveness	140	3.16	1.201
Independent (IV ₄)	Service Consistency	140	3.39	.980
Independent (IV ₅)	Network & Signal Coverage	140	4.10	.867
Independent (IV ₆)	Pricing	140	2.23	.977
Independent (IV ₇)	Quality of Offering	140	2.31	.960
Independent (IV ₈)	Customer Demand	140	2.27	.995
Independent (IV ₉)	Value Added Service	140	3.06	1.026
Independent (IV ₁₀)	Contribution to Society	140	3.31	1.072
Independent (IV ₁₁)	Brand Value	140	4.19	.767

d) *Correlations among Variables*

A correlation is a single number that describe the strength of linear relationship between two or more interrelated quantitative variables. A mathematical measure of the between two set of variables is called the Correlation Coefficient. It is most commonly symbolized by the letter r . the value of correlation coefficient (r) lies between -1 to +1. In universal, $r > 0$ indicates positive relationship, $r < 0$ indicates negative relationship while $r = 0$ indicates no relationship. Here $r = +1.0$ describes a perfect positive linear relationship and $r = -$

1.0 describes a perfect negative linear relationship. Closer the coefficients of +1.0 and -1.0, greater are the strength of positive/ negative the relationship between the variables. The following general guidelines indicate a quick way of interpreting the value of correlation coefficient: -0.9 to -1.0 or 1.0 to 0.9 very strong; -0.9 to -0.7 or 0.7 to 0.9 strong high; -0.7 to -0.4 or 0.4 to 0.7 moderate; -0.4 to -0.2 or 0.2 to 0.4 weak, low correlation and -0.2 to 0.0 or 0.0 to 0.2 very weak to negligible negative/positive correlation.

Table 4 : Correlations among Variables

Variable/s		Customer Satisfaction
Service Innovativeness	Pearson Correlation	.495**
	Sig. (2-tailed)	.000
	N	140
Service Reliability	Pearson Correlation	.457**
	Sig. (2-tailed)	.000
	N	140
Service Competitiveness	Pearson Correlation	.525**
	Sig. (2-tailed)	.000
	N	140
Service Consistency	Pearson Correlation	.179*
	Sig. (2-tailed)	.035
	N	140
Network & Signal Coverage	Pearson Correlation	-.012
	Sig. (2-tailed)	.885
	N	140
Pricing	Pearson Correlation	.171*
	Sig. (2-tailed)	.044
	N	140
Quality of Offering	Pearson Correlation	.051
	Sig. (2-tailed)	.548
	N	140
Customer Demand	Pearson Correlation	.286**
	Sig. (2-tailed)	.001
	N	140
Value Added Service	Pearson Correlation	.332**
	Sig. (2-tailed)	.000
	N	140
Contribution to Society	Pearson Correlation	.220**
	Sig. (2-tailed)	.009
	N	140
Brand Value	Pearson Correlation	.182*
	Sig. (2-tailed)	.031
	N	140

Table 4 shows the Pearson's correlation coefficient of the variables of the study. The results show that there is a significant positive moderate correlation between the service innovativeness (IV_1) & customer satisfaction (DV) with coefficient correlation $r = .495$ at $p < 0.00$ level; there is a positive significant moderate correlation between the service reliability (IV_2) & customer satisfaction (DV) with coefficient correlation $r = .457$ at $p < 0.00$ level; there is a significant positive moderate significant correlation between the service competitiveness (IV_3) & customer satisfaction (DV) with coefficient correlation $r = .525$ at $p < 0.00$ level; there is

a significant very weak to negligible positive significant correlation between the service consistency (IV_4) & customer satisfaction (DV) with coefficient correlation $r = .175$ at $p < 0.35$ level; there is an insignificant negative very weak to negligible insignificant positive correlation between the network & signal coverage (IV_5) & customer satisfaction (DV) with coefficient correlation $r = -.012$ at $p < 0.885$ level; there is a very weak to negligible significant positive correlation between the pricing (IV_6) & customer satisfaction (DV) with coefficient correlation $r = .171$ at $p < 0.044$ level; there is a very weak to negligible insignificant positive relationship

between the quality of offering (IV₇) & customer satisfaction (DV) with coefficient correlation $r = .051$ at $p < 0.548$ level; there is a significant weak, low positive correlation between the customer demand (IV₈) & customer satisfaction (DV) with coefficient correlation $r = .286$ at $p < 0.001$ level; there is a significant weak, low positive correlation between the value added service (IV₉) & customer satisfaction (DV) with coefficient correlation $r = .332$ at $p < 0.00$ level; there is a weak, low significant positive relationship between the contribution to society (IV₁₀) & customer satisfaction (DV) with coefficient correlation $r = .220$ at $p < 0.009$ level, and there is a weak, low correlation positive significant correlation between the brand value (IV₁₁) & customer satisfaction (DV) with coefficient correlation $r = .182$ at $p < 0.031$ level.

e) Regression Analysis

In this section, multiple regression analysis is used to study the effect of the independent variables (X_1

= Service Innovativeness, X_2 = Service Reliability, X_3 = Service Competitiveness, X_4 = Service Consistency, X_5 = Network/Signal Coverage, X_6 = Reasonable Price, X_7 = Quality of Offering, X_8 = Customer Demand Fulfillment, X_9 = Value Added Service, X_{10} = Brand Value, X_{11} = Contribution to Society) to the dependent variable (Y = Customer Satisfaction)

Significance level for, variables are accepted on Alpha (α) = 1%, significance level = 99% significant at 1% (*). Table 5 shows the analysis of multiple regressions. The value of R is .697, the value of R square is .486 and the standard error of the estimate was .851. The model summary and the data are shown in Table 5.

Table 5 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 ^a	.486	.442	.851

a. Predictors: (Constant), Brand Value, Customer Demand, Service Consistency, Service Innovativeness, Network & Signal Coverage, Service Reliability, Pricing, Contribution to Society, Value Added Services, Quality of Offering, Service Competitiveness.

The results from Table 5 show that the regression equation explains more than 48.6 % of the variability in customer satisfaction. This is an acceptable level of R Square in explaining variability of customer satisfaction. The results of the multiple regression models indicate that service innovativeness, service reliability, service competitiveness, service consistency, the operator's network/signal coverage, pricing, offering, fulfillment of customer demand, value added service, brand value, operators contribution to society explain the variance in customer satisfaction. The value of the R

Square is an acceptable value for explaining variability of customer satisfaction.

Analysis of variance test statistics (ANOVA) in table 6 indicates that the model is significant at $\alpha = .000$. This table provides the information on the significance of the model indicating a significant p-value of .000 and $F=11.019$. This indicates that the overall model was reasonably fit and there was a statistically significant association between service quality dimension and customer satisfaction. The ANOVA findings are shown in Table 6 below.

Table 6 : ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	87.864	11	7.988	11.019	.000 ^a
	Residual	92.786	128	.725		
	Total	180.650	139			

a. Predictors: (Constant), Brand Value, Customer Demand, Service Consistency, Service Innovativeness, Network & Signal Coverage, Service Reliability, Pricing, Contribution to Society, Value Added Services, Quality of Offering, Service Competitiveness.

b. Dependent Variable: Customer Satisfaction.

Table 7 shows that the values of the T-statistic are significant for service innovativeness, service reliability, service competitiveness and customer demand. Thus, all the independent variables can be retained in the model. In other word, these variables can explain the change in customer satisfaction. Table 7 shows that four independent variables are found to be

very significant and supportive to the hypotheses of regression analysis except the operator's network/signal coverage, pricing, offering, service consistency, value added service, brand value, operators contribution to society are not statistically significant and it does not support the hypotheses.

Table 7: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-.375	.585		
	Service Innovativeness	.261	.092	.233	2.826
	Service Reliability	.245	.083	.212	2.966
	Service Competitiveness	.280	.072	.295	3.890
	Service Consistency	.081	.078	.070	1.036
	Network & Signal Coverage	-.074	.091	-.056	-.811
	Pricing	.064	.086	.055	.742
	Quality of Offering	-.127	.089	-.107	-1.432
	Customer Demand	.241	.082	.210	2.926
	Value Added Service	.046	.082	.041	.559
	Contribution to Society	.045	.078	.042	.573
	Brand Value	.157	.105	.106	1.494

a. Dependent Variable: Customer Satisfaction.

Table 7 indicates that service Grameenphone's innovativeness, service reliability, service and demand fulfillment of customers have significant influence on customer satisfaction of Grameenphone users in Bangladesh. Therefore, the hypotheses H₁, H₂, H₃ and H₈ are accepted at the 5 % level of significance (p value is less than 0.05). Table 7 also indicates that Grameenphone's service consistency, network & signal coverage, pricing, quality of the offerings, value added service, contribution to society and the brand value have insignificant influence on customer satisfaction of Grameenphone users in Bangladesh. Therefore, the hypotheses H₄, H₅, H₆, H₇, H₉, H₁₀ and H₁₁ are rejected

at the 5 % level of significance (p value is greater than 0.05).

On the basis of results of regression model of the study is-

$$\text{Customer Satisfaction} = -0.375 + 0.261 (\text{service innovativeness}) + 0.245 (\text{service reliability}) + 0.280 (\text{service competitiveness}) + 0.081 (\text{service consistency}) + -0.074 (\text{network \& signal coverage}) + 0.064 (\text{pricing}) + -0.127 (\text{quality of offering}) + 0.241 (\text{customer demand}) + 0.046 (\text{value added services}) + 0.045 (\text{contribution to society}) + 0.157 (\text{brand value}) + e$$

Table 8: The Summary of Hypotheses Results

Hypotheses	Results
H ₁ : There is a significant relationship between service innovativeness and the customer satisfaction.	Accepted
H ₂ : There is a significant relationship between service reliability and the customer satisfaction.	Accepted
H ₃ : There is a significant relationship between service competitiveness and the customer satisfaction.	Accepted
H ₄ : There is a significant relationship between service consistency and the customer satisfaction.	Rejected
H ₅ : There is a significant relationship between network & signal coverage and the customer satisfaction.	Rejected
H ₆ : There is a significant relationship between pricing and the customer satisfaction.	Rejected
H ₇ : There is a significant relationship between quality of offering and the customer satisfaction.	Rejected
H ₈ : There is a significant relationship between customer demand and the customer satisfaction.	Accepted
H ₉ : There is a significant relationship between value added services and the customer satisfaction.	Rejected
H ₁₀ : There is a significant relationship between contribution to society and the customer satisfaction.	Rejected
H ₁₁ : There is a significant relationship between brand value and the customer satisfaction.	Rejected

VI. CONCLUSIONS AND RECOMMENDATIONS

Assessing, building and keeping customer satisfaction reveals the top most priority in today's competitive business. Customers of a mobile telecommunication service have many options available due to low switching cost, competitive service among the operators. Hence, the urgency of customer satisfaction reveals among them. Satisfied customers are loyal, act as a recommender to potential customers. But building a satisfied customer is not easy job; it cries for many people's sweating. Customer centered philosophy declared customer focal point of corporate success;

believes in together we grow- valuing customer satisfaction and corporate profitability. Therefore, corporate success is associated with responsiveness to customer; higher responsiveness to customer leads to higher customer satisfaction.

Study reveals that customers of Grameenphone widely distributed regardless the income groups, profession, gender, educational attainment, year of service connection, age, receiving multiple operators' service and users' service interface indicates that customers enjoying different value added service, including voice call, SMS, voice, SMS, video call, information service,

internet service etc. The correlation among the variables leading to customer satisfaction found positive in this study. In this study variables leading to customer satisfaction reveal a significant association in a review of the literature. However, the multiple regression analysis indicates four variables leading to customer satisfaction found positive including service innovativeness, service reliability, service competitiveness and fulfillment of customer demand. In this respect study conclude that Grameenphone's customer perceived that Grameenphone's innovative, reliable, competitive service able them to satisfy their demand. This study, on the other hand, indicates that, variables such as Grameenphone's service consistency, network & signal coverage, pricing, quality of offerings, value added services, contributing to society and brand value have insignificant influence on getting the customers satisfied.

Evidence shows that the customer of Grameenphone is satisfied about its service innovativeness. Grameenphone is the market leader in the telecommunication sector in Bangladesh and thus it is important for Grameenphone to maintain innovativeness in its service so that it can hold its leader position in the market and in the mind of the customer.

As this survey shows that Grameenphone's customers have a positive perception about the reliability of the services and competitiveness of services. Grameenphone should always maintain this positive perception of the customer regarding those factors. At the same time Grameenphone should not increase the expectation of customer by unnecessarily promising for more value to the customer.

The customer always seeks consistent services and it is an important factor in customer satisfaction. But unfortunately this study shows that the customer of Grameenphone does not find the services consistent as their expectation. Thus, it is recommended that Grameenphone may try to ensure the highest level of consistency of their services.

Network and signal coverage is the core value of telecommunication services. Comparatively the network & signal coverage of Grameenphone is better than those of other telecommunication service provider in Bangladesh. But as this study shows that customer do not find a significant relationship between network & signal coverage and customer satisfaction, this may imply that customer thinks network & signal coverage as the core of telecommunication services and it is usually expected to have a good network & signal coverage of Grameenphone. Although the presence of good network & signal coverage do not lead to a customer satisfaction, but absence of network & signal coverage may lead to strong dissatisfaction. That's why Grameenphone should keep up and try to increase the quality of network & signal coverage.

Although any firm tries to create high customer satisfaction but this is not the ultimate goal. If the

company increases customer satisfaction by lowering its price the result may be lower the profits. As Grameenphone is the market leader in the telecom industry in Bangladesh with some close competitor Grameenphone should charge slightly higher prices than its competitor that is actually currently doing this company.

It is obvious that designing an offering with expected attributes and quality of those offerings according to the demand of customer is very much significant for customer satisfaction. But increasing the attributes within an offering and maintaining the quality of those offerings is not free of cost. Here this study reveals that customer of Grameenphone's are satisfied about their demand fulfillment in terms of offering with their expected attributes, but they are not satisfied about the quality of their offering. So Grameenphone should emphasize on maintaining the quality of their offering rather than to promise for offering with more new attributes.

In the 21st century business environment is very much competitive. Consumer favors the company which plays a positive role in social welfare. At the same time the effectiveness of advertising is decreasing rather consumer is influenced by publicity. And this publicity is the outcome of the CSR activities of a company. On the other hand contribution to society can build a good image of the company which ultimately creates brand value. Thus, it is recommended that Grameenphone should give more emphasize on contribution to social welfare. It can reduce some portion of the advertising cost and divert these on CSR activities. Thus, if Grameenphone can ensure and maintain service innovativeness, service reliability, service competitiveness, service consistency, quality & quantity of offering and CSR activities its brand value is expected to increase and which expected to lead customer satisfaction.

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