

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 case 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.

Index terms— quality factors; customer satisfaction, grameenphone.

1 Introduction

obile 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 Author : Department of Business Administration, Pabna University of Science and Technology, Pabna, Bangladesh. e-mails: hasebur7208@yahoo.com, redwanu_375@yahoo.com, mhasan.mkt.ru@gmail.com, rupokmgtdu@yahoo.com 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

4 B) FACTORS AFFECTING CUSTOMER SATISFACTION

43 of corporate managers as well as academic scholars from the better half of last century. Customer satisfaction
44 literature spell out customer is the king of marketing and only one determinate factor of corporate success.
45 Grameenphone (GP) in Bangladesh has become a leading mobile telecommunication company in Bangladesh.
46 Currently other five operators become proactive in the market place for gaining market share through different
47 promotional activities. Likened to other operators Grameenphone's customer experiences high tariff, poor II.

2 Research Objectives

49 A. To investigate respondent's demographic. B. To investigate user service interface. C. To investigate the
50 correlations with the variables leading to the customer satisfaction. D. To investigate the relationship between
51 service innovativeness and the customer satisfaction. E. To investigate the relationship between service reliability
52 and the customer satisfaction. F. To investigate the relationship between service competitiveness and the customer
53 satisfaction. G. To investigate the relationship between service consistency and the customer satisfaction. H. To
54 investigate the relationship between network & signal coverage and the customer satisfaction. M client service,
55 new product and service with implied terms and conditions. In spite of this backdrop Grameenphone's total
56 number of subscribers has reached 48.847 million at the end of April 2014 at the rate of 42.24 percent market
57 share (BTRC, 2014). On the basis of these realities authors are motivated to identify what factors responsible
58 for customer satisfaction of Grameenphone users in Bangladesh.

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

3 III.

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

4 b) Factors Affecting Customer Satisfaction

76 Today's world of intensive competition requires firms to maintain the capability of high-quality service as a
77 sustainable competitive priority (Lee, 2013). Identification of factors responsible for customer satisfaction is
78 a key concern of marketing scholars and marketers in now a days and it will remain in the future. There is
79 considerable evidence that quality factors affecting customer satisfaction in numerous ways (Rahman, 2014a).
80 Many studies have found a direct positive link between service quality perceptions and customer behavioral
81 intentions (Zeithaml et al., 1996). Several factors responsible for customer satisfaction in telecommunication
82 industry includes-Service innovativeness: Innovativeness as the tendency to develop new products as well as with
83 innovativeness understood as the capacity to introduce new products satisfy customers and improve firm value
84 at acceptable risk, has become a critical organizational capability. There is a positive significant relationship
85 observed between service innovativeness and customer satisfaction. (Dotzel, Shankar & Berry, 2013). Degree
86 of newness directly effect on customer satisfaction. Therefore, the 1 st hypothesis of the study is-H 1 : There
87 is a significant relationship between service innovativeness and the customer satisfaction. Service reliability:
88 Reliability is about the accuracy and timeliness in the service provided. Service reliability refers to Accessibility -
89 Service is available when desired (when the customer wants to use it); Continuity -Customer has an uninterrupted
90 service over desired duration and Performance -Meets the customers' expectations (CQR, 2014). In order to
91 maintain the customer, the organization needs to ensure that the right products and services, supported by
92 the right promotion and making it available at the right time for the customers (Munusamy, Chelliah & Mun,
93 2010). Degree of service reliability has significant influence on degree of customer satisfaction. Therefore, the
94 2 nd hypothesis of the study is-H 2 : There is a significant relationship between service reliability and the
95 customer satisfaction. Service competitiveness: Service competitiveness refers to the degree of fitness of a service
96 organization in dealing with competing with other competitive business firms; high degree of competitiveness
97 leads to higher innovativeness in goods and services leading to strategic advantages in market place & higher
98 customer satisfaction. Companies can foster customer value learning and incorporate it as a cornerstone of
99 their competitive strategies (Parasuraman, 1997). Therefore, the 3 rd hypothesis of the study is-H 3 : There
100 is a significant relationship between service competitiveness and the customer satisfaction. Service consistency:
101 Consistency determines the desirable service qualities for clients. Service consistency is an expectation of all

102 customers at all times; they want peace of mind and no unpleasant surprises. In service, consistency implies
103 achieving sameness, uniformity and fairness in the delivery or execution of all the service attributes, regardless
104 of time, place, occasion, and service provider (Domingo, 2014). Therefore, service consistency refers to degree of
105 conformity of service value whereas customer perceived that they received service in a consistent manner without
106 any variation. Therefore, the 4 th hypothesis of the study is-H 4 : There is a significant relationship between
107 service consistency and the customer satisfaction.

108 Network & signal coverage: Signal quality and network coverage have always been essential criteria for selecting
109 mobile telephone service providers. Today the signal quality has been improved and the company networks have
110 grown to a great extent. Surveys have shown that both signal quality and network coverage affect positively
111 consumer's satisfaction and the image of the company (Woo & Fock, 1999). Therefore, the 5 th hypothesis of the
112 study is-H 5 : There is a significant relationship between network & signal coverage and the customer satisfaction.
113 Pricing: Several factors affect on customer satisfaction, price is one of them. Price is used as an indicator of
114 product quality, which results in better expectations from the product and determines higher satisfaction. The
115 research shows that price perceptions directly influence satisfaction judgments as well as indirectly through
116 perceptions of price fairness (Herrmann et al., 2007).

117 Price reasonability and consumer satisfaction are significantly associated with each other. The customers can
118 switch to any other cellular service provider who offers fair prices. This reveals that the consumers can be held on
119 to for a longer duration by offering them the fair prices so; the customer satisfaction is caused by the fairness of
120 the price (Ali et al., 2010). Therefore, the 6 th hypothesis of the study is-H 6 : There is a significant relationship
121 between pricing and the customer satisfaction. Quality of offering: Quality Function Deployment (QFD) model
122 used to incorporate customer wants and desire in product and service requirement for satisfying want, desire
123 and expectation of ultimate customers. Quality of offering how does consistent with demand and qualitative
124 to the customers depends on corporate translation it into product and service requirements. Here, quality of
125 service refers to how particular service offering able to meet customer expectation. Higher the fulfillment of
126 expectation; higher will be customer satisfaction. Therefore, the 7 th hypothesis of the study is-H 7 : There is a
127 significant relationship between quality of offering and the customer satisfaction. Customer demand fulfillment:
128 Service providers render services in expectation to fulfillment of customer demand. For fulfillment of customer
129 demand requires an intensive investigation to find out what the customer expected and incorporate it into service
130 requirement. Higher degree of usefulness of service leads to a higher degree of customer satisfaction. Therefore,
131 the 8 th hypothesis of the study is-H 8 : There is a significant relationship between customer demand and the
132 customer satisfaction. Value added service: Value added service refers to additional service for maximizing and
133 adding value to existing customer satisfaction. Currently mobile telecommunication service provider offers a wide
134 range of value added service, including voice call, voice SMS, MMS, information service, roaming, Internet service,
135 video calling, remote customer service. This study is predicted value added service have significant influence on
136 customer satisfaction in telecommunication industry.

137 Therefore, the 9 th hypothesis of the study is-H 9 : There is a significant relationship between value added
138 service and the customer satisfaction. Operator's contribution to society: Corporate responsiveness towards
139 society creates perception of societal partnership in the customer's mind and they realized themselves that they
140 are valued by the corporation. The study reveals that corporate social responsibility has a positive impact on
141 the valuing brand image of the corporation and also makes customers satisfied. Corporate social responsibility
142 taught to be an important strategic tool for organizations in order to gain a competitive advantage and to
143 display a positive image to society for profitable and long lasting customer relationship management in service
144 and manufacturing industry around the world (Rahman, 2014b). Therefore, the 10 th hypothesis of the study
145 is-H 10 : There is a significant relationship between contribution to society and the customer satisfaction.

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

153 On the basis of literature review the overall customer satisfaction model can be presented as under-Customer
154 Satisfaction = ? (Constant) + ? 1 (Service innovativeness) + ? 2 (Service reliability) + ? 3 (Service
155 competitiveness) + ? 4 (Service consistency) + ? 5 (Network & signal coverage) + ? 6 (Pricing) + ? 7
156 (Quality of offering) + ? 8 (Customer demand fulfillment) + ? 9 (Value added services) + ? 10 (Operator's
157 contribution to society) + ? 11 (Brand Value) + e (Random Error) IV.

158 5 Materials and Methods

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

162 This study mainly based on primary data originating from a survey. For this purpose a constructed
163 questionnaire has developed. Excepting the questions regarding demographic characteristics and user's value

7 TABLE 4 : CORRELATIONS AMONG VARIABLES

164 added service interface of the respondents and the issues relating to service innovativeness, service reliability,
165 service competitiveness, service consistency, the operator's network/ signal coverage, pricing, offering, fulfillment
166 of customer demand, value added service, brand value, operators contribution to society and customer satisfaction
167 have been constructed, measured and investigated through 5 point Scale standardized by Brayfield-Rothe (1951).
168 The scale consists of 12 statements, for each statement has five options/ points such as strongly agree/ 5, agree/
169 4, undecided/ 3, disagree/ 2, and strongly disagree/ 1. The survey is conducted during July 2013 to March 2014
170 and total 140 number of Grameenphone users has been taken for this.

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

177 6 Analysis and Findings a) Respondent's Demographic

178 The questionnaires were distributed to the users (n=140) of Grameenphone among them 78.6% respondents
179 thoroughly use GP, 10.7 % users were Banglalink users, 2.1% users were Robi, 0.7% users were Airtel, 2.1% were
180 Taletalk, 5.7% were Citycell users who currently use GP service. Among the respondents, 70% users use multiple
181 operators' service and 30% use only the GP service. 13.6% users use GP below 3 years, 37.1% respondents use
182 within 3-6 years, 49.3% use for 6 years and above. Respondents below 30 years using GP is 75.7%, within 30-45
183 years users comprise 15.7% and above 45 years users are 8.6%. 53.6% respondent's monthly expense bellows
184 Tk.500, 32.1% incur expense within Tk. 500-1000 and 14.3% respondents have above Tk 1000 monthly expense.
185 Among the respondent's 5.0% below SSC, 7.9% SSC, 25% HSC, 35% Bachelor, 24.3% Master, 1.4% PhD and 1.4%
186 have other educational degree. 59.3% Student, 25.7% Service Holder, 9.3% Businessman and 5.7% respondent's
187 occupying other profession. 79.3% Male and 30.7% are Female respondents. Descriptive statistics such as mean
188 is used to measure the average value of the variables and standard deviation is used to test variability of the
189 mean value. Five point scale is used to collect perception regarding the variables. Therefore, mean value of
190 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
191 is moderate and mean value 4 to 5 is high. The mean value of the variables ranges 4.10 to 2.23. Mean value
192 ranges up to above average except customer satisfaction (3.55 Moderate) and network & signal coverage (4.1
193 High). Standard deviation ranges 0.767 to 1.201. Therefore, higher variability in perception regarding variables
194 has been observed. A correlation is a single number that describe the strength of linear relationship between two
195 or more interrelated quantitative variables. A mathematical measure of the between two set of variables is called
196 the Correlation Coefficient. It is most commonly symbolized by the letter r. the value of correlation coefficient
197 (r) lies between -1 to +1. In universal, $r > 0$ indicates positive relationship, $r < 0$ indicates negative relationship
198 while $r = 0$ indicates no relationship. Here $r = +1.0$ describes a perfect positive linear relationship and $r = -1.0$
199 describes a perfect negative linear relationship. Closer the coefficients of +1.0 and -1.0, greater are the strength
200 of positive/ negative the relationship between the variables. The following general guidelines indicate a quick
201 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
202 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
203 or 0.0 to 0.2 very weak to negligible negative/positive correlation.

204 7 Table 4 : Correlations among Variables

205 Table ?? shows the Pearson's correlation coefficient of the variables of the study. The results show that there
206 is a significant positive moderate correlation between the service innovativeness (IV 1) & customer satisfaction
207 (DV) with coefficient correlation $r = .495$ at $p < 0.00$ level; there is a positive significant moderate correlation
208 between the service reliability (IV 2) & customer satisfaction (DV) with coefficient correlation $r = .457$ at $p <$
209 0.00 level; there is a significant positive moderate significant correlation between the service competitiveness (IV
210 3) & customer satisfaction (DV) with coefficient correlation $r = .525$ at $p < 0.00$ level; there is In this section,
211 multiple regression analysis is used to study the effect of the independent variables (X 1 = Service Innovativeness,
212 X 2 = Service Reliability, X 3 = Service Competitiveness, X 4 = Service Consistency, X 5 = Network/Signal
213 Coverage, X 6 = Reasonable Price, X 7 = Quality of Offering, X 8 = Customer Demand Fulfillment, X 9 = Value
214 Added Service, X 10 = Brand Value, X 11 = Contribution to Society) to the dependent variable (Y = Customer
215 Satisfaction) Significance level for, variables are accepted on Alpha (?) = 1%, significance level = 99% significant
216 at 1% (*). Table 5 shows the analysis of multiple regressions. The value of R is .697, the value of R square is .486
217 and the standard error of the estimate was .851. The model summary and the data are shown in Table 5. The
218 results from Table 5 show that the regression equation explains more than 48.6 % of the variability in customer
219 satisfaction. This is an acceptable level of R Square in explaining variability of customer satisfaction. The results
220 of the multiple regression models indicate that service innovativeness, service reliability, service competitiveness,
221 service consistency, the operator's network/signal coverage, pricing, offering, fulfillment of customer demand,
222 value added service, brand value, operators contribution to society explain the variance in customer satisfaction.
223 The value of the R Square is an acceptable value for explaining variability of customer satisfaction.

224 Analysis of variance test statistics (ANOVA) in table 6 indicates that the model is significant at $\alpha = .000$.
 225 This table provides the information on the significance of the model indicating a significant p-value of .000 and
 226 $F=11.019$. This indicates that the overall model was reasonably fit and there was a statistically significant
 227 association between service quality dimension and customer satisfaction. The ANOVA findings are shown in
 228 Table 6 below. Table 7 shows that the values of the T-statistic are significant for service innovativeness, service
 229 reliability, service competitiveness and customer demand. Thus, all the independent variables can be retained in
 230 the model. In other word, these variables can explain the change in customer satisfaction. Table 7 shows that
 231 four independent variables are found to be very significant and supportive to the hypotheses of regression analysis
 232 except the operator's network/ signal coverage, pricing, offering, service consistency, value added service, brand
 233 value, operators contribution to society are not statistically significant and it does not support the hypotheses.
 234 between the quality of offering (IV 7) & customer satisfaction (DV) with coefficient correlation $r = .051$ at $p <$
 235 0.548 level; there is a significant weak, low positive correlation between the customer demand (IV 8) & customer
 236 satisfaction (DV) with coefficient correlation $r = .286$ at $p < 0.001$ level; there is a significant weak, low positive
 237 correlation between the value added service (IV 9) & customer satisfaction (DV) with coefficient correlation $r =$
 238 $.332$ at $p < 0.00$ level; there is a weak, low significant positive relationship between the contribution to society
 239 (IV 10) & customer satisfaction (DV) with coefficient correlation $r = .220$ at $p < 0.009$ level, and there is a
 240 weak, low correlation positive significant correlation between the brand value (IV 11) & customer satisfaction
 241 (DV) with coefficient correlation $r = .182$ at $p < 0.031$ level. On the basis of results of regression model of the
 242 study is-Customer Satisfaction = $-0.375 + 0.261$ (service innovativeness) + 0.245 (service reliability) + 0.280
 243 (service competitiveness) + 0.081 (service consistency) + -0.074 (network & signal coverage) + 0.064 (pricing) +
 244 -0.127 (quality of offering) + 0.241 (customer demand) + 0.046 (value added services) + 0.045 (contribution to
 245 society) + 0.157 (brand value) + e Table ?? : The Summary of Hypotheses Results

246 8 Hypotheses Results

247 H 1 : There is a significant relationship between service innovativeness and the customer satisfaction. Accepted
 248 H 2 : There is a significant relationship between service reliability and the customer satisfaction. Accepted H 3
 249 : There is a significant relationship between service competitiveness and the customer satisfaction. Accepted H
 250 4 : There is a significant relationship between service consistency and the customer satisfaction. Rejected H 5 :
 251 There is a significant relationship between network & signal coverage and the customer satisfaction. Rejected H
 252 6 : There is a significant relationship between pricing and the customer satisfaction. Rejected H 7 : There is a
 253 significant relationship between quality of offering and the customer satisfaction.
 254 Rejected H 8 : There is a significant relationship between customer demand and the customer satisfaction.
 255 Accepted H 9 : There is a significant relationship between value added services and the customer satisfaction.
 256 Rejected H 10 : There is a significant relationship between contribution to society and the customer satisfaction.
 257 Rejected H 11 : There is a significant relationship between brand value and the customer satisfaction. Rejected

258 9 VI. Conclusions and Recommendations

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

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

268 Study reveals that customers of Grameenphone widely distributed regardless the income groups, profession,
 269 gender, educational attainment, year of service connection, age, receiving multiple operators' service Evidence
 270 shows that the customer of Grameenphone is satisfied about its service innovativeness. Grameenphone is the
 271 market leader in the telecommunication sector in Bangladesh and thus it is important for Grameenphone to
 272 maintain innovativeness in its service so that it can hold its leader position in the market and in the mind of the
 273 customer.

274 As this survey shows that Grameenphone's customers have a positive perception about the The customer
 275 always seeks consistent services and it is an important factor in customer satisfaction. But unfortunately this
 276 study shows that the customer of Grameenphone does not find the services consistent as their expectation. Thus,
 277 it is recommended that Grameenphone may try to ensure the highest level of consistency of their services.

278 Network and signal coverage is the core value of telecommunication services. Comparatively the network &
 279 signal coverage of Grameenphone is better than those of other telecommunication service provider in Bangladesh.
 280 But as this study shows that customer do not find a significant relationship between network & signal coverage
 281 and customer satisfaction, this may imply that customer thinks network & signal coverage as the core of
 282 telecommunication services and it is usually expected to have a good network & signal coverage of company
 283 increases customer satisfaction by lowering its price the result may be lower the profits. As Grameenphone is the

9 VI. CONCLUSIONS AND RECOMMENDATIONS

284 market leader in the telecom industry in Bangladesh with some close competitor Grameenphone should charge
285 slightly higher prices than its competitor that is actually currently doing this company.

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

295 Grameenphone. Although the presence of good network & signal coverage do not lead to a customer
296 satisfaction, but absence of network & signal coverage may lead to strong dissatisfaction. That's why
297 Grameenphone should keep up and try to increase the quality of network & signal coverage.

298 Although any firm tries to create high customer satisfaction but this is not the ultimate goal. If the reliability
299 of the services and competitiveness of services. Grameenphone should always maintain this positive perception
300 of the customer regarding those factors. At the same time Grameenphone should not increase the expectation of
301 customer by unnecessarily promising for more value to the customer.

302 It is obvious that designing an offering with expected attributes and quality of those offerings according to the
303 demand of customer is very much significant for customer satisfaction. But increasing the attributes within an
304 offering and maintaining the quality of those offerings is not free of cost. Here this study reveals that customer of
305 Grameenphone's are satisfied about their demand fulfillment in terms of offering with their expected attributes,
306 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. ^{1 2}



Figure 1:

307

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1

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

Figure 2: Table 1 :

2

Service Interface		Frequency	Percent	Cumulative %
Voice Call	Yes	140	100.0	100.0
	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

Figure 3: Table 2 :

3

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

Figure 4: Table 3 :

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

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)

[Note: e) 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 e) Regression Analysis]

Figure 5:

9 VI. CONCLUSIONS AND RECOMMENDATIONS

6

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.864	11	7.988	11.010	.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.

Figure 6: Table 6 :

5

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

Figure 7: Table 5 :

7

Figure 8: Table 7

7

Factors Affecting Customer Satisfaction on Grameenphone Users in Bangladesh

Figure 9: Table 7 :

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