



Project

On

“Customer Satisfaction of Different Mobile Operators in Dhaka”

Under the Supervision of-

MD SHAHNAWAZ MOSTOFA

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Prepared By-

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Batch: 41st (a)

Program: BBA (Major in Finance)

Date of Submission: August 30, 2020

Letter of Transmittal

August 30,2020

Md. Shahnawaz Mostofa

Senior Lecturer

Department of Business Administration

Uttara University

Subject: Submission of project

Dear Sir,

With due respect, I would like to submit a project on “Customer Satisfaction of Different Mobile Operators in Dhaka” as a part of my BBA program. I have tried my best to fulfill the requirement of the project.

I believe that knowledge and experience I gathered will be helpful in my future professional life. I will be grateful to you if you accept the report. Your support in this regard will be highly appreciated.

With best regards

.....

Sabbir Hossain

ID: 2163011057

Reg No: UU16303891

Batch 41st (A)

BBA (Major in Finance)

Student Declaration:

I declare the project on Customer Satisfaction of Different Mobile Operators in Dhaka “Includes the result of my own research works. Pursued under the supervision of Md. Shahnawaz Mostofa, Senior Lecturer, School of Business, Uttara University.

I also declare that the project is prepared for academic purpose only. This project is not submitted by others.

.....

Sabbir Hossain

ID- 2163011057

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Batch- 41st (A)

BBA (Major in Finance)

Supervisor's Declaration

This is to certify that, Sabbir Hossain is a student of BBA (Major in Finance) of the Department of Business Administration & ID no. 2163011057 student id has successfully completed internship program on “**Customer Satisfaction of Different Mobile Operators in Dhaka**” on the basis of his successful completion of internship program, he has prepared the project under my supervision.

I wish his every success.

.....

Md. Shahnawaz Mostofa

Senior Lecturer

Department of Business Administration

Uttara University

Acknowledgement:

All praise to Allah, the almighty, and the merciful. Without his blessing and endorsement this report would not have been accomplished. I would like to acknowledge and convey my heartfelt gratitude to the following persons. Without their close and continuous guidance, the completion of this report would not be possible:

1. First of all, our course instructor Md. Shahanawaj Mostofa sir who gave me the opportunity to prepare this report to enhance my knowledge. He encouraged me a lot and spared his valuable time to check my draft copies.
2. My family members and friends, they supported us in the crucial time and encouraged us to prepare this report.
3. Last but not the least, I would like to give thank all the respondents who participated in the survey and helped me to complete my report with honesty.

Finally, I would like to say adding some words that I have prepared this report from secondary information and survey. I am ready to accept all unwilling errors and omission that are extremely belong to me.

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Abstract:

1. **Summary:** At present, there are four telecom operators in Bangladesh and they are competing each other, Users are demanding lot of expectation from the operators. The telecom operator satisfying their demand in many ways, but for the competition they are beating each other day by day and getting place in top of the market. Some operator has lacking and weakness that makes backward them in market. This project is going to cover the factors which is increase and decrease customer satisfaction, customer brand preference and current market share will be show also in the discussion part.

Justification of the study:

2. **Justification:** The telecommunication industry has been pretty late in Bangladesh compared to that of the neighboring countries. present there are four mobile phone operators in the country with- Grameen phone, Robi, Teletalk and Banglalink. This research objective is to find out the customers satisfaction level of different mobile operators in Dhaka. 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 Dhaka, Bangladesh. 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. If the mobile operators focus on those factors and improve those areas, they can sustain the market and earn money from the customers.

Objectives of the study:

3. **Broad Objective:** To identify the variables those affect the customer satisfaction in the Bangladesh telecommunication industry.
4. **Specific objectives:**
 - To find out the reasons of satisfied with current operator in Dhaka.
 - To find out Overall satisfaction level in Dhaka.
 - To identify the customers brand preference in Dhaka.
 - To get idea about the current market share in Dhaka.

Methods:

5. **Methodology:** (Types of research design) My research type is descriptive research as well as exploratory research. Where we will find how different factors are influencing the customer's satisfaction level and also brand preference.

5.1. Problem Statement: Mobile industry is an emerging industry in Bangladesh. There are different mobile operators in Bangladesh, there is a huge competition among this operator. So, subscriber has various alternatives to choose their brands. There is different factor which affecting the customer satisfaction. Students are the most significant market of the mobile operator. If the mobile operator cannot satisfy this segment, they will lose a huge market. So, my target measure customer satisfaction level of different mobile operator.

5.2. Data Collection Method:

- I. **Primary Data:**Our research will be based on both primary and secondary research. For Primary research, we will do survey on the people in Tangail city irrespective of choosing cast, creed and religion.
- II. **Secondary Data:**For secondary research, we will find and read relevant literature, books, articles, newspapers, and magazines on employee and customer satisfaction and the relation between them. For accumulating the information for organization part, we will talk with the company personnel and we will also collect information from the company booklets, brochures, newsletters and company website.
- III. **Sampling Design Process:**Sampling design process includes four steps. These steps are closely interrelated and relevant to all aspect of marketing research. Customer satisfaction of mobile operators in Dhaka city to gain an understanding the behavior of residents, commercial subscribers, general subscribers and users and non-users, stratify the respondents. After stratifying we select respondent randomly. Which respondent will select on random basis that respondent should have following qualification:
 - Age within 20 to 40
 - Age above 40.
 - Live in Dhaka city at least 3 months of year.

5.3. Steps in Sampling Design Process are as Follows-

- **Target population:**Adults meeting the qualification who live in Dhaka during the survey period.
- **Sampling Technique:**We have taken stratified sampling and after stratifying we have selected sample randomly.
- **Sampling Unit:**Telecom Operators.
- **Sample size:**We have taken 80 samples.

5.4. - They are as follows-

SL	Classification	Number of Sample
1	University Students	40
2	Govt. and Private sector official	20
3	Street People	20
	Total =	80

5.5. **Sources of Data:** We collected both primary and secondary data. For primary data, we conducted a survey on 80 people located in different areas of Dhaka city. I will go to different parts of Dhaka city and asked respondents' questions and then wrote their responses. The questionnaire contains the targeted questions. The respondents of the survey are small business people, job holders, and self-employed professionals, students and general people. We collected all our secondary data from journals, magazines, newspapers and web sites.

5.6. **Questionnaire Design:** We put different factors which are my independent variables like Tariff, Network Coverage, FNF Tariff, Network Quality, Availability of Recharge Point, Value Added Service, Promotional Offers, Customer Care Internet, Number of FNF total 10 questionnaires. The selected samples will rate those factors out of 10.

5.7. **Research Framework:**

SL	Independent Variable		Dependent Variable
1	Tariff		
2	Network Coverage		
3	FNF Tariff		
4	Network Quality		
5	Availability of Recharge Point		
6	Value Added Service		
7	Promotional Offers		
8	Customer Care		
9	Internet		
10	Number of FNF		

To identify the satisfaction level there are some most important factors which can determine the customer overall satisfaction level. These the 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 etc.

5.8. Data Analysis and Reporting: Microsoft Word and Microsoft Excel used for the data analysis and reporting.

5.9. Limitations of the Study: While preparing this report we may face following limitations.

1. **Time constraint:** To cover all the aspects of the report within one semester is quite difficult. Access to the areas outside Dhaka may not be possible for me due to time constraints and COVID-19 fact.
2. **Confidential factor:** Some information is very important to know but they are confidential.
3. **Help from the respondents:** As I will do survey for my primary research, I will require some help and assistance from the people. However, it may be little bit difficult for me to receive adequate help from everyone surveyed us.

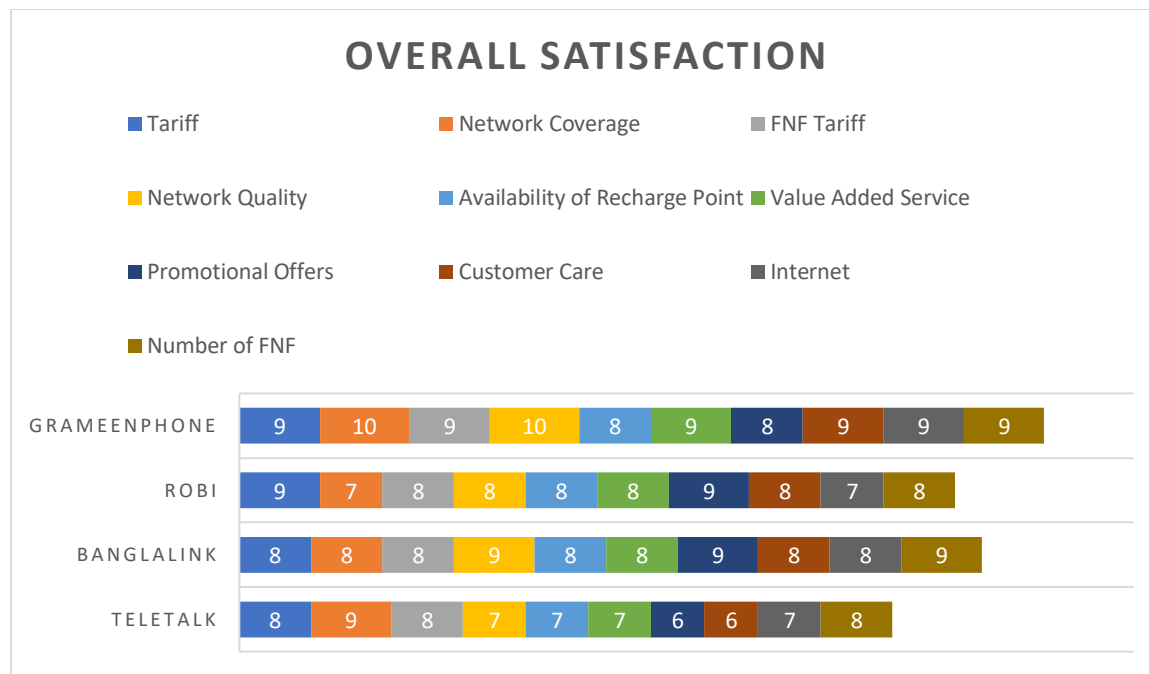
Discussion:

6. **Bangladesh Telecommunication Industry:** 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 four mobile phone operators in the country with- Grameen phone, Banglalink, Robi, Teletalk.

There is some introduction of the telecom operators which is currently existing in Bangladesh.

- i. **Grameenphone:** Widely abbreviated as **GP**, is the leading telecommunications service provider in Bangladesh, with more than 74 million subscribers and 46.3% subscriber market share (as of January 2019). It is a joint venture between Telenor and Grameen Telenor Corporation, a telecommunication company from Norway, owns a 55.8% share of Grameenphone, Grameen Telecom owns 34.2% and the remaining 10% is publicly held.
- ii. **Robi:** Is the second largest mobile network operator in Bangladesh, It is a joint venture between Axaita Group Berhad of Malaysia, Bharti Airtel Limited of India. Axaita holds 68.7% controlling stake in the entity, Bharti holds the remaining 31.3%. The first merger of Bangladesh's telecom sector has come into effect with the beginning of the operation of Robi Axiata Limited as the merged company on November 16, 2016. Following the merger of Robi and airtel, the merged company is now known as Robi Axiata Limited. Having successfully completed the merger process, Robi has emerged as the second largest mobile phone operator in Bangladesh. The merged company has nationwide network coverage.
- iii. **Banglalink:** is the third largest cellular service provider in Bangladesh. It is fully owned by Telecom Ventures Ltd. (previously Orascom Telecom Ventures Ltd.) of Malta, which is a 100% owned subsidiary of Global Telecom Holding which is in turn a subsidiary of the Dutch holding company VEON.
- iv. **Teletalk:** is the only state-owned GSM, 3G, LTE based mobile phone operator in Bangladesh that started operating in 2004. As on September 31, 2019, Teletalk has a subscriber base of 4.527 million.

- 6.1. **Overall Satisfaction:** This is the overall comparison rating the factors based on the questionnaire result from the response of the selected samples.



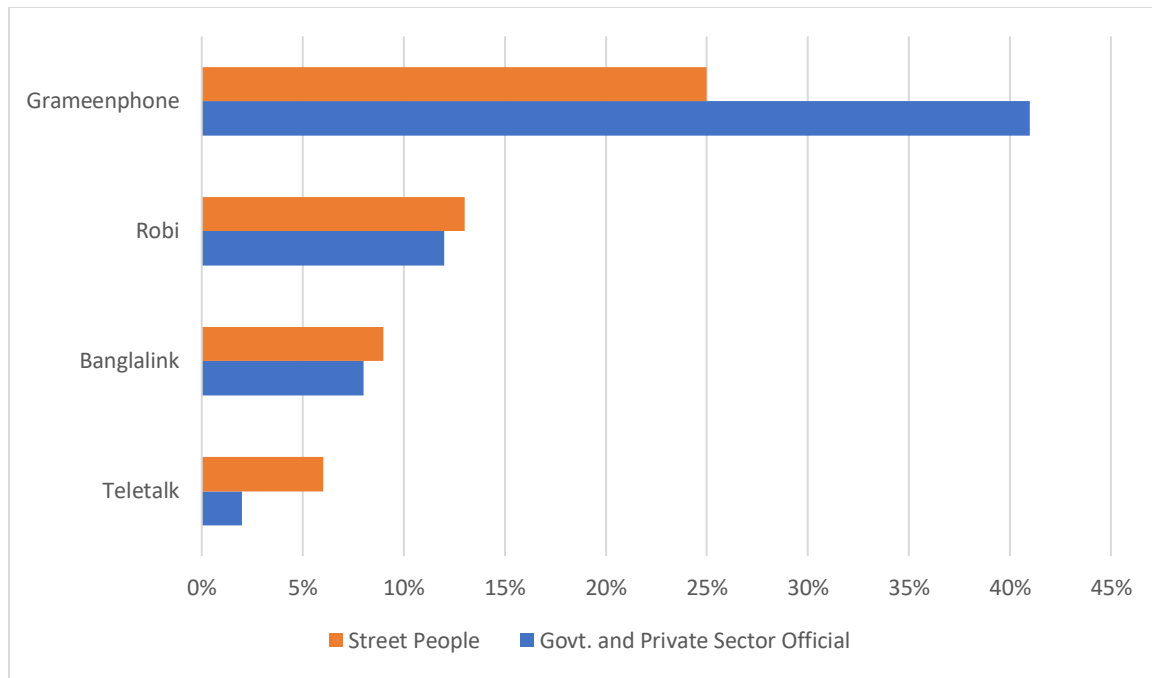
After the comparison of the customer satisfaction level (total score out of 100) of each operator is

- Grameenphone= 90
- Robi= 80
- Banglalink= 83
- Teletalk= 73

As a result, Grameenphone is a little bit forward from the other Telecom Operators.

6.2. Customers Brand Preference:

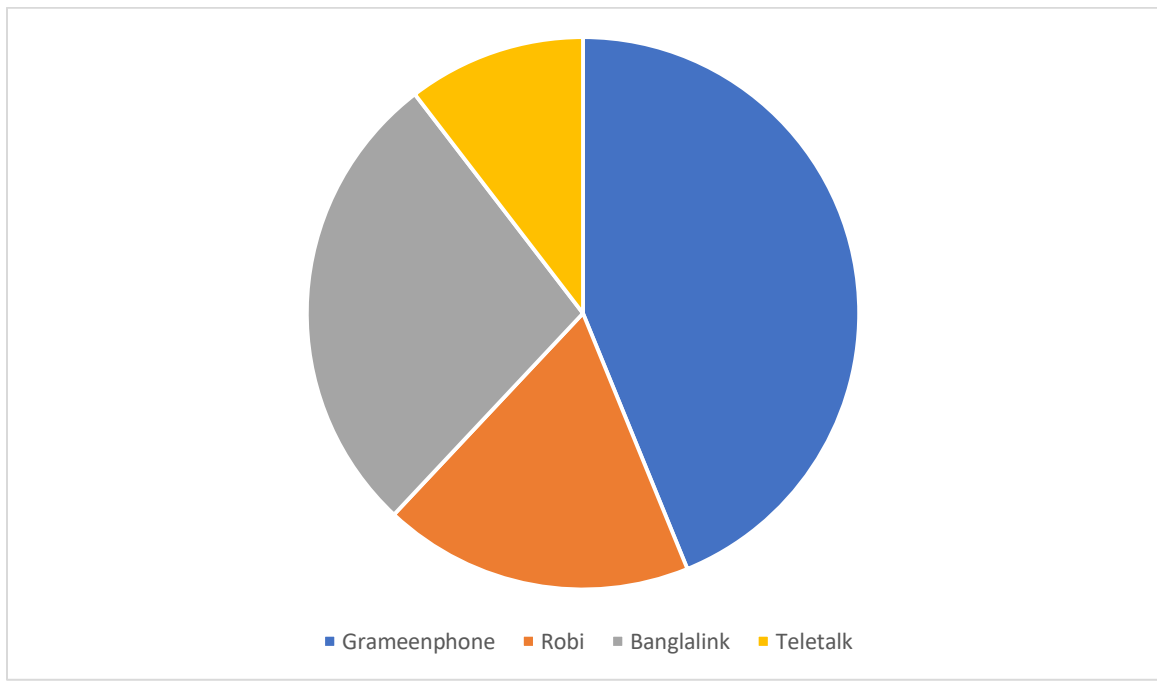
Users usually demand better quality service from the telecom operator. I'm showing the users of official sector people and street people who are using different operator.



As a result:

Grameenphone has 25% Street users and 41% govt. private sector official users. Robi has 13% Street users and 12% govt. and private sector official users. Banglalink has 9% street users and 8% govt. and private sector official users. Teletalk has 6% street users and 2% govt. and private sector official users.

6.3. Current Market Share: There is the current situation of the Market Share.



Future Forward:

7. **Recommendation:** This research aimed to find out critical factors which mostly influence the level of satisfaction of the mobile phone users in Bangladesh.

7.1. The major findings are:

1. Network coverage, network quality, internet, tariff, customer care, value added services,
2. bill payment system, promotional offers are the most important factors that affect
3. customer satisfaction.
4. Airtel users are more satisfied with the tariff than Grameen phone users
5. Gp users are satisfied with the network coverage and quality, on the other side Airtel user are not satisfied at all.
6. For internet service the GP users are more satisfied than Airtel users.
7. Customers are satisfied with bill payment system of Grameen phone.
8. In private university, there is a tendency to use more than one sim than public university.

7.2. Based on the finding: here are some recommendations for these telecom companies:

1. Before offering any new package, they should consider these factors seriously so that they can full fill the target customer need, wants.
2. Operators can reduce customer cost and provide increase value by reducing tariff and increase smaller pulse.
3. Billing payments system should be clearly described and roaming charge should be reduced
4. To introduce a new Vas. The cost of providing must not exceed the customer benefits
5. The mobile operators should increase the network coverage and also think about the quality.
6. Operators should spend more in CSR (corporate social responsibilities) so that customers can have a positive impression about the operators.
7. Although, operators recruit many Bangladeshi people as employee their hire top management from somewhere else.they should rely on Bangladeshi human resources capability

Reference:

- Mohammad Muzahid Akbar, Noorjahan Parvez Journalist from the Journal of “Impact of Service Quality, Trust and Customer Satisfaction on Customer Loyalty.”
- ThawhidulKabir,RubaidaRafe,from the Journal of “A CAUSATIVE ANALYSIS OF FACTORS AFFECTING EMPLOYED PERSONNEL AS LOYAL CUSTOMERS OF WIRELESS TELECOM INDUSTRY IN BANGLADESH”
- Md NahinHossain,and Md Yahin Hossain from the journal of “Mobile Banking and Customer Satisfaction: The Case of Dhaka City.”
- Md. Hafez, NazninAkther from the Journal of “Determinants of Customer Loyalty in Mobile Telecommunication Industry in Bangladesh.”
- NazninAlam Ahsan Kabir Rubel from the Journal of Impacts of Corporate Social Responsibility on Customer Satisfaction in Telecom Industry of Bangladesh

Reference link:

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2. http://www.academia.edu/download/37009826/Article_01-libre.pdf
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5. <https://i-proclaim.my/journals/index.php/abcjar/article/view/35>

Appendices (i):

Introducing Consulted Articles

SL	Article Title	Author	Journal name	Volume and Issue	Year	Publisher
1	Impact of Service Quality, Trust and Customer Satisfaction on Customer Loyalty.	Mohammad Muzahid Akbar Noorjahan Parvez	Emerald Open Research	Vol. 29 No. 1	(2009): (January-April)	ABAC Journal
2	A CAUSATIVE ANALYSIS OF FACTORS AFFECTING EMPLOYED PERSONNEL AS LOYAL CUSTOMERS OF WIRELESS TELECOM INDUSTRY IN BANGLADESH	Thawhidul Kabir, RubaidaRafe,	Emerald Open Research	Vol.– III, Issue 2(1)	April. 2012	Researcher World.
3	Mobile Banking and Customer Satisfaction: The Case of Dhaka City	Md NahinHossain,and Md Yahin Hossain	Emerald Open Research	Vol. 5. No. 3	September 2015	Researchgate
4	Determinants of Customer Loyalty in Mobile Telecommunication Industry in Bangladesh.	Md. Hafez, NazninAkther	Emerald Open Research	Vol 17, No 1-A	2017	Global Journal of Management and Business
5	Impacts of	NazninAlam Ahsan Kabir	Emerald Open	Vol. 3 No. 2	(2014): July-	ABC Journal of Advance

Corporate Social Responsibility on Customer Satisfaction in Telecom Industry of Bangladesh	Rubel	Research		December	Research.
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Appendices (ii):

Compilation of Objectives/Purposes/Questions/Hypothesis Addressed by the Article.

Article	Objectives/Purposes/Questions/Hypothesis
1	This research has proposed a conceptual framework to investigate the effects of customers' perceived service quality, trust, and customer satisfaction on customer loyalty.
2	How well do the factors of customer loyalty can predict loyalty of employed personnel as customer of Wireless Telecom Industry in Bangladesh? How much variance in loyalty of employed personnel scores can be explained by scores on the identified factors? Which one, if several, is the best predictor of employed personnel's loyalty as customers of Wireless Telecom Industry? If we control for the possible effect of other Independent Factors, is this set of identified factors still be able to predict a significant amount.
3	Switching cost, trust, demographic variables, customer loyalty and customer Satisfaction.
4	To examine whether service quality has significant relationship on customer loyalty. To examine whether customer satisfaction has significant relationship on customer loyalty. To examine whether trust has significant relationship on customer loyalty. To examine whether switching cost has

	significant relationship on customer loyalty.
5	If there is an effect of awareness of CSR activities on customers" purchase intention. If there is an effect of service quality on customer satisfaction. If there is an effect of the customer satisfaction on customers" purchase intention. If there is an effect of customers" purchase intention on loyalty.

Appendices (iii):

Complication of the Methods

Article	Methods
1	Data have been collected from 304 subscribes/customers of a major private telecommunication company of Bangladesh and the response rate was 90%. The average age of the respondents was 29 years. 59 % respondents were male and 41 % were female.
2	Measuring the multicollinearity and normality of the collected data, Standard Multiple Regression and Sequential Multiple Regression analysis was conducted to know.
3	The pictorial depiction of the framework (Figure 1) shows the structures of the relationship among the set of measured variables. The independent variables are service quality, trust, switching cost, demographic environment and dependent variables are customer satisfaction, action loyalty. Demographic environment and action loyalty are the new two variables added in this model. The objective is to investigate the relationship between quality of service (reliability, responsiveness, assurance, empathy, tangibles) and customer satisfaction and secondly the impact of quality, switching cost, trust and demographic environment on the action loyalty of customers.
4	This study is descriptive in nature. The main purpose of the descriptive research is validation of the developed hypothesis that reflects the existing condition.
5	Tools used for data collection are Questionnaire based on corporate social responsibility, customer satisfaction and retention in a leading telecom industry of Bangladesh. The respondents are university students. Only those students were selected for the survey that is using the services of that particular company at present. Questionnaires were distributed among the students and they were dictated to fill up. All the questionnaires were then collected one by one individually without mixing. In this way, the primary data was collected from respondents to test hypotheses.

Appendices (iv):

Complication of the Conclusion

Article	Conclusion
1	The findings of this study have to be interpreted considering few limitations. First, data were collected only from the subscribers of one private telecommunication company; so, the results might not hold true for other telecommunication companies. Second, data collection was limited to the subscribers of that private telecommunication company who live in Dhaka metropolitan area; so, the findings should not be generalized for all the subscribers of the entire country. Third, the current study was a cross-sectional study but to determine the causal paths of the studied variables a longitudinal study would have been more appropriate.
2	As the bargaining power of the customer seems to be high with lofty growth rate of the market and lack of the availability of substitute products as well as low threats from potential new entrants in this industry, market share of each service provider is gradually increasing to keep pace with the growth rate of the market. Therefore, to achieve sustainable competitive advantage over competitors, 'Customer loyalty', as a concept, is a critical strategic option for today's Telecommunication Sector of Bangladesh. Not only that, but also the employed personnel, as loyal customers for service providing operators of Wireless Telecom Industry in Bangladesh, should be considered as the most sustainable and stable target market.
3	The data analysis reveals some facts which the bank should seriously take under consideration loyal customer. The effect of identifying variables (independent) on customer satisfaction and action-loyalty will help companies to equip with better knowledge and initiatives to organize their marketing activities which supports the previous study (Islam,2010). This given information will help banks to put emphasis on the right influencing factors while putting less emphasis on others that do not create any impact on the dependent variables. This study will be more informative for pragmatic managers though some of the results are seen as deviations from the normal assumption. Based on the analysis following are some of the implications that the banks.
4	The study examines the determinants influencing customer loyalty in the telecom industry in Bangladesh. Multiple regression analysis is conducted in this study in order to find out influential determinants that lead customer loyalty in telecom industry. Based on previous literature, five (5) influential factors of customer loyalty were identified. The results show four factors significantly influencing the customer loyalty namely service quality, customer satisfaction, trust, corporate image. Switching costs an insignificant determinant

	in developing customer loyalty in telecom industry in the context of Bangladesh. The findings of the study also indicate that service quality is the most significant determinant of customer loyalty in telecom industry in Bangladesh. Therefore, telecom operators should focus on service quality, customer satisfaction, trust, corporate image for the purpose of customer retention and building customer loyalty.
5	In our paper, we mainly have seen seven terms; sustainable behavior, opinions, awareness, purchase intention, loyalty, service quality and customer satisfaction. We showed frequency distribution of each term with five or more variables. Therefore, using factor analysis the correlation matrix was calculated which showed the variables of "service quality" contained strong and positive correlations whereas the variables of "customer satisfaction" contained strong but negative correlations. Hence, we can see that, "service quality" has higher influence over "customer satisfaction". The findings of this study are useful to upgrade better service quality for gaining more customer satisfaction in Bangladeshi telecommunication industry. The study also focuses on the corporate social responsibility on customers.
