

## Measurement of Customer Satisfaction of Different Mobile Operators in Bangladesh; a Study on Bangabandhu Sheikh Mujibur Rahman Science and Technology Univeristy, Gopalganj, Bangladesh.

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**Abstract:** *The Mobile Market Is One Of The Fastest-Growing Markets In The World Economy. The Competition In This Sector Has Become Very Intense And The Companies' Need For Survival, In These Very Difficult Conditions That Dominate In This Sector, Force Them To Search For Ways To Attract And To Retain Customers. Every Company Wants To Stay In The Mind Of Customer By Creating Customer Loyalty. Customer Satisfaction Is One Of The Factors For Achieving This Aim. The Objectives Of This Research, Is To Capture The Present Situation With Regard To The Satisfaction Of Mobile User On Bangabandhu Sheikh Mujibur Rahman Science And Technology University, Gopalganj, Bangladesh. There Are Different Factors Which Affect The Customer Satisfaction. This Research Aimed To Find Out Critical Factors Which Mostly Influence The Level Of Satisfaction Of The Mobile Phone Users In University Student Of Bangladesh. Data Were Collected Through A Questionnaire Survey Form A Diversified Representative Sample. The Results Indicate That Network Coverage, Internet Offer, Tariff Offer Are The Main Factor For Affecting Customer Which Helps To Retain The Customer And To Create Customer Loyalty.*

**Important Words:** *Customer Satisfaction, Customer Loyalty, Mobile Phone User.*

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### I. Introduction

Telecommunication Sector Of A Country Can Tremendously Affect The Society With Different Products And Services Which Is Also True For Bangladesh. In Bangladesh, Mobile Phone Operators Are Contributing A Lot With Their Services By The Creation Of Value To The Society. Citycell, Grameenphone, Robi (Aktel), Banglalink, Teletalk (State-Owned Company), And Airtel(Warid) Are The Mobile Phone Service Providers In Bangladesh. Citycell (Pacific Bangladesh Telecom Limited) Is The First Mobile Phone Operator Of Bangladesh Which, Obtained A License In The Name As Bangladesh Telecom Limited (BTL) To Operate Cellular, Paging, And Other Wireless Communication Networks In 1989 And In 1990 A Joint Venture Hutchison Bangladesh Telecom Limited (HBTL) Was Incorporated. Citycell Started Its Commercial Operation From 1993. Ministry Of Posts And Telecommunications Of Bangladesh In November 28, 1996 Gave License To Grameenphone And In March 26, 1997 Grameenphone Launched Its Service. Grameenphone Has Built The Largest Cellular Network In The Country And Introduced The Pre-Paid Service In September 1999. Telecom Malaysia International (Bangladesh) Commenced Its Operation In 1997 Under The Brand Name Aktel Which Is A Joint Venture Company Between Axiata Group Berhad, Malaysia And NTT DOCOMO INC, Japan. The Company Changed Its Brand Name Aktel With The Brand Name Robi On 28th March, 2008. Under The Companies Act, 1994, Teletalk Bangladesh Limited (The "Company") Was Incorporated On 26 December, 2004 As A Public Limited Company. Bangladesh Government Sponsored The Company. In February 2005, Banglalink Entered The Telecommunication Sector Of Bangladesh And It Became One Of The Fastest Growing Mobile Operators. In July 2007, A Joint Venture Between Abu Dhabi Group & Singtel Group Named As Warid Telecom Started Its Operation In Bangladesh. Later On Its Ownership Has Changed And Now It Is Providing Service With The Name Airtel. At Last Airtel And Robi Has Merge Its Network Coverage And Running Their Business Of Their Own Name In The Year 2017. They Are Using The Same Network That's In The Report The Total Subscriber Of Robi And Airtel Has Observed In One Figure. All Of These Mobile Phone Operators In Bangladesh Are Competing With Each Other To Capture A Major Portion Of Market Share Which Is About 145.122 Million Subscribers In Dec 2017. If We Observe The Month Wise Figure Of Different Mobile

Operators In Bangladesh We Can Realize The Actual Situation Of Bangladesh. We Can Get The No Of Subscribers, Growth Rate And Increase Rate Of Different Mobile Operator In Bangladesh.

OPERATOR	Dec17	Nov17	Oct17	Sep17	Aug17	July17	Jun17	May17	Apri17	Mar17
(GP)	65.327	64.959	64.441	63.882	63.127	62.413	61.579	61.069	60.406	59.867
(Robi & Airtel)	42.908	41.397	41.168	41.211	32.272	31.865	31.572	31.443	31.349	31.265
Banglalink	32.384	32.330	32.577	32.379	40.669	39.892	39.570	38.742	37.529	36.200
Teletalk	4.494	4.419	3.493	3.241	3.234	3.229	3.260	3.759	3.831	3.745
<b>Total</b>	<b>145.114</b>	<b>143.106</b>	<b>141.679</b>	<b>140.713</b>	<b>139.302</b>	<b>137.399</b>	<b>135.982</b>	<b>135.013</b>	<b>133.114</b>	<b>131.076</b>

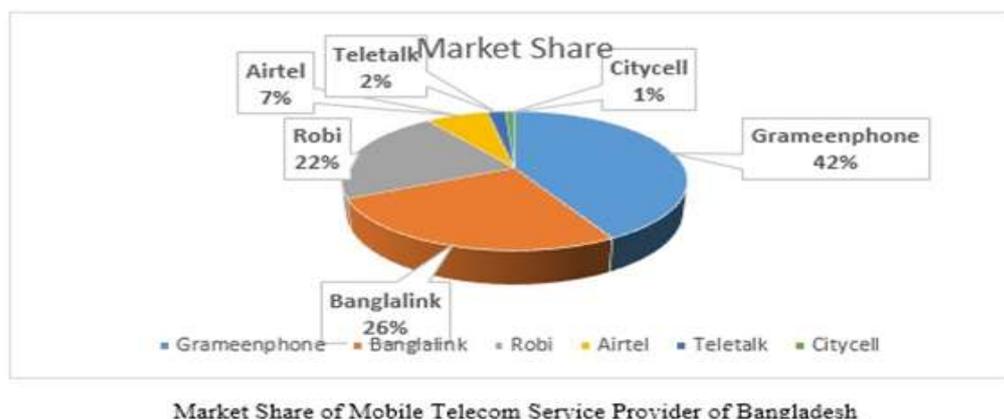
Source : BRTC Monthly Subscriber Report.

If We Want To Measure The Customer Satisfaction Of The Mobile Operator, We Have To Show The Yearly Growth Rate Of The Subscriber Of Different Mobile Operator In Bangladesh;

OPERATOR	Growth Rate	Dec17	Growth Rate	Dec16	Growth Rate	Dec15	Growth Rate	Dec14	Growth Rate	Dec13
GP	12.72%	65.327	2.25%	57.954	10.05%	56.679	9.33%	51.504	17.72%	47.110
Banglalink	4.55%	32.384	-5.75%	30.974	6.36%	32.865	7.15%	30.900	11.41%	28.838
Robi	26.83%	42.908	-8.50%	25.908	11.97%	28.317	-0.35%	25.289	20.63%	25.380
Airtel			-26.02%	7.923	42.70%	10.710	-9.25%	7.505	17.27%	8.269
Citycell			-100%	0.000	-22.11%	1.007	-5.27%	1.293	-11.13%	1.365
Teletalk	23.69%	4.494	-12.30%	3.633	7.33%	4.143	36.78%	3.860	71.03%	2.822
<b>Total</b>	<b>14.81%</b>	<b>145.114</b>	<b>-5.48%</b>	<b>126.391</b>	<b>11.11%</b>	<b>133.720</b>	<b>5.77%</b>	<b>120.350</b>	<b>17.09%</b>	<b>113.784</b>

Source : BRTC Report.

The Telecommunication Sector, Specially The Mobile Phone Sector, In Bangladesh Is One Of The Fastest Growing Business Segments Of The Country Which Provide A Lot Of Value Addition To The Society With Its Service And Creation Of Employment Opportunities. At Present There Are Six Mobile Phone Operators In The Country With- Grameen Phone, Banglalink, Robi, City Cell, Airtel, Teletalk.



Customer Satisfaction Is A Psychological Concept That Involves The Feeling Of Well-Being And Pleasure That Results From Obtaining What One Hopes For And Expects From An Appealing Product And/Or Service (WTO, 1985). According To Philip Kotler “Satisfaction Is A Person’s Feeling Of Pleasure Or Disappointment Resulting From Comparing Products Is Perceived Performance (Or Outcome) In Relation To His Or Her Expectations”. Customer Satisfaction Can Also Be Defined As Satisfaction Based On An Outcome Or A Process. Vavra's (1997, P. 4) Outcome Definition Of Customer Satisfaction Characterizes Satisfaction As The End-State Resulting From The Experience Of Consumption. This End State May Be A Cognitive State Of Reward, An Emotional Response To An Experience Or A Comparison Of Rewards And Costs To The Anticipated Consequences. Vavra Also Puts Forth A Definition Of Customers Satisfaction Based As A Process, Emphasizing The Perceptual, Evaluative And Psychological Processes Contributing To Customer Satisfaction (1997, P. 4). In This Definition, Assessment Of Satisfactions Made During The Service Delivery Process. Satisfaction Is Not A Universal Phenomenon And Not Everyone Gets The Same Satisfaction Out Of The Same Service Experience. The Reason Is That Customers Have Different Needs, Objectives And Past Experiences That Influence Their Expectations.(Pizam,1999) Therefore It Is Important To Gain A Clear Idea Of The Customer Needs And Objectives That Correspond To Different Kinds Of Satisfactions. This Necessitates The Segmentation Of The Market, Because No Service Or Product Can Offer Everyone The Same Degree Of Satisfaction (WTO, 1985)

The Number Of Mobile Subscribers Has Been Increased Dramatically. Over The Last Two To Three Years, The Number Of Mobile Subscribers In Bangladesh Has Been More Than Or Close To More Than Doubling On An

Annual Basis. The Subscriber Base Had Reached 145.122 Million By Dec 2017 And Was Continuing To Grow At An Annual Rate In Excess Of 18%. And The Strong Growth Seemed Likely To Continue With The Drive That Has Been Developed On The Back Of The Government's Deregulation Process. The Competitive Environment Has Further Intensified Due To The Entry Of New Operators Into The Market (Www.Totel.Com.Au/Bangladesh-Telecommunications-Research.Asp). The Telecom Regulator Also Disclosed That Addition Of New Subscribers Raised The Mobile Penetration More Than 87% Of The Country's Population. Individually, Bangladesh's Leading Mobile Operator, Grameen Phone, Has 65.327 Million Customers, Banglalink Has 32.384 Million, Robi And Airtel Has 42.908 Million And. On The Other Side, City Cell, Bangladesh Oldest Mobile Operator, It Is Going To Be Market Out. The Reasons Behind This Growing Rate During April 2008 Was Largely Due To Declining Call Rates, Falling Prices Of Handsets And Rising Competition Among Operators. Consequently, The Mobile Phones Become Cheaper And Affordable For People In The Country With The Increase In Disposable Income That Improves The, Quality Of Life In Bangladesh. At This Moment People Are Interested To Use SMART Phone. It Is Now As A Daily Necessary Product. People Need Internet Facility To Meet Up The Daily Activities. Besides, Mobile Companies Are Also Adding New Technologies In Their Services As A Result More And More Customers Are Buying Mobile Phones. Thus It Becomes A High Concern For The Companies To Stay Alive And Win The Market Share By Making The Customer More Loyal To Their Firms. As Competition Increases, Customers Bargaining Power Gets Stronger, And Building Trust And Image Becomes More Important, Companies Should Put More Focus On Factors Affecting Loyalty Among Consumers. So In This The Report Objective Is To Find Out The Satisfaction Level Of The Customer And Brand Preference Of Different Mobile Phone Operator Among Students Of BSMRSTU, Gopalganj.

**Literature Review:** Companies' Need For Survival Forces Them To Find Ways To Preserve And To Augment The Market Share They Possess. It Is Essential For A Company To Keep Its Customers Satisfied, Because It Is Far More Expensive For A Company To Attract New Customers Than To Maintain The Ones It Already Has (Kotler, 1982). Previous Studies Have Proven The Importance Of Consumer Satisfaction And Its Effects On Both The Maintenance Of Customers And The Efficiency Of A Company (Rust & Zahorik, 1993). The First Step For Managing Customer Satisfaction Is The Understanding Of What The Customers Really Want. Customer Satisfaction Has Been The Center Of The Research For Some Time In The Area Of Consumer's Psychology. Yi (1991) Summarised Some Of Literature's Definitions In Customer Satisfaction. Consumer Satisfaction Has Been Define D As "The Evaluation That The Consumer Experience Is At Least As Good As It Is Supposed To Be" (Hunt, 1977: 4591), Or As "An Evaluation Where The Chosen Alternative Choice Is In Agreement With The Prior Beliefs And Always Keeping In Mind This Alternative " (Engel & Blackwell, 1982: 5 011), And Also As "The Response Of The Consumer To The Evaluation Of The Perceived Differences Between The Prior Beliefs (Or A Performance Pattern) And The Actual Performance Of The Product, The Way It Is Perceived After Its Consumption" (Tse & Wilton, 1988: 2041). A Study Of Mobile Telecommunication Service By Ibrahim, Istiaque And Islam (2007), They Measured Customer Satisfaction By Taking Into Consideration Certain Factors Including Customer Care. A Comparison Between Grameen Phone, Robi, Banglalink And City Cell Was Made. The Results Of The Study Were That The Mobile Operators Placed Considerable Importance To The Issue Of Customer Support. There Is A Positive Correlation Between Customer Satisfaction And Customer Support. When Customer Support Becomes Wider The Trend Of Satisfaction Becomes Stronger. To Identify The Determinants Of Satisfaction/Dissatisfaction, Researchers Have Proposed What Is Known As Need Theory, Which Is Based On Consumers' Needs And Their Need Fulfillment Factors. It Implies That A Satisfying Factor Is One That Fulfills The Needs Of Customers. In This Respect, Murray (1938) Used Interviews With 50 College-Age Men From Which He Devised A List Of Needs. Murray's (1938) Work Led To The Emergence Of Three Motivation-Satisfaction Models That Have Implications For Consumer Satisfaction: Maslow's Need Hierarchy (Maslow, 1943; 1968; 1970), Alderfer's Existence, Resistance, And Growth (ERG) Theory (Alderfer, 1969; 1972), And Herzberg's Dual-Factor Theory (Herzberg, 1966; 1968). Herzberg Conducted His Origin Al Research In The Work Environment To Discover "Satisfiers" And "Dissatisfies" Related To Job Outcomes. Herzberg Argued That The Two Categories Of Satisfiers And Dissatisfies Had Separate And Distinct Influence On Workers And, Therefore, Should Be Identified Separately. This Concept Has Been Adopted By Many Subsequent Researchers (Swan & Combs, 1976; Maddox, 1981). I, Qi, And Shu (2007) Made A Study To Find Out The Satisfaction Level Of The Customers In Mobile Telecommunication Market In China. They Found That The Competition Between Telecom Operators Became More Intense In China. In Addition, They Discovered That The Telecom Operating Management Was Emphasizing A Lot To The Customer Satisfaction And Customer Services, To Improve The Ability And For Sustainable Development In The Competitive Environment. It Means That Higher Level Of Customer Satisfaction Lead To Greater Customer Loyalty, Which In Turn Has A Positive Impact On Profitability. Smith,

Bolton, And Wanger (1999), Tried To Develop A Model That Describes Customer Satisfaction And The Services Encounter Involving Failure And Recovery Through Mixed Design Experiment Using Survey Method. A Concise Definition Is Given By Oliver (1997), Who Defines Satisfaction As The “Response To Consumer Fulfilment”. Customer Satisfaction Is Also Defined As A Result That Comes From The Pre - Purchasing Customer Comparison Among The Expected Performance, The Perceived Actual Performance And The Existing Cost (Churchill & Surprenant, 1982). Literature Supports That Customer Satisfaction Acts In Two Different Ways: The Satisfaction Of A Certain Transaction And The Overall Satisfaction (Yi, 1991). Generally, The Level Of Satisfaction Indicates To What Extent Customers Are Satisfied And To What Degree Their Expectations Have Been Confirmed. In This Research, This Factor Evaluates The Level Of The Total Customer Satisfaction, The Fulfilment Of Their Expectations And The Efficiency Of The Company In Comparison With The Ideal (Turkyilmaz & Ozkan, 2007). Bolton R.N. (1998) Developed A Dynamic Model Of The Duration Of Service Provider-Customer Relationship That Focuses On The Role Of Customer Satisfaction. This Study Found That There Is A Positive Relationship Between The Customer Satisfaction And The Duration Of The Relationship. This Study Also Suggested That Organizations Should Focus On Customers In The Early Stages Of Relationship, Because Customers Considered Prior Cumulative Satisfaction Heavily And The Duration Of The Relationship Depended On The Satisfactory Level. If Customers Experienced Were Not Satisfactory, The Relationship Was Likely To Be Very Short. This Study Also Showed That Changes In Customers’ Satisfaction Could Have Important Financial Implications For The Organization Because Lifetime Revenues From An Individual Customer Depended On The Duration Of His/Her Relationship.

**Objectives Of The Study:** Customer Satisfaction Level Of Different Mobile Operator Among Students In BSMRSTU, Gopalganj. To Identify The Variables Those Affect The Customer Satisfaction In The Bangladesh Telecommunication Industry To Attain The Broad Objective, The Following Specific Objectives Will Be Pursued

- a) To Find Out The Reasons Of Satisfied With Current Operator In Bangabandhu Sheikh Mujibur Rahman Science And Technology University, Gopalganj.
- b) To Find Out Overall Satisfaction Level Among The Students Of BSMRSTU, Gopalganj.
- c) To Identify The Customers Brand Preference.
- d) To Get Idea About The Current Market Share.
- e) To Find Out The Satisfaction Level By Factors Among The Students.

## **II. Methodology**

Satisfaction Is The Consequence Of A Number Of Both Psychological And Physical Factors Which Associate With Satisfaction Behaviors. Kotler (2000) Define Satisfaction As: “A Person’s Feeling of Pleasure or Disappointment Resulting from Comparing a Product’s Perceived Performance (Or Outcome) In Relation To His Or Her Expectations”. Hokanson (1995) Focuses On Different Factors Affecting Customer Satisfaction And The Factors Are Responsive Employees, Well-Mannered Employees, Educated Employees, Cooperative Employees, Correctness Of Billing, Billing Relevance, Competitive Pricing, Service Feature, Superior Value, Billing Transparency And Fast Service. Alternative Options And Products/Services Available For A Customer May Create Differences In Satisfaction Level. Organizations Can Accomplish Customer Satisfaction By Satisfying Their Customers’ Needs And Wants (La Barbera And Mazursky, 1983). Customer Satisfaction Is Customers’ Collective Conception Of A Firm’s Service Performance (Johnson And Fornell, 1991). In Case Of Mobile Commerce, Customer Satisfaction Is Customer’s Post-Purchase Appraisal And Emotional Response Or Reaction To The Overall Product Or Service Familiarity In A Mobile Commerce Environment (Lin And Wang, 2006).

Mobile Industry Is An Emerging Industry In Bangladesh. There Are Different Mobile Operators In Bangladesh/ There Is A Huge Competition In This Operator. So Subscriber Has Various Alternatives To Choose Their Brands. There Are Different Factor Which Affecting The Customer Satisfaction. Students Are The Most Significant Market Of The Mobile Operator. If The Mobile Operator Can Not Satisfy This Segment They Will Lose A Huge Market. So My Target Measure Customer Satisfaction Level Of Different Mobile Operator.

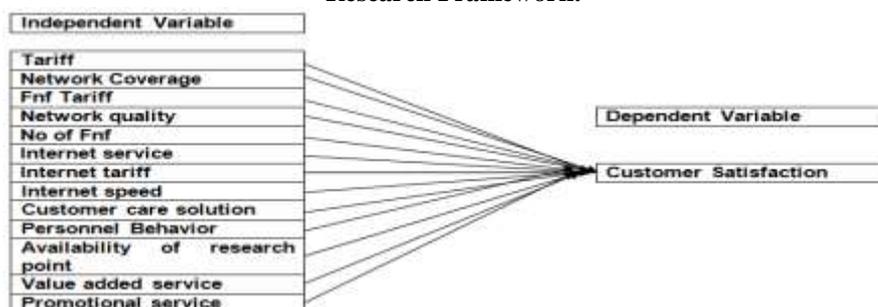
**Data Collection Method:** This Research Has Been Based On Both Primary And Secondary Research. For Primary Research, The Researcher Has Surveyed On Different Students Of Bangabandhu Sheikh Mujibur Rahman Science And Technology Univeristy, Gopalganj. At This Moment, Total Number Of Student Is More Than 9,000 And No Of Departments Is 31 And 08 Faculty. The Name Of Faculty Is Engineering, Life Science, Science, Agriculture, Business Studies, Social Science And Humanities. This Research Has Conducted On The Basis Of At Least 06 Persons For Every Department To COMPLETE The Research Work And Ratio Of Male And Female Is 50%. For Secondary Research, There Are Many Relevant Literature, Books, Articles, Newspapers, And Magazines On Employee And Customer Satisfaction And The Relation Between Them. For

Accumulating The Information For Organization Part, The Researcher Have Talked With The Company Personnel And Collected Information From The Company Booklets, Brochures, Newsletters And Company Website.

**Population And Total Sample Size:** This Research Has Used Stratified Sampling For Collecting The Data And Selected Some Students Of Every Department Of The Bangabandhu Sheikh Mujibur Rahman Science And Technology University. More Than Nine Thousand Students Are Studied Here And There Are Eight Faculty Name Engineering, Life Science, Science, Business Studies, Humanities, Social Science And Agriculture. The Researcher Has Selected 400 For Sample Size, Where 200 From The Male And 200 From The Female.

**Questionnaire Design:** The Researcher Has Made A Questionnaire For Measurement Purpose And The Questionnaire Is Made Of Both Opened Ended And Close Ended. The Researcher Has Used Different Factor Which Are Independent Variables Like On Net Tariff, Off-Net Tariff, Fnf, Customer Care Bill Payment System, Internet, Promotional Activities, Value Added Services Etc And Dependent Variable Is Customer Satisfaction. To Measure The Satisfaction Level The Researcher Has Used Likert Scale Tool. Where For Measuring Importance 1= Least Important, For Satisfaction Level 1= Least Satisfied. The Primary Scale Of Measurement Is Nominal Scale, Where According To The Importance The Factors Are Measured. The Questionnaire Is In English Because Most Of The Students Have Some Knowledge English. A Total Of 400 Respondents Provided The Needed Information. Standard Demographic Measures Were Included In Order To Characterize The Sample: The Male-Female Ratio Was Around 50% To 50%) (Male = % Versus Female = %).

**Research Framework:**

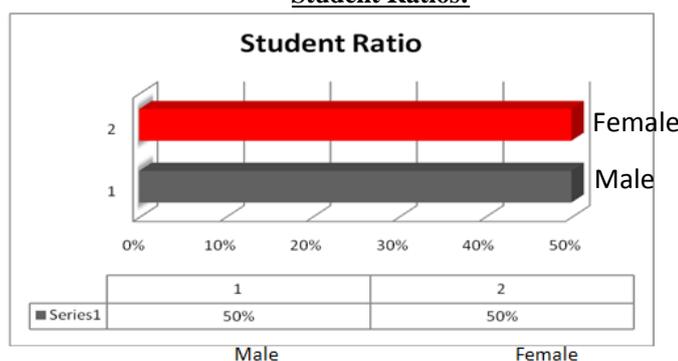


To Identify The Satisfaction Level There Are Some Most Important Factors Which Can Be Determined The Customer Overall Satisfaction Level. These Independent Variable Like Tariff, Network Coverage, Fnf Tariff, Network Quality, Availability Of Recharge Point, Value Added Services, Promotional Offers, Customer Care, Internet, Number Of Fnf. The Dependent Variable Is The Customer Satisfaction. For Analyzing Data Different Statistical Tools Have Been Used In This Report Like Pie Chart, Bar Chart, Hypothesis Test, Regression Analysis & Correlation.

**III. Data Analysis And Findings**

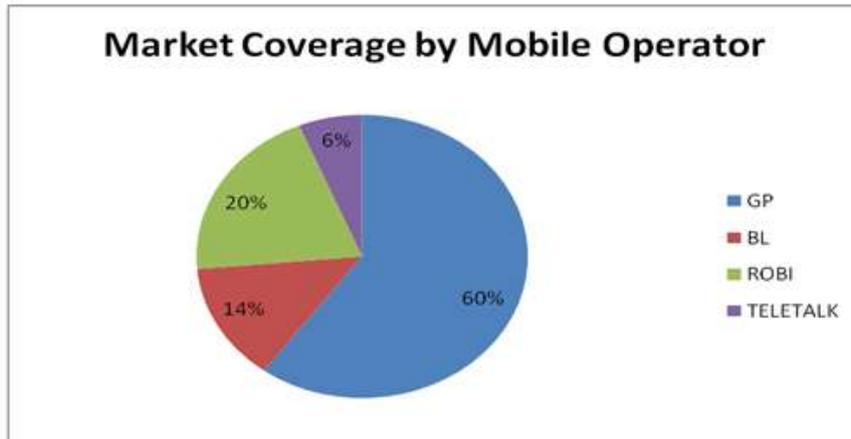
**Data Analysis And Reporting:** Microsoft Excel And SPSS Are Used For The Data Analysis And Reporting.

**Student Ratios:**



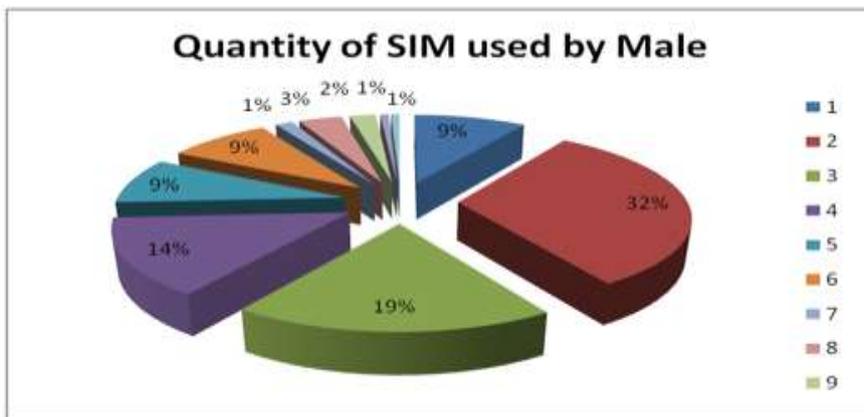
When I Have Taken My Sample, I Have Selected The Ratio Of Student Is 50%-50% I.E. Male Is 50% And Female Is 50% Because In The University Level Male And Female Use Mobile Phone For Completing Daily Activities.

**Market Share Of Mobile Operator**



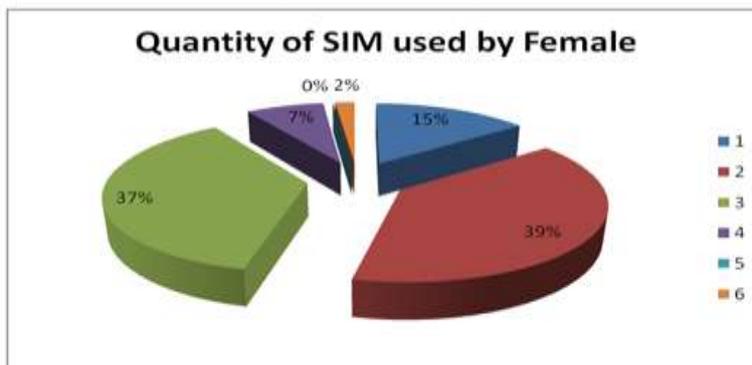
In The BSMRSTU, 60% Students Use Grameen Phone, 20% Students Use Robi Axiata Ltd (Robi & Airtel), 14% Students Use Banglalink And 6% Students Use Teletalk Mobile Operator.

**Quantity Of SIM Used By Male**

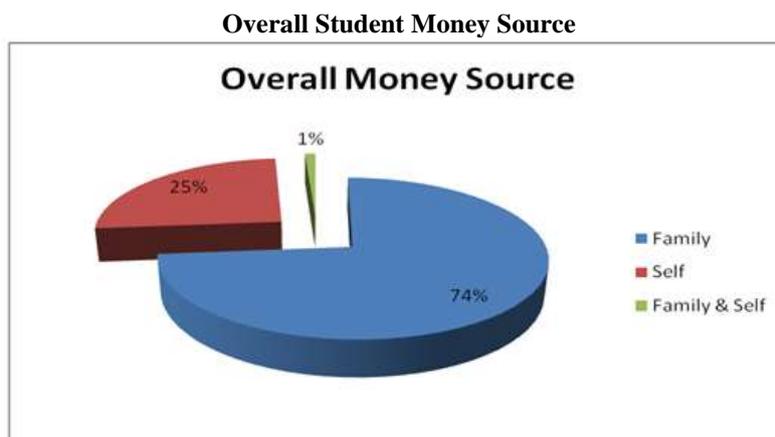


In BSMRSTU, 9% Male Students Have Only One SIM, 32% Male Students Have Two SIM, 19% Male Students Have Three SIM, 14% Male Students Have 4 SIM, 9% Male Students Have 5 SIM, 9% Male Students Have 6 SIM And Rest Of The Students Have More Than 6 SIM.

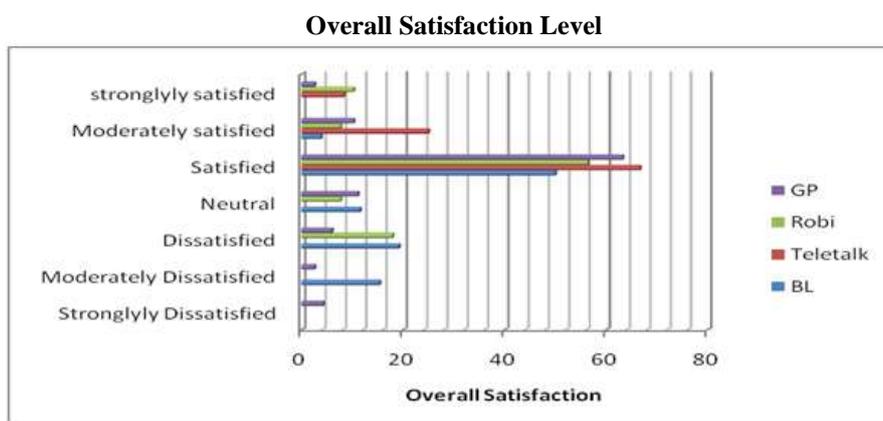
**Quantity Of SIM Used By Female**



In BSMRSTU, 15% Female Students Have Only One SIM, 39% Female Students Have Two SIM, 37% Female Students Have Three SIM, 7% Female Students Have 4 SIM, 0% Female Students Have 5 SIM, 2% Female Students Have 6 SIM And Rest Of The Students Have More Than 6 SIM.



74% Student’s Monetary Source To Meet The Mobile Operating Cost By The Family And 25% Students Maintain The Cost From Their Source And Both Family And Self Maintain Only One Percent Student.



**In The Questionnaire We Have Set Some Factors Which Ensure To Customer Satisfaction. Where**

Importance: 1= Least Important.....10= Most Important

Satisfaction Level: 1=Least Satisfied.....10= Very Satisfied

Following In The Survey Result;

Factors That Are Ensure To Customer Satisfaction	Satisfaction Level				Importance Level			
	GP	Robi	BL	TT	GP	Robi	BL	TT
On Net Tarrif (Call Rate To Same Operator)	6.836	7.139	6.071	<b>7.154</b>	7.473	<b>7.667</b>	6.200	7.333
Off- Net Tarrif (Call Rate To Other Operator)	5.866	<b>6.139</b>	5.464	6.000	6.482	7.056	6.148	<b>7.583</b>
Network Coverage	<b>6.885</b>	5.838	4.692	6.000	<b>7.598</b>	7.053	5.045	7.455
Fnf Tariff	<b>6.459</b>	6.167	5.926	4.300	7.120	<b>7.189</b>	6.231	4.273
Number Of Fnf	6.409	<b>6.743</b>	5.929	5.800	7.100	<b>7.676</b>	5.769	6.600
Network Quality	<b>6.321</b>	5.242	4.962	5.000	<b>7.592</b>	6.395	5.042	7.000
Internet Service	<b>6.443</b>	6.257	5.077	5.438	7.442	7.051	5.000	<b>7.563</b>
Internet Tariff	<b>6.441</b>	6.214	5.481	5.462	<b>7.395</b>	6.737	5.615	6.833
Internet Speed	<b>6.464</b>	5.568	6.250	5.750	<b>7.658</b>	7.028	4.500	6.385
Solution Provided By The Customer Care	<b>6.784</b>	6.722	6.583	6.231	<b>7.664</b>	7.351	5.833	6.923
Behavior Of Personnel In Customer Service	<b>7.143</b>	6.771	5.810	6.583	<b>7.764</b>	7.622	5.852	7.308
Time Taken To Reach Customer Manager In The Customer Care	<b>6.348</b>	6.324	6.050	4.833	<b>7.291</b>	7.027	5.600	6.167
Availability Of Point Of Sales(Shop/Outlet)	<b>6.650</b>	6.278	6.100	5.364	<b>7.378</b>	6.694	5.636	7.273
Availability Of Recharge	<b>6.841</b>	6.054	6.545	6.364	<b>7.558</b>	7.556	5.348	7.545
Bill Payment Service	<b>6.550</b>	6.281	5.565	5.917	<b>7.374</b>	7.030	4.913	6.818
Promotional Offers	<b>6.155</b>	4.941	6.115	6.083	6.826	5.882	6.826	<b>7.583</b>
Balance Transfer Facility	<b>6.019</b>	5.289	5.250	5.556	<b>6.850</b>	6.829	5.667	5.692
Value Added Service	<b>5.649</b>	5.486	4.929	4.500	<b>6.593</b>	6.563	5.391	5.700

**Findings**

This Research Aimed To Find Out Critical Factors Which Mostly Influence The Level Of Satisfaction Of The Mobile Phone Users In Bangladesh. The Major Findings Are: Network Coverage, Network Quality, Internet, Tariff, Customer Care, Value Added Services, Bill Payment System, Promotional Offers Are The Most Important Factors That Affect Customer Satisfaction.

- a) In BSMRSTU Campus, Teletalk User More Satisfied With The On Net Tariff Other Mobile Operators But Robi Provide More Importance For On Net Tariff.
- b) In Case Of Off Net Tariff, Students Are Satisfied To Use Robi Axiata Ltd (Robi & Airtel) Than The Other Company And Teletalk Provide Importance For Off Net Tariff.
- c) The Students Are More Satisfied To Use Grameen For Network Coverage And GP Is Provide More Importance For Developing This Sector.
- d) For Fnf Tariff, GP Users Are More Satisfied And Robi Provide The More Importance.
- e) Robi Provide The More Number Of Fnf Facility Than Other Mobile Operator.
- f) Students Are More Satisfied For The Network Quality Of Grameen Phone.
- g) For Internet Service, Internet Tariff And Internet Speed, Grameen Phone Is The First Priority For The Student, Their Main Competitors At This Moment Robi Axiata Ltd.
- h) Students Are More Satisfied For Solution Provided By The Customer Care, Behavior Of Personnel In Customer Service, Time Taken To Reach Customer Manager In The Customer Care, Availability Of Point Of Sales(Shop/Outlet), Availability Of Research, Bill Payment Service, Promotional Offers, Balance Transfer Facility And Value Added Service, Robi Axiata Ltd (Robi & Airtel) Is The Main Competitor For Grameen Phone. At This Moment, Teletalk Provide Importance For Promotional Offers.

Based On The Finding, Here Are Some Recommendations For These Telecom Companies:

- a) Before Offering Any New Package They Should Consider These Factors Seriously So That They Can Full Fill The Target Customer Need, Wants.
- b) Operators Can Reduce Customer Cost And Provide Increase Value By Reducing Tariff And Increase Smaller Pulse.
- c) Billing Payments System Should Be Clearly Described And Roaming Charge Should Be Reduced.
- d) To Introduce A New Vas. The Cost Of Providing Must Not Exceed The Customer Benefits
- e) The Mobile Operators Should Increase The Network Coverage And Also Think About The Quality.
- f) Operators Should Spend More In CSR( Corporate Social Responsibilities) So That Customers Can Have A Positive Impression About The Operators.
- g) Although, Operators Recruit Many Bangladeshi People As Employee Their Hire Top Management From Somewhere Else.They Should Rely On Bangladeshi Human Resources Capability.

#### **IV. Conclusion:**

In The Modern Era We Cannot Think Of A Work Without Telecommunication. It Is To Be Mentioned That The World Is Going To Be Smaller And Smaller Due To This Technology. As A Matter Of Reference, Mobile Communication Launched In Bangladesh In August 1993, By This Time Almost One Hundred Forty Five Million People Benefited By Using This Technology. In Addition Thousands Of People Or Even More Are Managing Their Livelihood By Being Engaged In This Industry. There Are Four Mobile Operators (Grameen Phone, Robi & Airtel, Banglalink, And Teletalk Bangladesh Limited Other Citycell Is Market Out Now) In Bangladesh At This Moment And They Are Competing To Each Other. So If Any Company Wants To Dominate The Market It Must Consider The Satisfaction Level Of The Customers. It Must Offers Such A Offer Or Package As The Customer Demands, Otherwise It Will Not Be Possible To Survive In The Market. To Realize This Objective This Research Has Been Conducted In Order To Find Out The Factors Which Mostly Influence The Customer Satisfaction As Well As Its Satisfaction Level. As The Customer Demand Change From Time To Time So Mobile Phone Service Operator Should Continuously Carry On Research How They Can Satisfy The Customers. In This Paper Some Key Factors Have Been Identified That Contribute Highly In Overall Customer Satisfaction. These Factors That Have Been Identified Are Of Great Importance To Mobile Services Provider And To Customers As Well. Operators Can Also Benefit From These Factors Because It Will Ensure Customer Satisfaction And Loyalty Which Will Earn Bread From Them. It Can Be Concluded That This Research Will Help The Mobile Operator To Improve Their Services In This Fields In Which They Are Concerned.

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**Questionnaire**

**Customer Satisfaction On Different Mobile Operator Among The Students In BSMRSTU Campus.**

I Would Be Grateful If You Could Spare A Few Minutes To Complete This Customer Satisfaction Questionnaire To Help Me To Prepare My Report About Customer Satisfaction Level Of Different Mobile Operator Among The Students Of Bangabandhu Sheikh Mujibur Rahman Science & Technology University, Gopalganj.

Name	:		Department	:	
Age	:		Semester	:	
Mobile Operator	:		Gender	:	
Home District	:		Date	:	

I Will Now Ask You A Few Questions With Regard To Your Mobile Usage. Kindly Give Your Answer

Operator	Number Of SIM You Have	Number Of SIM You Are Currently Using	SIM You Use The Most To Make Your Calls (Only One Answer)	SIM You Use The 2nd Most To Make Your Calls (Only One Answer)	The SIM You Like The Most (Only One Answer)	The SIM You Would Recommend To Buy To A First Time Purchaser
	Put Number	Put Number	Put (√)	Put(√)	Put (√)	Put(√)
Grameen Phone						
Banglalink						
Robi						
Airtel						
Teletalk						
City Cell						

**Considering Everything, How Much Satisfied You Are With Your Current Operator (The SIM You Use The Most To Make Calls)? Please Rate Your Satisfaction On A 7 Point Scale (Put (√) Under The Relevant Box)**

Strongly Dissatisfied	Moderately Dissatisfied	Dissatisfied	Neutral	Satisfied	Moderately Satisfied	Strongly Satisfied

	<b>Things You Are Satisfied With? State At Least 5 Points.</b>	<b>Things You Are Dissatisfied With? State At Least 5 Points.</b>
--	--	---

	I Am Satisfied With	I Am Dissatisfied With
1.		
2.		
3.		

**How Do You Manage You Mobile Expenditure?**

Put (✓)

a)	Self	
b)	Family	

**we know there are some factors that are important to ensure customer satisfaction**  
a. according to you, which factors are needed to be ensured to keep you satisfied  
b. please rate your level of satisfaction level from the service you are getting from your most used Sim

**where,**  
importance: 1= least important..... 10= most important  
satisfaction level: 1=least satisfied..... 10= very satisfied

Factors	Importance Level (1-10)	Satisfaction Level (1-10)
1)	On Net Tarrif (Call Rate To Same Operator)	
2)	Off- Net Tarrif (Call Rate To Other Operator)	
3)	Network Coverage	
4)	Fnf Tariff	
5)	Number Of Fnf	
7)	Network Quality	
8)	Internet Service	
9)	Internet Tariff	
10)	Internet Speed	
11)	Solution Provided By The Customer Care	
12)	Behavior Of Personnel In Customer Service	
13)	Time Taken To Reach Customer Manager In The Customer Care	
14)	Availability Of Point Of Sales(Shop/Outlet)	
15)	Availability Of Recharge	
16)	Bill Payment Service	
17)	Promotional Offers	
18)	Balance Transfer Facility	
19)	Value Added Service	

This Information Is Very Much Confidential. I Assure You That There Is No Possibility To Disclose The Information. This Information Is Needed For Completion Of Research Work.

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