Addressing the Factors Influencing Customer Satisfaction of 3G Mobile Phone Services: A Case of Dhaka City, Bangladesh

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Md. Akram Hossain [α], Jakia Sultana [σ] & Md. Fahami Ahsan Mazmum [ρ]

Abstract- Now a day's 3G mobile phone services are very essential to the telecommunication organizations to attract their customers. To provide better service, it is also necessary for these organizations to know customer satisfaction factors of 3G service. Therefore this study has been conducted to address the factors that will influence satisfaction of customer toward these services in Dhaka city. Seventeen potential customer satisfaction influencing factors are taken into consideration in this study. Data has been collected from both primary and secondary sources. Multiple regression and factor analysis have been conducted on the primarily collected data. The outcome of this paper is that network quality, price (overall charge), promotional offer, availability of customer service center, value added service and speed are most important factors influencing customer satisfaction. These findings will help the telecommunication organization and practitioner to take better decision regarding the 3G issue.

Keywords: customer satisfaction, 3G, mobile phone, services.

I. Introduction

Maintaining customers' satisfaction for their desired service is the primary consideration for every business. Specifically for new service or product achieving customer satisfaction is very important. 3G mobile technology, one of new telecommunication technologies, is not out of this fact. 3G (Third Generation) is the latest wire-less technology. It is also known as UMTS (Universal Mobile Telecommunications System), an improvement over 2G (Second Generation) providing wireless access to the data and information to the users from anywhere and anytime. Customer satisfaction is an increasing challenge for telecommunication organizations. These organizations must maintain some standards or factors that their customers want. So which factors these organizations should maintain while providing services to their customer moreover in case of 3G mobile phone services? Therefore, the main focus of this study is to address the factors that telecommunication organizations in Bangladesh must ensure to make their customers satisfied. The practical importance of this study that it will help the telecommunication providers and practitioners in Bangladesh to understand customer satisfaction factor toward 3G mobile phone services and provide recommendations to them for making these services better. Different study has been conducted regard 3G mobile phone services in Bangladesh. Not enough study has been done to bring out these factors that must be followed by telecommunication organizations. As it is new service of telecommunication provider in Bangladesh, provide a good service to customer is necessary. The main contribution of researcher of this study is to help these providers reach the milestone.

The research question of this study is "which are the factors that will influence customer satisfaction of 3G mobile phone services in Dhaka city of Bangladesh. The research objectives of this study are: identify the factors that are affecting customer satisfaction of 3G mobile phone services, indentify the relationship among factors, identify the significant and non-significant factors. The study is divided into four parts. First section gives brief introduction to the study. Literature review is presented in second section. Third section identifies the methodology of the study. Data analysis of this study is described in fourth section. Fifth section concludes the study.

II. Literature Review

A study found that there is an association between education and factors made to avail 3G connection (RANI & Dr. M. K., 2012). According to (Butt, 2008)Customer satisfaction of mobile phone users in Pakistan consisted of mainly four factors including price, transmission quality, usage ease and service support. A study by (Debarati & Ishita, 2010) revealed that the good network coverage and family or friends using the same network are of utmost important factor to the customers. (Chander, 2010) identified six broad parameters that contribute to overall satisfaction of mobile phone users with their mobile service provider, which are presales/sales, network, VAS, cost of service, customer care and billing. The analysis conducted by (Singh, 2011), identified some factors as critical factors which were accurate services followed by availability of modern equipment, timely delivery of bills, fulfilling the needs of the customer, ease of understanding of schemes and service offering. A study found that by

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extending its value added services, according to preference of the respondents customer satisfaction can be increased (Buvaneswari & Babu, 2013). The study confirms that customer value is a important drivers of customers' satisfaction. The study also reveals that factors acting behind customers' dissatisfaction are like quality of air time, service of helpline, service of information centers, high billing rate etc. (Hossain, Hossain, & Siddikee, 2012). This study focused on six factors- communication, price structure, value-added service, convenience, sales-promotions and customer service and the result indicated that except for sales-promotion, all other five factors have positive correlations with customer loyalty with customer satisfaction (Hossain & Suchy, 2013). A study by (Kabir, Alam, & Alam, 2009)shows that there is a significant linear relationship exists between service quality and customer satisfaction. It also shows that service quality, switching cost, and trust are significant predictors of customer loyalty and satisfaction.

In one study a discrete choice methodology is used to test the three models for user satisfaction which are binomial logit model for overall satisfaction, and multinomial logit model for brand use and for handset preferred features (Khayyat & Heshmati, 2012). A customer satisfaction model was developed including variables which are customer service, personal and market factors, perceived quality, perceived value, technological advancement and company image to test the overall customer satisfaction (Uddin, Haque, & Bristy, 2014). By using structured equation modeling techniques the effect of service quality on customer satisfaction and behavioral intention in mobile telecommunication industry was examined. Based on the examination the study identified that Customer Relations, Real Network Quality and Image quality aspects of service quality positively affect customer satisfaction (Nimako, 2012). In a study of (Al-Zoubi, 2013) the effect of SERVQUAL model on customer loyalty among Jordanian telecommunication sector based on the application of regression model is assessed and found a strong and positive correlation between SERVQUAL model and customer loyalty in telecommunication industry. A study on service quality and customer satisfaction in the cellular telecommunication service provider in Malaysia is conducted using SERVQUAL model, GAP analysis, regression and t-test, in which it is found that all service quality dimensions of SERVQUAL model positively influenced customer satisfaction in terms of loyalty and attitudes (Arokiasamy & Abdullah, 2013). In a research study by (ALSAJJAN, 2014), a behavioral model was developed which proposed that trust and satisfaction mediate the effect of service quality on loyalty. In a study (Hom, 2000) emphasis on two levels of models, in Macro-models of customer satisfaction theorize the place of customer satisfaction among a set of related constructs in marketing research and in Micro-models of customer satisfaction theorize the elements of customer satisfaction. A value- precept theory is proposed as a competing framework for customer satisfaction, which argue that what is expected may not correspond to what is valued; values may be better comparative standards as opposed to expectations used in the EDP (Westbrook & Reilly, 1983). There is a model which received widest acceptance among researcher for consumer satisfaction model for study of consumer satisfaction (Helson, 1964). The Evaluation Congruity Model can capture the different states of satisfaction/ dissatisfaction resulting from different combinations of expectations and performance outcome (Chon, 1992). In a study by (Ahmed & Ali, 2014), the structural equation modeling (SEM) approach was employed to analyze and test the hypothesized model which results that behavioral intention to adopt 3G mobile technology has been positively influenced by social influence, performance expectancy, effort expectancy and perceived expense, whereas performance expectancy, social influence and behavioral intention were determinants of students' satisfaction with the 3G mobile technology. (Leelakulthanit & Hongcharu, 2011) used multiple regression analysis, which show that the customer values, network quality, emotional value, promotional value, quality of service at shops and quality of call center service has impact on customer satisfaction.

In a study ACSI model was used to the users of the three mobile operators to determine their satisfaction with service quality delivery in the Macedonian mobile telecommunication market (Angelova & Zekiri, 2011). A structure is developed by using structural equation modeling (SEM) in order to define the customer satisfaction level as a result of various components which are considered as relevant for explaining the overall satisfaction and in order to understand the actual gap in the responses and replicate the scenario in the structure, the data are collected in a continuous scale (Khattar, 2006).

a) *Variable Identification*

There are different kinds of study conducted on determining the customer satisfaction. By analyzing the literature review of various studies some variables/factors have been identified and some have been identified by considering the 3G perspective of Bangladesh. To identify the customer satisfaction of 3G mobile phone service, some variables are taken into consideration which may influence overall customer satisfaction. Seventeen variables have been taken into consideration. These variables are- online security, bill payment system, network quality, charge price on service quality of provider, customer support, value added service, promotional offer, notification system, price (overall charge), internet service, advertisement,

availability of customer service center, compliant management, brand image, network coverage, service variety, speed. Short form of some variable are used as like- vas (valued add service), availability of csc (availability of customer service center), Billps (bill payment system), charge price on sqp(charge price on service quality of provider) for suitable formatting.

III. METHODOLOGY

This is a study to address the factors that mainly influence the customer satisfaction of 3G mobile phone services. For this purpose, both primary and secondary data are used in this study. This is mostly a descriptive research which has been conducted by using mainly the primary data and secondary data to a minimum extent. The primary data has been collected mainly by the survey. To conduct the survey, a questionnaire has been developed. In the questionnaires, there are some short questions used to capture the unique information of the responders, some multiple choice questions and some 5 point Likert scale questions used to capture the satisfaction and dissatisfaction level of the respondents. Some data are collected physically and some data are collected by using Google form, a free Google application for online survey, which was send to respondents through online. The population of the study is the inhabitants of the Dhaka city and the sample size of the study is 148. The sample has been collected through stratified sampling technique where entire responded are grouped into five categories (service, business person, student, unemployed and others).

The study has been conducted by using quantitative method. Different statistical analyses such as multiple regressions analysis and factor analysis have been applied in primary data. To validate factor analysis, a reliability test has been done. So these statistical tools are used to determine the main factors which have influence on overall customer satisfaction of 3Gservices and also to determine the significant variables or factors. The secondary data has been collected from different kind of websites, journal, articles, books etc. The analysis of the collected data is mainly done by using Statistical Package for Social Science (SPSS) and Microsoft Excel 2007.

a) Respondent Profile

To validate data collection, the participation of different types of respondents has been ensured. Data has been collected from both male and female ages between 18-60 years. Reponses from different educational backgrounds have been taken also like- post graduation, graduation, HSC, SSC and different professions like-service holders (public and private), businesspersons, students, unemployed and other professions. Respondents of all types of 3G telecommunication providers have been ensured as - Grameenphone, Banglalink, Robi, Airtel and Teletalk. As the data collection area is Dhaka city, we try to keep responses from different areas that represent this whole city. Specific areas are- badda, bangshal, cantonment, chackbazar, demra, dhanmondi, gandaria, gulshan, hazaribag, jatrabari, kalabagan, khilgaon, khilkhet, mirpur, mohammadpur, motijheel, new market, shahbag, tejgaon, uttara, azimpur, baridhara, bashundhara, banana, firmgate, gandaria, shantinagar, shabujbag, mogbazar, savar, tongi etc.

IV. DATA ANALYSIS AND DISCUSSION

a) Multiple Regression Analysis

Model Summary[b]									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig.F Change
1	.934[a]	.872	.856	.30047	.872	51.506	17	128	.000
a. Predictors: (Constant), Online Security, Billps, Network quality, Charge price on sqp, Customer support, Vas, Promotional offer, Notification system, Price, Internet service, Advertisement, Availability of csc, Compliant management, Brand image, Network coverage, Service variety, Speed									
b. Dependent Variable: Overall_satisfaction									

The table shows that the value of correlation coefficient R= .934, which implies that there exists a high degree of positive relationship between dependent variable (overall satisfaction) and independent variable (Online Security, Billps, Network quality, Charge price on sqp, Customer support, Vas, Promotional offer, Notification system, Price, Internet service, Advertisement, Availability of csc, Compliant management, Brand image, Network coverage, Service variety, Speed). Here R2= .872 which implies that 87.2% of the total variation of overall customer satisfaction of 3G service can be explained by regression model(by the variation in factors influence customer satisfaction). The fitness of the model is 85.6%.

ANOVAª						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	79.053	17	4.650	51.506	.000ᵇ
	Residual	11.556	128	.090		
	Total	90.610	145			
a. Dependent Variable: Overall_satisfaction						
b. Predictors: (Constant), Online Security, Billps, Network quality, Charge price on sqp, Customer support, Vas, Promotional offer, Notification system, Price, Internet service, Advertisement, Availability of csc, Compliant management, Brand image, Network coverage, Service variety, Speed						

The total variance has N-1 degrees of freedom. The Regression degrees of freedom correspond to the number of coefficients estimated minus 1. Including the intercept, there are 18 coefficients, so the model has 18-1=17 degrees of freedom. The Error degree of freedom is the DF total minus the DF model, 145 - 17 =128. The F-statistic, the p-value associated with it. The F-statistic is the Mean Square (Regression) divided by the Mean Square (Residual): 4.650/.090 = 51.506.

Coefficientsª						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.323	.104		3.110	.002
	Network coverage	.050	.032	.072	1.537	.127
	Network quality	.099	.036	.138	2.772	.006
	Price	.098	.029	.151	3.383	.001
	Compliant management	.068	.035	.091	1.964	.052
	Customer support	.011	.034	.016	.329	.742
	Availability of csc	.083	.035	.112	2.396	.018
	Billps	.091	.030	.121	2.992	.003
	Vas	.093	.030	.127	3.101	.002
	Speed	.143	.038	.201	3.790	.000
	Internet service	-.006	.040	-.008	-.152	.880
	Promotional offer	.064	.031	.086	2.033	.044
	Service variety	.083	.040	.099	2.090	.039
	Brand image	.011	.036	.014	.297	.767
	Charge price on sqp	.008	.034	.010	.223	.824
	Notification system	.052	.030	.075	1.730	.086
	Advertisement	.036	.029	.055	1.226	.223
	Online Security	.046	.037	.064	1.244	.216
a. Dependent Variable: Overall_satisfaction						

B, are the values for the regression equation for predicting the dependent variable from the independent variable. The regression equation is presented below-

Y (Overall satisfaction) = b0 + b1* Network coverage + b2* Network quality +b3* Price + b4*Compliant management + b5*Customer support + b6*Availability of csc + b7*Billps + b8*Vas + b9*Speed + b10*Internet service + b11*Promotional offer + b12*Service variety + b13*Brand image + b14*Charge price on sqp + b15*Notification system + b16*Advertisement + b17* Online Security + E

The column of estimates provides the values for b0, b1, b2, b3, b4, b5, b6, b7, b8, b9, b10, b11, b12, b13, b14, b15, b16 and b17 for this equation.

The t-statistics and their associated 2-tailed p-values used in testing whether a given coefficient is significantly different from zero. Using an alpha of 0.05, the significant value can be calculated, mainly the variable which p value is smaller than 0.05 is the significant one. So the significant variables are- Network quality, Price, Availability of csc, Billps, Promotional offer, Service variety.

b) *Reliability Test*

Reliability Statistics	
Cronbach's Alpha	N of Items
.926	18

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Network coverage	48.5411	149.174	.533	.924
Network quality	48.4110	149.485	.542	.924
Price	48.0616	146.196	.599	.923
Compliant management	48.2808	148.452	.618	.922
Customer support	48.2945	147.864	.613	.922
Availability of csc	48.1918	148.046	.618	.922
Billps	48.5822	151.610	.489	.925
Vas	48.1575	148.865	.582	.923
Speed	48.1849	146.841	.643	.921
Internet service	48.2945	147.740	.658	.921
Promotional offer	48.2671	148.266	.615	.922
Service variety	48.4521	149.256	.659	.921
Brand image	48.5000	149.134	.622	.922
Charge price on sqp	48.2055	148.082	.634	.921
Notification system	48.4041	148.270	.569	.923
Advertisement	48.2260	146.659	.592	.923
Online Security	48.3767	145.561	.702	.920
Overall_satisfaction	47.8973	147.017	.924	.917

To have confidence in this article's measurement, it is needed to test its reliability (the degree to which it is error-free). It also refers to the property of a measurement instrument that causes it to give similar results for similar inputs. Cronbach's coefficient alpha, (α) is the common measure of scale reliability. It also measures internal consistency of the items, that is, how closely related a set of items are as a group. Value ranges from 0 to 1 with higher values indicate greater reliability. From the alpha coefficient for the18items is **.926**, suggesting that the items have relatively high internal consistency. In the last column of item-total statistics: 'alpha if item deleted' estimates what the Cronbach's alpha would be if we got rid of a particular item. From the item-total statistic stable, it clears that that none of the values is greater than the current alpha of the whole scale: **.926**. This means that it is not necessary to drop any items. Hence, the survey instrument (questionnaire) can be a reliable tool to measure all construct consistency.

c) Factor analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	1215.430
	Df	136
	Sig.	.000

Bartlett's Test of Sphericity is used to test the null hypothesis that the variables are uncorrelated in the population. Here from the above table, our test statistics is 1215.43 with 136 degrees of freedom at the 5% level of significant. A large value of the test statistics will favor the rejection of null hypothesis. Therefore our factor analysis is appropriate. Another useful test statistics is Kaiser-Meyer-Olkin Measure of Sampling Adequacy. The value of KMO statistic (.889) is also large (>0.5).

Thus factor analysis may be considered an appropriate technique for analyzing the correlation matrix.

Communalities		
	Initial	Extraction
Network coverage	1.000	.782
Price	1.000	.546
Compliant management	1.000	.667
Customer support	1.000	.720
Network quality	1.000	.837
Availability of csc	1.000	.696
Billps	1.000	.526
Vas	1.000	.457
Speed	1.000	.730
Internet service	1.000	.685
Online Security	1.000	.573
Advertisement	1.000	.600
Notification system	1.000	.709
Charge price on sqp	1.000	.611
Brand image	1.000	.649
Service variety	1.000	.652
Promotional offer	1.000	.554

Communalities indicate the amount of variance in each variable that is accounted for. Extraction communalities are estimates of the variance in each variable accounted for by the components. The communalities in this table which have high value indicate that the extracted components represent the variables well. Network quality has high communalities (.837). Others are network coverage (.782), customers support (.720), speed (.730) and notification systems (.709).

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.389	43.466	43.466	7.389	43.466	43.466	3.833	22.546	22.546
2	1.361	8.006	51.472	1.361	8.006	51.472	2.603	15.310	37.856
3	1.143	6.721	58.193	1.143	6.721	58.193	2.591	15.240	53.095
4	1.103	6.487	64.680	1.103	6.487	64.680	1.969	11.585	64.680
5	.865	5.087	69.767						
6	.762	4.485	74.252						
7	.681	4.006	78.258						
8	.584	3.434	81.692						
9	.520	3.061	84.753						
10	.454	2.668	87.421						
11	.409	2.408	89.829						
12	.383	2.253	92.082						
13	.355	2.089	94.171						
14	.306	1.800	95.971						
15	.272	1.602	97.572						
16	.217	1.274	98.847						
17	.196	1.153	100.000						

Total Variance Explained

The variance explained by the initial solution, extracted components, and rotated components is displayed. It is recommended that component with eigenvalues greater than 1 be extracted, so the first four principal components form the extracted solution.

Extracted four components together explain 64.680 % of the total variance. We can reduce the complexity of the data set by using these components, with only a 31.32% loss of information.

Rotated Component Matrix^a				
	Component			
	1	2	3	4
Speed	.775	.306	-.026	.190
Internet service	.766	.222	.088	.205
Charge price on sqp	.686	.109	.350	.074
Price	.674	.149	.144	.219
Service variety	.652	.210	.427	-.027
Promotional offer	.585	.152	.432	.047
Online Security	.499	.401	.308	.261
Vas	.485	.421	.110	.179
Customer support	.305	.773	.102	.137
Compliant management	.233	.736	.197	.180
Availability of csc	.235	.731	.325	.028
Notification system	.294	.060	.783	.081
Advertisement	.203	.306	.667	.144
Brand image	.227	.160	.607	.452
Billps	-.012	.389	.565	.236
Network quality	.253	.050	.211	.852
Network coverage	.154	.265	.138	.818

The rotated component matrix helps to determine what the components represent. The first component is highly correlated with speed and internet service. The second component is highly correlated with customer support, customer support and availability of customer service center. Third component is highly correlated with notification system. The fourth component is highly correlated with network quality and network coverage.

V. Conclusion

To be successful in providing 3G mobile phone services, telecommunication providers in Bangladesh must try to keep their customer satisfied. For this reason, it is necessary for them to understand and identify factors that will affect their customers' satisfaction level. So the goal of this study is to address the factors that will influence customer satisfaction of 3G mobile services in Dhaka city and thereby help these companies throughout the findings. In this study, some important factors have been figured out after doing an extensive data collection and data examination on customers of this city. Network quality, price (overall charge) and promotional offer are derived as most important factors. Other significant factors are availability of customer service centre, valued added service, speed. Telecommunication organization should focus on these factors while providing service through 3G mobile technology. As a result both

telecommunication operators and customers will get benefited. In future, researchers can work further on this topic by extending the scope of area from Dhaka city to whole Bangladesh.

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