



FACTORS INFLUENCING CUSTOMERS' SATISFACTION ON BANGLADESHI TELECOMMUNICATION SERVICE PROVIDERS

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Abstract:

In twenty-first century telecommunication, services become a basic requirement for every individual and organization. This industry transforms human life significantly. Telecommunication industry provides ease in human communication. Hence, satisfying customers becomes the paramount concern for every telecom service provider across the world. Despite having an enormous number of researches in customer satisfaction, very few researchers have empirically examined important determinants for customers' satisfaction emphasizing on telecommunication industry. Hence, this study tries to investigate crucial important factors for customers' satisfaction focusing on Bangladeshi telecommunication industry. By giving one-month extensive effort, this study managed to obtain 1562 respondents from six different states in Bangladesh. Regression results revealed very interesting findings by falsifying importance of quality in the telecom industry. Results evident that price and brand image is the two top most important factors in the telecom industry to satisfy their customers. This study is one of the few that identify quality is not important for satisfying customers which can provide a new thoughtful idea for telecom managers.

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1. Introduction

From a prosperous beginning, far-reaching in structure, the telecommunication companies have formed progressively into an open claimed industry without any rivalry (Dahari *et al.*, 2011). Given the importance of consumer satisfaction in the telecommunication business and with the recent developments in the cellular phone business, the need to ascertain a critical research agenda which would require the attention in understanding the level of satisfaction of the consumers towards their services and the factors that would influence the consumer's choice in which telecommunication provider they ultimately choose. During the last few decades, customer satisfaction has been considered as one of the major theoretical and practical considerations for most marketers and customer researchers (Dawar, 2013; Tarofder *et al.*, 2017). Customer satisfaction has continuously and increasingly gained the attention of business in order to measure its products or service performances (Tham *et al.*, 2017). In the area of marketing, the issue of customer satisfaction has become an important indicator which represents the condition of any service and manufacturing company in the competitive market (Hansemark & Albinsson, 2004; Haur *et al.*, 2017).

In today's competitive marketplace, understanding the level satisfaction of the consumers is becoming much more important in order to gain a sustainable competitive advantage. However, to examine the relationship between consumer satisfaction and loyalty towards a particular operator should look towards the profitability of the company. To measure how a particular operator's quality fulfills consumer satisfaction is one of the important factors. Service quality has been increasingly important in the telecommunication industry and has become an integral part of a company's delivery. Therefore, one of the challenges is to manage telecommunications in order to enhance the service quality in Bangladesh as these companies are facing both local and foreign telecommunication service providers as competitors (Uddin, & Akhter, 2012).

In Bangladesh, both the local and foreign ownership of telecommunication companies have become dominant players in the industry in the recent years. Therefore, there is a necessity to understand the customer's satisfaction and attitude towards both the Bangladeshi and foreign telecommunication companies and this will be evaluated in this study. A center of attention is vital to the service related business and it is fundamental for an association to survive the opposition, receive societal acknowledgment and have the capacity to accomplish its objectives (Natalisa & Subroto, 2003). Additionally, the telecommunication industry has assumed an essential part of the worldwide economy, particularly serving as a real part in the IT business and is crucial to the operation of international businesses (Tiernan, Rhoades, & Jr, 2008).

Economically developing societies like Bangladesh are legitimately referred to as consumption societies (Azam *et al.*, 2014). Therefore, the knowledge of consumer behavior can enhance our understanding of our environment and ourselves (Tham *et al.*, 2017). However, this study presented an important investigation on a topic that has been relatively neglected by the academic literature in spite of its great importance and relevance to businesses and organizations in general. Unfortunately, most of the company would try to make relatively simple, linear, due to the limitation of written communication. Above all, the consumers' level of satisfaction toward the mobile phone operators can be used to predict consumer characteristics, pricing, and to serve as a basis of market segmentation, which requires a quantitative measurement of the consumer responses to various dimensions. Very few studies have been carried out to find out the process by which these satisfactions are formed in this industry, where this particular study will be related to the comparison of consumer satisfaction towards local and international mobile service providers in Bangladesh (Uddin & Akhter, 2012).

Thus, the purpose of this study is to determine the factors influencing customer satisfaction toward local and foreign telecommunication industries in Bangladesh. The aim of the study is to identify the factors and the level of their influences over customer satisfaction. This research is aimed to investigate the antecedents that cause customer satisfaction in the telecommunications industry, for example, in the product, price, quality, company image, brand image, etc.

2. Literature Review

Since the studies available with respect to antecedents of customer satisfaction towards telecommunication industry is limited and there is no accessible conceptual framework, particularly with regard to Bangladesh, this study endeavors to plan another conceptual framework for components influencing client fulfillment and for client fulfillment itself. Dahari *et al.* (2011) characterized CS or disappointment as the deduction from the clients' involvement with an administration experienced and the correlation of that experience to a given standard. In writing, advertisements, administration fulfillment can be delegated an enthusiastic feeling by the customers in the wake of encountering a certain administration which then prompts an individual general demeanor towards obtaining of administration (Oliver, 1981). Subsequently, a client passionate reaction, feeling, the individual experience will focus the fulfillment and disappointment of the administration that is conveyed.

The objectives of this study are first, to recognize the influencing factors of customer satisfaction towards telecommunication in Bangladesh. Secondly, to examine

the interrelationship between customer satisfaction and the influencing factors of satisfaction such as service quality, price, and brand image.

2.1 Customer Satisfaction

Satisfaction is the outcome from the various mental and physical variables which then take up with satisfaction practices. According to Kotler and Armstrong (2010), the definition of satisfaction is where 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. Whereas other prominent researchers, Hokanson (1995) claimed that the different factors that affect customer satisfaction are responsive employees, well-mannered employees, educated employees, cooperative employees, the correctness of billing, billing relevance, competitive pricing, service feature, superior value, billing transparency and fast service.

Client satisfaction is the clients' aggregate origination of a company's administration execution (Johnson & Fornell, 1991). Elective choices and products/services accessibility for a client may make a contrast in the customer's satisfaction level. Associations can fulfill their customer satisfaction by fulfilling their clients' needs and wants (La Barbera & Mazursky, 1983). In a mobile telecommunication transaction, the customer's satisfaction is the client's post-buy evaluation and their enthusiastic reaction or response to the general item or administration recognition in the mobile commerce environment (Lin & Wang, 2006).

2.2 Price

The satisfaction of the customer is influenced by price consciousness (Iyer & Evanschitzky, 2006). In accounting, the price is deemed as the measure of installment asked for by the merchant of a particular merchandise or service. In proportion to the amount of two products that are being traded is characterized as price from an economic perspective. Price is dictated by a few variables, for example, the eagerness of the buyer to pay, the ability to accept, expenses, markup, legitimate environment, the power of competition price substitute products and so forth. For distinctive item/mark quality price likewise, shifts and price have an impact on the monetary execution of an item or quality of a brand (Etgar, 2002). Many business organizations are focusing on price variances which deal with the level of price performance and value judgments of the customer that is then derived from the customer's satisfaction judgments. According to Voss *et al.* (1998), price and performance are related, thus this might provide an impact on the customer's satisfaction judgment, but in some cases, it might not affect the customer's satisfaction at all. Lien and Yu-Ching (2006) mentioned that at

the time, pricing has some effects on customer loyalty in different transactions venues, such as fuel stations, banks, car repair shops, etc. According to Estelami *et al.* (2001), the customers' experience in prices may be influenced by natural monetary components, for example, premium rates, unemployment, swelling and entry of time and GDP development.

Researchers have been proposing different concepts of pricing strategies with different product lines. Many customers prioritize pricing when shopping at any retail store (Grewal *et al.*, 1998). According to Campbell (2003), the variation of price is highly associated with the customer's responses, if the price becomes very low, most customers would be attracted to purchase that product, while they would feel they are being treated unfairly if it was a high price.

Many customers perceived that a high price means that the product or service is of a high quality. They feel that price is the main indicator when judging the quality of a product. Price fairness is perceived by many customers as one of the most vital issues due to its relationship with quality. The explanation behind an increment in cost is sensible in the event that it is identified with the components outside the control of the firm, for example, an increment in the price of the supplier.

Reasons are unpardonable when the elements are internal to the firm, for example, an increment in the overall revenue (Vaidyanathan & Aggarwal, 2003). According to Zielke (2008), the pricing level and promotional offers may influence the level of dissatisfaction or satisfaction of the customer on price fairness, high prices sometimes may become a disadvantage in attracting customers. Finally, there is a great influence that exists when the marketer offers a different level of price; and that the mixed strategy of pricing has an impact on the customer's mind (Matzler *et al.*, 2006).

2.3 Brand Image

Brand image is characterized as an impression of a compilation that is reflected in the affiliations that are held in the customer mind (Keller, 1993). It is the whole individuals' impression of an association. There are several factors where a brand image can be perceived by the customers. They may be the sound, smell of the product, touch, scent, taste and touch, services, experiences, and other affiliations of the business (Smith & Taylor, 2004).

There is an outer view of all human and physical assets of an association, particular qualities as employees' behaviors and attitudes, correspondence levels, apparel and so forth (Pampaloni, 2006). It is characterized as the impression of an association that the customers' hold in their memories. Since it acts as a channel through which an organization's entire operation is seen, a brand image reflects the

company's general notoriety and eminence (Kim & Lee, 2011). It is clear that a brand image is concerned with the impression it makes on the consumers' personality and the view that emerges as a result of that impression. In due to this fundamental manner that GSM administrators worry about the way it is viewed by their stakeholders, for example, representatives, government, media, clients, shareholders, and population, as these influences both first time and repeat purchases.

Recently, within competitors, brand image has become a critical issue in order to attract and attain customers. A good brand image has the capacity to attain and retain satisfied customers and increase customer loyalty in the industry (Gronroos, 1988). Researchers have been linking the relationship between brand images, customer loyalty and their satisfaction. According to Anderson *et al.* (1994), a good brand image can enhance the level of customer satisfaction which is also a reason for better customer loyalty. A properly managed brand image can enhance a higher level of customer retention in the business (Smith & Taylor, 2004). From the study Kandampully (2007), it has been empirically confirmed that brand image affects both customer loyalty and their level of satisfaction. From the above discussion, it has been clearly identified that brand image is an important issue among all the other issues which can affect a customer's satisfaction toward a company's product and services. Many studies have been conducted to identify and understand the nature of the relationship between brand image and customer satisfaction in different industries such as the banking industry, telecommunication, soft drink etc. (Chen, 2008; Groholdt *et al.* 2000; Liu, 2008).

2.4 Quality of Mobile Service

The quality of any product or service is the main component for selection (Crosby, 1996). Quality has been identified as the differences between customers perceived and expected the performance of any product or service (Kang, 2006). Customer perceived quality of a service is either an impression of positive or negative in nature from the service provider (Bitner *et al.*, 1990). The satisfaction of the customer is highly associated with the perceived quality of the services provided by the company (Yoo & Park, 2007). Consequently, the service quality provided by the telecommunication companies may vary from company to company.

Researchers have confirmed that the quality of services is highly linked with customer satisfaction. According to Venetis and Ghauri, (2004), the level of customer retention towards a particular company greatly depends on the quality of service provided by the company. For this reason, it has been found that the quality of services has provided the outcome of high sales volume, maximum profit and a great market share (Buzzell & Gale, 1987). The superior level of service quality can assure a company

to be able to offer a premium pricing for their customers. Great service quality would upgrade the client's good behavioral plans while at the same time lessens their unfavorable propositions (Zeithaml *et al.*, 2008). Hence, it has been assumed that telecommunication companies who are providing a high level of quality service can satisfy and retain more customers.

A lot of research has been conducted in order to understand the nature of the relationship between the quality of services and customer satisfaction in the different industries (Elnan & Andersen, 1999; Coner & Gungor 2002). A conceptual model was proposed by Zeithaml *et al.* (2008) where they present the relationships of quality service, customer satisfaction, and loyalty. Jahanzeb, Tasneem and Khan (2011) examine the many factors for telecommunication services under the accompanying expansive headings: value-added services (VAS), communication ensures innovation advancement and resolution administration. Correspondence surety results when the nature of the system of the administration supplier is acceptable and there are insignificant rates of call disappointments. The settlement of administration alludes to the brief and exact charging administration that likewise upgrades consumer loyalty. The level of customer satisfaction may vary in terms of value-added services that are provided by the company.

In terms of the above-discussed theoretical understandings, the model for this research can be shown as follows.

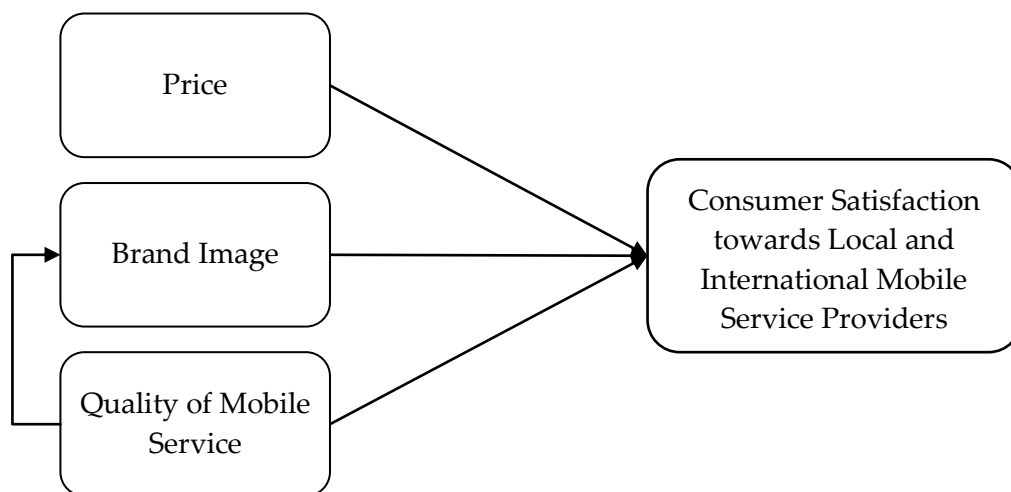


Figure 1: Conceptual Framework of the customer satisfaction on local and foreign telecommunication companies in Bangladesh

2.5 Relationship of Price and Customer Satisfaction

Price is one of the most important components that would deal with the perception of the customers to determine the price of a particular product or services and thus becomes an indicator of the quality of that service or product (Varki & Colgate, 2001). In fact, price consciousness influences the satisfaction of the customer (Iyer & Evanschitzky, 2006). The level of satisfaction or dissatisfaction of the customer would mainly depend on the perception of price judgment by the customer (Matzler & Pramhas, 2004; Zielke, 2008). However, a wrong strategy of pricing by the marketer may have a tremendous effect on the customer mind and their level of satisfaction in for products or services (Dahari *et al.*, 2011; Matzler *et al.*, 2006).

As people are more concern about the price of the product and service, it is important for the marketer to select a good pricing for their product. It has been noticed that when the level of pricing is fluctuating higher and lower, it has a significant effect on the customer's mind. But, if it the reason cannot be identified as to the higher price it than becomes unfair for the customer. There are many reasons that are associated with attaining a higher price for the product and services in the market. One of the most important indications for a high price is due to the supplier's price. However, many sellers keep the price level very high to attain a high-profit margin that would be derived from selling their goods and services (Vaidyanathan & Aggarwal, 2003). Consequently, many buyers would look for the products which are on sales promotion or discounts (Grewal, *et al.*, 1998). In this case, we can identify that the price of the product or service has a huge influence on the buyer's satisfaction. Hence, the study developed the following hypothesis:

2.6 Hypothesis 1

H₀: There is no significant positive relationship between price and customer satisfaction.

H_A: There is significant positive relationship between price and customer satisfaction.

2.7 Relationship of Brand image and Customer Satisfaction

Recently, global businesses have become more competitive and challenging, thus brand image has become an important issue for selling products and services (Gioia *et al.*, 2000). Brand image is characterized as an impression of a compilation reflected in the affiliations held within the customer mind (Keller, 1993). It is the whole of the individuals' impression of an association that matters. There are several factors through which a brand image can be perceived by the customers. They may be the sound, smell

of the product, touch, scent, taste and touch, services, experiences, other affiliations of the business (Smith & Taylor, 2004). According to Anderson *et al.* (1994), a good brand image can enhance the level of customer satisfaction which is also a good reason for better customer loyalty. A properly managed brand image can enhance a higher level of customer retention in the business (Smith & Taylor, 2004). It is clear that brand image is concerned with the impression identities structures as a part of purchasers' identities and the perspective of customers rising up out of this impression.

It is because of this that GSM executives stress over the way it is seen by their partners, for instance, the agents, government, media, customers, shareholders, and populace, as these impacts both first time and repeat purchases. Kandampully (2007) stated that brand image influences both client faithfulness and their level of fulfillment. From the above discourse, it has been obviously distinguished that brand image is a vital issue among different issues which can be of consequences for consumer loyalty toward an organization's item and administrations. Numerous studies have been led to distinguish and comprehend the relationship between brand image and consumer loyalty in distinctive commercial enterprises (Liu, 2008). Hence, this study develops the following hypothesis:

2.8 Hypothesis 2

H₀: There is no significant positive relationship of brand image and customer satisfaction.

H_A: There is a significant positive relationship of brand image and customer satisfaction.

2.9 Relationship of Quality of Service and Customer Satisfaction

Numerous analysts have been directed to comprehend the manner of the relationship between the quality of service and consumer satisfaction in today's diverse commercial ventures (Coner & Gungor 2002). Quality of service can be measured by compassion, dependability, affirmation, responsiveness, tangibles, confirmation, and sympathy (Parasuraman *et al.*, 1985). A model was proposed by Zeithaml *et al.* (2008), where they exhibit the connections between quality of service and consumer satisfaction. Jahanzeb, Tasneem and Khan (2011) inspect the numerous elements for that benefits the telecommunications industry these under the far-reaching headings of Value Included Administrations (VAS), correspondence guarantee, and advancement progression and determination organization. Correspondence surety results when the way of arrangement of the organization supplier is adequate and there are immaterial rates of call disturbance. The settlement of the organization suggests that the brief and precise

charging of an organization that then updates on the purchaser dependability. The level of consumer satisfaction may fluctuate depending on the worth given by the administration of the organization. The satisfaction of the customer is highly associated with the perceived quality of services that are provided by the company (Yoo & Park, 2007).

Consequently, service quality provided by telecommunication companies may vary from company to company. Researchers have confirmed that the quality of services is highly linked with the customer satisfaction.

Hence, the study has developed the following hypothesis:

2.10 Hypothesis 3

H₀: There is no significant positive relationship between quality of service and customer satisfaction.

H_A: There is significant positive relationship between quality of service and customer satisfaction

3. Research Methodology

3.1 Questionnaire Administration for the Study

A five-point Likert type questionnaire is administered for the study. The questionnaire consists of nominal, ordinal and categorical data information. A total 1562 respondents were selected for this study. This study has employed a questionnaire in a structured format for collecting data from the sample. The researcher has developed an effective questionnaire for the quick collection of data and proper management of data analysis.

The questionnaire consists of five (5) sections which consist of Section A that represents the demographic, Section B for the consumer satisfaction toward telecommunications, Section C for the price, Section D for the brand image, and lastly, Section E for the quality of mobile services. The research has adapted scales from different sources. This study used a five-point Likert type scales for assessing the consumer perceptions. The current questionnaire has the capacity to identify the level of agreeableness ranging from "strongly agree" to "strongly disagree" within the target respondents.

3.2 Data Collection

This research is aimed at collecting primary data. The purpose of this data collection is for data analysis, hypothesis testing and the interpretation of the results that are derived from the data analysis and to then finally meet the objectives of this research.

The main objective of collecting primary data is to fulfill the research objective. In this regard, a well-developed questionnaire was designed and allocated among the target respondents. However, in some cases, the researchers were required to have several sessions of interviews in order to collect the information. The researcher was focused on the customers in Dhaka and Chittagong division. Around 1562 questionnaires were collected and used among the 2500 distributed questionnaire. Moreover, the questionnaire was developed in English language only.

3.3 Population and Sampling

A research population comprises of a collection of data and information whose properties are to be analyzed in a given research (Hair *et al.*, 2010; Cavana *et al.*, 2001). The population could be defined as the complete collection of the subject of interest that is to be studied in a research (Cavana *et al.*, 2001). A sample could be defined as part of the target population of interest that is to be studied; it can be statistically referred to as a sub-collection that is selected from a population of interest. Meanwhile, population sampling can be defined as the process through which any group of representative elements or individuals are selected from a given population for the primary purpose of statistical analysis.

The purpose of using sampling is to identify the target respondents among the population. This study has adopted the convenience sampling technique of non-probability method. This is a better way to get certain respondents among the population. This research was able to collect data from 1562 respondents as a sample which is appropriate enough for this study. As scholars mentioned the sample size should be ranging from 30 to 500 for most social science research, whereby the sample size is more than 1000 is considered an excellent sample that most probably represent the entire population (Hair *et al.*, 2010; Sekaran & Bougie, 2016).

This is because there is evidence from both the academics and practitioners that have established that the common goal of conducting a research survey is to mainly collect data that represented the population that is to be studied (Hau & Marsh, 2004; Cavana *et al.*, 2001; Dahari *et al.*, 2011). As such, several researchers have used the information that is gathered from different surveys to generalize the findings that were drawn from a sample of a population, specifically within the limit of a given random of error (Dahari *et al.*, 2011; Cavana *et al.*, 2001).

3.4 Sampling Design

For ease of generalization, this study has adopted a simple random sampling design (Sekaran & Bougie, 2016). As defined, a simple random sampling design is a sampling

method that involves giving every member of the population an equal chance of being selected from a target population using a specified technique such as the Excel software as the basis of a sample selection (Hau & Marsh, 2004). As explained by Cavana *et al* (2001), the best way of selecting the members of a target sample population using the simple random sampling is by giving the total number of units in the total population an equal chance of being selected. The outcome of this selection has served as the standard marker for selecting the sample units from within the total population.

For this current study, given that the anticipated random group of 1562 is from the total population of customers that use mobile telecommunications in Bangladesh using the simple random sampling design is being used as specified by Cavana *et al* (2001). Thus, this research has simply made use of the Excel software analysis in selecting the 1562 sample size at random from the list of customers that use mobile telecommunications as alphabetically listed by the telecommunication in Bangladesh.

3.5 Respondents' Characteristics

The demographic profile of the respondents is represented in Section A of the questionnaire. A few questions were asked to collect data which is regarding the respondents' gender, age, race, marital status, education level and the company that the respondents are using for their telecommunications services. Moreover, Table 1 overall represents demographic profile of the respondents.

Table 1: Demographic Profile of the Respondents

Characteristics	Frequency	Percent	Characteristics	Frequency	Percent
Gender			Religion		
Male	760	48.65	Muslim	1358	86.93
Female	802	51.35	Hindu	156	9.98
Age Group			Others	48	3.09
Below 20	198	12.67	Education		
20-29	906	58.00	SSC/HSC/Dakhil	418	26.76
30-39	260	16.66	Diploma	812	51.98
More than 39	198	12.67	Bachelor	198	12.67
Marital Status			Post-graduate	134	8.59
Single	1014				
Married	548				
Telecom Service Provider	Airtel Bangladesh Limited (Airtel)			126	8.1
	Banglalink Digital Communication Limited			392	25.1
	Grameenphone Limited (GP)			658	42.1
	Robi Axiata Limited (Robi)			337	21.6
	Teletalk Bangladesh Limited (Teletalk)			49	3.1

The above Table 1 shows that 760 were male and 802 were female among the respondents. The total number of respondents was 1562. The age level of the respondents was less than 20 to more than 39. There were four categories. The highest numbers of respondents fell into the second category that is the age level of 20 to 29, and the lowest range is less than 20 and more than 39.

The majority of the respondents were Muslim which represented an 86.93% of the sample size. Meanwhile, Hindu respondents represented a 9.98% and the other religions respondents represented 3.9%. Lastly, the maximum number of respondents is married.

Table 1 also shows that the respondents Diploma level of formal education with the highest frequency at 52% that is educated to the level of high school and associate degree, followed by bachelors' degree at 12.7%, and Masters Degree at 8.6%.

Furthermore, the majority of the respondents that were using Grameenphone Ltd. (GP) represented a 42.1 % of the sample size. Meanwhile, the other respondents were using Banglalink Digital Communication Limited 25.1%, Robi Axiata Limited (Robi) represented 21.6% and Airtel Bangladesh Limited (Airtel) represented 8.1%. Lastly, Teletalk Bangladesh Limited (Teletalk) is at 3.1%.

3.6 Hypothesis Testing

In order to test the hypothesis, this study applied multiple regression. However, to execute multiple regression, researchers should test several assumptions including reliability, normality, and multicollinearity. Table 2 presents the reliability test for this study. Results indicated that data were reliable as the alpha value for each factor was more than 0.70 (Sekaran & Bouge, 2016). Similarly, Durbin-Watson value indicated that data distributed normally for this study as the value was less than 2 (Table 3). Last but not least, VIF and Tolerance value indicated that there is no multicollinearity issue in this study as both values is below the cut-Off values (Table 5).

Table 2: Reliability Test Results

Variables	Cronbach's alpha	No. of Items
Customer Satisfaction	0.920	5
Price	0.910	5
Quality of Mobile Services	0.880	5
Brand Image	0.900	5

Table 3, 4 and 5 presents regression results for the hypothesis. Adjusted R square indicated that these three independent, price; quality; and brand image, explained 61.5 percent of customer satisfaction in the telecommunication industry. Additionally,

significant value at Table 4 indicated that this proposed model has a good fit as significant value is below 0.05. Table 5 presents standardized coefficient with significant value. Regression results indicated a very interesting result that quality is not significant as significant value is more than 0.05. Hence, at 95 percent confidence, it is worth to conclude that service quality is not important in the telecom sector. In contrast, price and brand image plays the most important role in the telecom industry. More precisely, brand image is the most important factor for customer satisfaction. Statistically, it is clear that brand image can explain 95.6 percent of customer satisfaction and price is able to explain 70 percent (Table 5). Though quality can explain approximately 4 percent, however, it does not contribute significantly compare with price and brand image.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.788a	.621	.615	.59153844	1.819
a. Predictors: (Constant), Brand Image, Quality, Price					
b. Dependent Variable: Customer Satisfaction					

Table 4: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	109.134	3	36.378	103.962	.000
Residual	66.484	190	.350		
Total	175.619	193			
a. Dependent Variable: Customer Satisfaction					
b. Predictors: (Constant), Brand Image, Quality , Price					

Table 5: Coefficients

Model	Standardized Coefficients		t	Sig.	Collinearity Statistics	
	Beta				Tolerance	VIF
1	(Constant)		.000	1.000		
	Price	.372	7.006	.000	.705	1.418
	Quality	.036	.775	.439	.900	1.111
	Brand Image	.512	9.561	.000	.696	1.437

3.7 Conclusion and Implications

In conclusion, there are administrative ramifications that have assisted the telecommunication industry in order to enhance their services and change to in order to boost its execution of marketing. Also, this investigation has incorporated a few

confinements that have been confronted by the scholars. On the other hand, these confinements have been bolstered by suggestions to upgrade the overall telecommunication business in the future.

In this research, the author found some covered and imperative components that affected the market price, brand image and the quality of services of the consumer's satisfaction in the telecommunication industries within Bangladesh. Thus, this investigation assisted the telecommunication industry to stay informed regarding the three imperative variables and consistently screen their consumer satisfaction thus guaranteeing the greatest fulfillment among the clients.

There are several reasons for conducting this research; the main objectives are to identify the potential benefits for this business. This study identifies a number of implications for further business development in the telecommunication industry. The total findings of this research show some vital indicators for business implications that can develop a telecommunication company's performance and its services processes. It has been assumed that after the implementation of all these steps it is able to enhance the business performance of that particular industry.

Firstly, as the price is one of the vital elements that enhance customer satisfaction, telecommunication companies should develop a pricing technique for the call rate, SMS charges, and other internet fees. The telecommunication company can adopt a precise method for pricing their services. Besides, the telecommunication company can maintain a good competitive price in order to attain and retain customers over a long period. A telecommunication company should focus on their call rates and charges that can keep up their competitive advantage. In the price, competitive company should follow rules for catching the customer among the other rivalry. But, it has become a great problem for the service provider to retain their customers over a long period. Somehow, other competitive companies are also offering a good price in order to attain the customers in this market. For this reason, companies should take the necessary steps to manage their price at a good level.

Secondly, the brand image, which is also an important factor in order to attract the customers in this competitive market. Companies should take the necessary steps to conduct a number of campaigns to expand the value of their brand image into the market. They should follow and understand what others are doing. With this, they are then able to manage their brand image.

Finally, the company should also identify the needs of the customer, as to which types of services they really require. They should conduct massive market surveys in order to identify the particular needs and wants of the customers in this industry.

This study has the capacity to add value in any further research that is done for improving the same or different industries. The good sample size with proper justification can help new research's to formulate greater findings for potential researchers which might have a better contribution towards marketing literature. However, time is one of the most vital factors for any effective research, further study should thus be conducted with the longitude of time to collect proper data with a well and modified questionnaire.

The time frame of conducting a survey should be extended in order for the researchers to get sufficient time to distribute and collect from a large number of respondents. For the current study, the researchers have only distributed the questionnaire to Dhaka and Chittagong division; this might not represent the whole population. Thus, to obtain a larger sample size, the researchers can distribute it to all the states within Bangladesh.

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