

A Thesis Paper

On

**“Assessing the Level of Satisfaction of
Grameenphone Subscribers”**

15/01/2018

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“Assessing the Level of Satisfaction of Grameenphone Subscribers”

Course code: ECO 4395
Course Title: Guided Research
Fall semester: 2017

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Abstract

Grameenphone is the most popular cellular operator in Bangladesh. In this study, we have tried to find out the key services of Grameenphone, that has affected customer satisfaction of the subscribers of Grameenphone. Some important factors are performing behind this overall satisfaction. Customer satisfaction depends on some factors which are network quality, call rates, internet services and packages, customer care service, FNF and so on. We have selected primary data for this study. We have conducted a survey on 50 Grameenphone users in Dhaka. The main focus of the survey was based on dissimilar customer satisfaction factors of Grameenphone. Most of the subscribers are not satisfied with the call rates of Grameenphone, and a large number of subscribers are happy with the network service. Over all, we got a mixed result from this survey; that means, some customers are happy with Grameenphone, and some customers are not happy.

Keywords: quality factors; customer satisfaction, Grameenphone.

Introduction

Telecommunication is one of the most important service sectors in our country. Today, mobile phones have become an indispensable part of our lives, and we simply cannot imagine ourselves without our phones. Five mobile phone operators are currently operating in Bangladesh, Grameenphone, Banglalink, Teletalk, Airtel and Citycell; among them, Grameenphone is most popular mobile phone operator in the telecommunication industry. Grameenphone Ltd. is jointly owned by 2 corporations; one of which is Bangladeshi and the other is Norwegian. Grameenphone started its services on 26th march 1997, in Bangladesh. Grameenphone is a joint venture between Grameen Telecom (32%) and Telenor (68%). 61.2% of the shares of Grameenphone are owned by Telenor; 28.8% are owned by Grameen Telecom; 5% are owned by Institute, and the other 5% shares are owned by Public shareholders. In Norway Telenor is the biggest telecommunication service providers. In total, the number of Grameenphone users reached 115.527 million during April, (2014).

Grameenphone is a service oriented company, and its primary purpose is to retain its customers by maintaining the quality of customer services. The overall objective of the study is to find out the key service factors of Grameenphone, that affect customer satisfaction. The most important objective is to investigate the gap between observation and expectation of the Grameenphone users, and to remove dissatisfaction. Standard service quality is an important part for Grameenphone, because customer satisfaction depends on Standard service quality.

Grameenphone is the market leader in the telecommunication industry of Bangladesh. In this competitive market, it is difficult to keep the leading edge intact. For the customer satisfaction, it is very important to know whether their customers are satisfied or not. Hopefully, this study will help Grameenphone identify the factors that are satisfactory, and the factors that are dissatisfactory to their subscribers. This study suggests that Grameenphone should decrease its call rates in order to achieve a higher level of customer satisfaction.

Literature Review

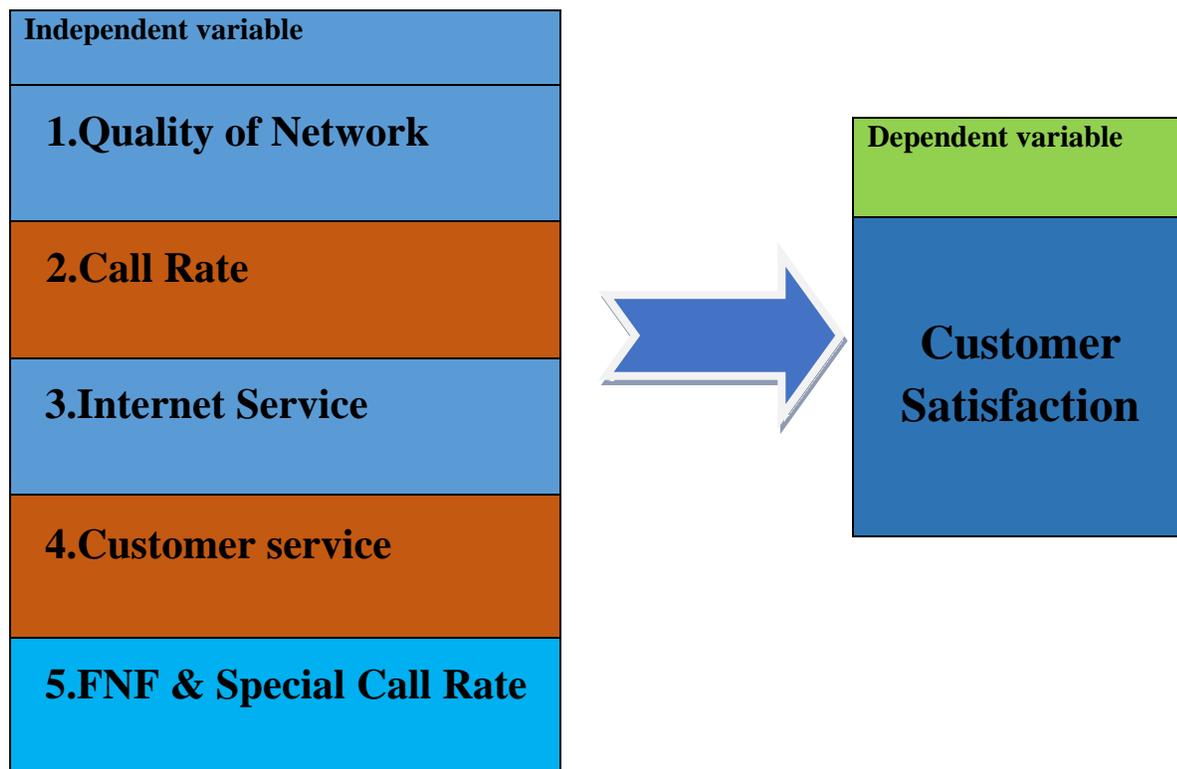
A number of studies have attempted to find the consumer satisfaction status of Grameenphone's services from different perspectives.

A study conducted by Hossain, Monowar (2007) on customer satisfaction of Grameenphone, found that Grameenphone has both, some strengths and some weaknesses. The biggest strength identified by this study is the widest network coverage offered by Grameenphone. This study recommended that Grameenphone should deliver their best services to not only in the Divisional Zones, but also in the Village areas, for contributing to the betterment of the people. Wazed, Farzana, Yen (2008) conducted a study on Customer Satisfaction of Grameenphone, and found that not all the customers are satisfied on the various services provided by Grameenphone; but it has a wide recognition for building a quality network with large coverage across the country. The study also revealed the important fact that Grameenphone is taking different steps to make its subscribers more comfortable and satisfied with their services. Alam, Syed (2009) conducted a study on customer satisfaction of Grameenphone's services and found the significant factors that are contributing as strengths, weaknesses, opportunities and also as threats. The biggest strength of the Grameenphone identified in this study is its widest network coverage. Ahmed, Anahita (2011) performed a study on Customer satisfaction of Grameenphone Ltd. and found that users are satisfied with the Grameenphone network coverage, but there are several factors about which consumers have some major dissatisfaction; such as helpline service, service of information centers, high billing rates etc. Islam, Zahidul (2011) conducted a comparative analysis on consumer satisfaction between Grameenphone and Teletalk using primary data collected from different areas of Khulna City. The study revealed the fact that overall customer satisfaction for Grameenphone is higher than Teletalk. Rahman et al (2014) conducted a study on factors affecting the customer satisfaction of Grameenphone on 140 Grameenphone consumers. This study reveals that consumers are on an average satisfied with the Grameenphone services, especially for service innovativeness, service reliability, service competitiveness, and customer demand fulfillment; however, little dissatisfaction arises due to the poor network and signal coverage. Akter, Marjahan (2016) conducted a study on factors for determining customer satisfaction of prepaid subscribers of Grameenphone, and found that on an average, GP subscribers are not happy with the network coverage provided by Grameenphone. This study identified some factors that could be the reasons behind the dissatisfaction of the customers; such as Billing rate, shortage of network coverage, poor after sale services, etc. A similar study conducted by Chakma, Priyongkar (2016) found that Grameenphone has a positive customer satisfaction status among their prepaid subscribers. Using regression and correlation analysis, this study concluded that several factors are significantly affecting the satisfaction of prepaid customers towards Grameenphone's services. A study conducted by Ahmed, Ayesha (2016) on consumer satisfaction of Grameenphone found somewhat a mixed reaction from the consumers. This study found that the users of Grameenphone are satisfied with the strong network service it provides, but several other factors contribute to the dissatisfaction of the consumers.

Methodology

Customer satisfaction is the ultimate goal of every cellular operator; the case of Grameenphone is no different. So the main objective of our study is to find the key services of Grameenphone that has affected customer satisfaction of its subscribers. The key factors are Quality of network, call rates, network service, customer service and FNF.

Table 1: Research framework



There are some important factors through which, the overall level of customer satisfaction can be determined. These important factors are Network quality, Call rates, Customer care service, Internet services and FNF. Customer Satisfaction is the dependent variable.

This paper has been developed on the basis of primary data that I had collected through a direct survey on the subscribers. The sample size for this paper was 50. I had divided the survey questions into five factors and in total, I came up with 24 questions for this research paper; each of the questions were related with the five factors. For analyzing the data, different tools have been used in this paper, such as, pie chart, bar chart.

Analysis and Findings

The results of the descriptive analysis of demographic information found through the questionnaires have been shown in the following chart.

(n=50)

Table 2: Respondent Demographics

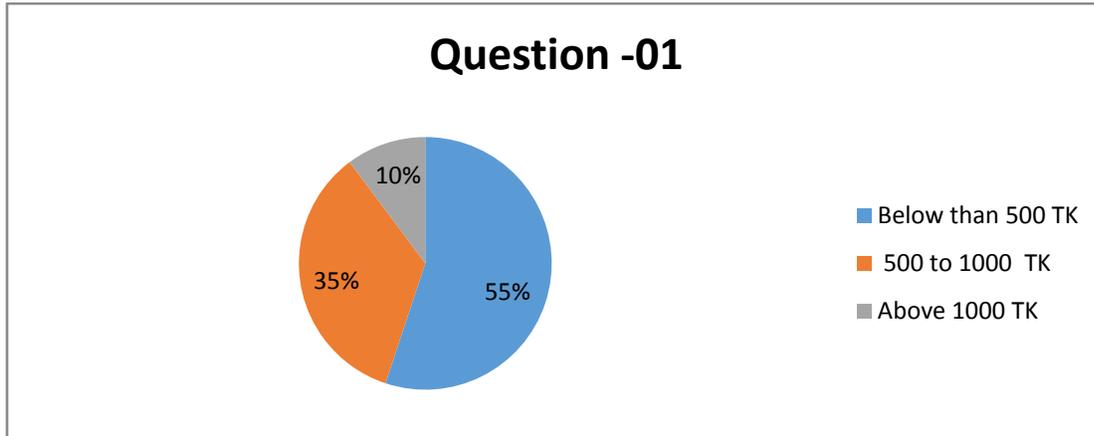
Demographic Variables		Frequency	Percent (%)	
Gender	Male	27	54	
	Female	23	46	
Age	18 to 24	39	78	
	24 to 30	11	22	
Monthly spend on cell phone	Below 500	28	54	
	500 to 1000	17	34	
	Above 1000	5	10	
Current Mobile Operator	GP	50	100	
Cell phone can be substituted by any other services	yes	Viber	3	6
		Messenger	25	50
		Whatsapp	6	12
		other	4	8
	No	12	24	

This table shows that the total sample size is 50; among them, 54% are male and 46% are female users. Among the respondents, 78% users are aged between 18 and 24; and 22% of the users are aged between 24 and 30. Among the respondents, 54% users spend below 500 TK per month; 34% users spend (500 to 1000) TK per month; and lastly, 10% users spend above 1000 Tk per month. All of the respondents are GP users. Among the respondents, 24% users think that GP is the best communication system; 6% users said its Viber, 50% users said its Messenger; 12% users said its Whatsapp; and 4% users said its 'others'.

Data Analysis

Several techniques can be used for analyzing the data. In this research paper, we have followed the survey procedure for analyzing the customer satisfaction of GP subscribers. This paper is following-

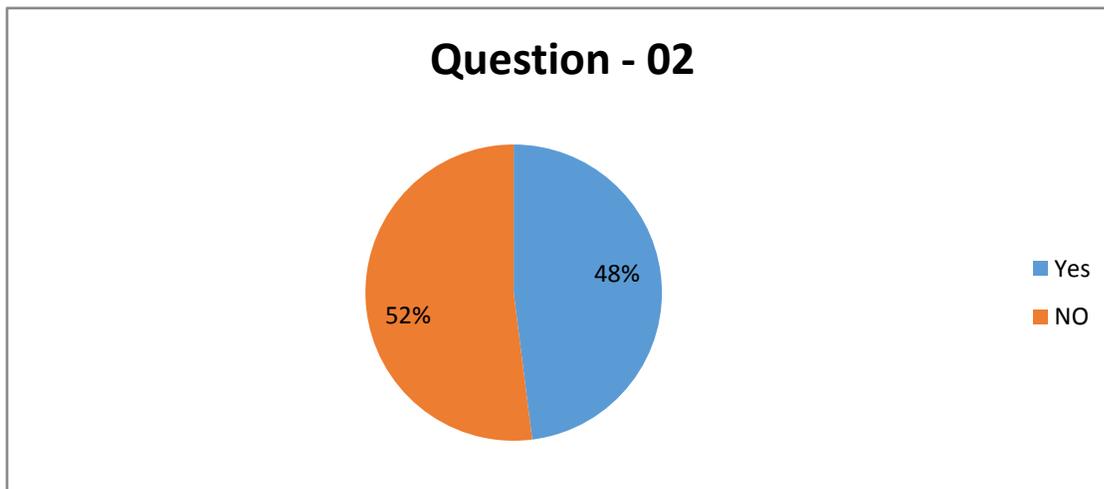
Q1. How much do you spend on your cell phone services as a whole per month?



Per month spend on cell phone	Frequency	(%)
Below than 500 TK	28	54%
500 to 1000 TK	17	34%
Above 1000 TK	5	10%

This figure shows that among the respondents, 55% spend below 500 TK on phone every month, 34% of the subscribers spend 500 to 1000 TK every month; and 10% of the subscribers spend above 1000 TK.

Q2. Do you think you are influence by marketing campaigns directed toward cell phone services?

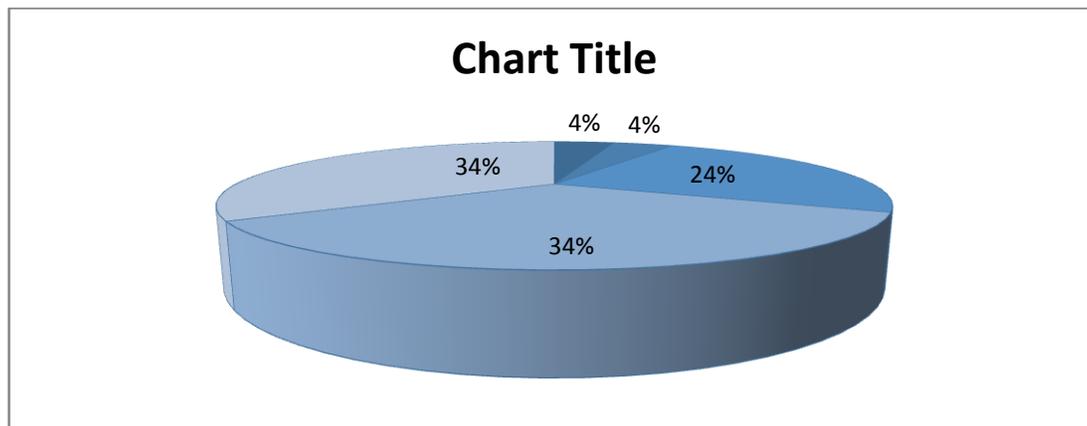


	Frequency	(%)
Yes	24	48%
No	26	52%

This figure shows that among the respondents, 48% subscribers agree with this question and 52% subscribers disagree with this question.

QUALITY OF NETWORK

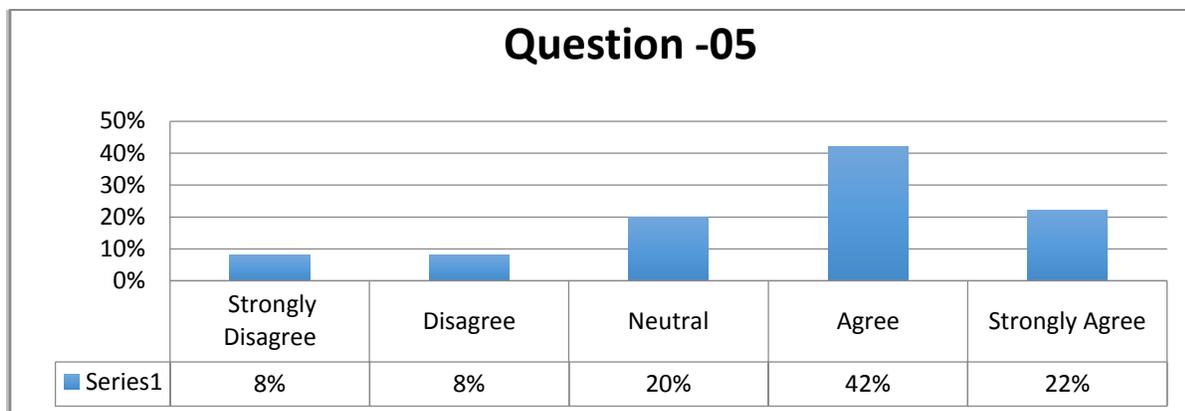
Q4.The network service provided by Grameenphone is satisfying



Frequency		(%)
Strongly disagree	2	4%
Disagree	2	4%
Neutral	12	24%
Agree	17	34%
Strongly agree	17	34%

From the table 4 we see, among the respondents, 4% users strongly disagree, 4% users disagree, 24% users are neutral, 34% users agree and 34% users strongly agree with network quality. So we can say that most of the subscribers are satisfied with the network quality of GP.

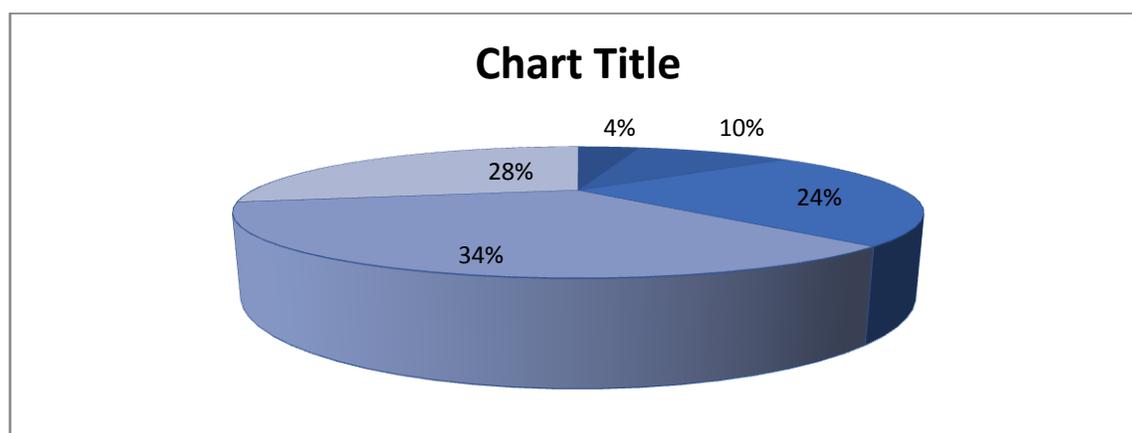
Q5. The network outside of Dhaka is good.



Frequency		(%)
Strongly disagree	4	8%
Disagree	4	8%
Neutral	10	20%
Agree	21	42%
Strongly agree	11	22%

The above table shows that among the respondents, 8% users strongly disagree, 8% users disagree, 20% users are neutral, 42% users agree and 22% users strongly agree with the 'good network quality outside of Dhaka'. From table -5, we see most of the subscribers are happy with the network outside of Dhaka, only 16% subscribers are not happy with the network quality outside Dhaka.

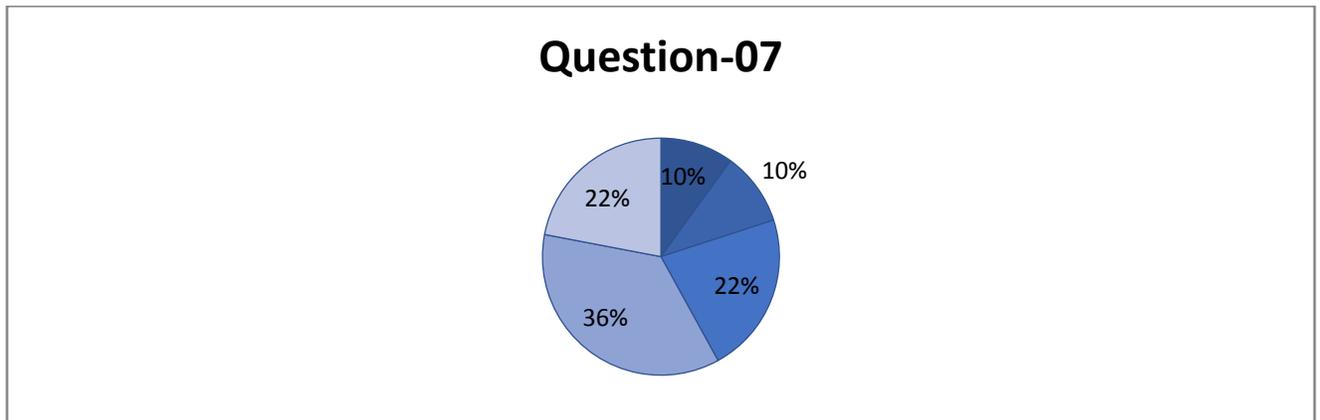
Q6. The Network tower are available in each city



Frequency		(%)
Strongly disagree	2	4%
Disagree	5	10%
Neutral	12	24%
Agree	17	34%
Strongly agree	14	28%

From table - 6 we can see that among the respondents, only 14% subscribers do not agree with this question, and 24% subscribers are neutral, and 62% subscribers are satisfied.

Q7. We get full network in every moment



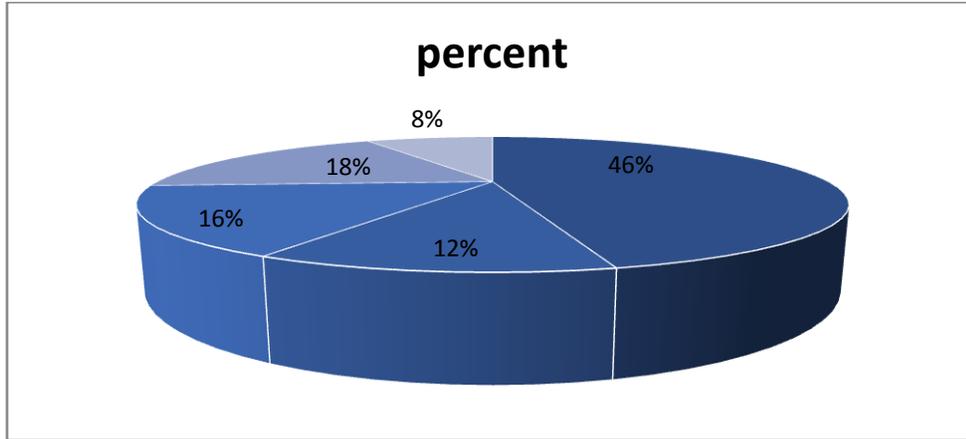
Frequency		(%)
Strongly disagree	5	10%
Disagree	5	10%
Neutral	11	22%
Agree	18	38%
Strongly agree	11	22%

‘Grameenphone provides full network throughout the day and the night’ among the respondents, 20% subscribers disagree, 22% subscribers are neutral and 70% subscribers agree with this question.

Most of the subscribers are happy with Grameenphone’s network, just a few percentages of the subscribers are not happy with Grameenphone’s network quality. So we can see that, Grameenphone provides good network service to its users.

CALL RATE

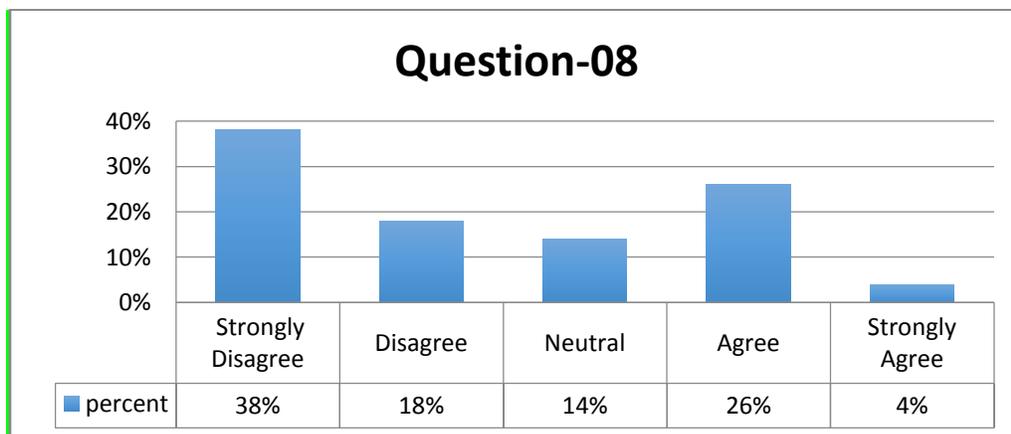
8. Grameenphone provides reasonable call rate



Frequency		(%)
Strongly disagree	23	46%
Disagree	6	12%
Neutral	8	16%
Agree	9	18%
Strongly agree	4	8%

From table 8, we see, among the respondents, 58% subscribers are satisfied with the call rate of Grameenphone, 16% subscribers are neutral, and only 26% users are satisfied.

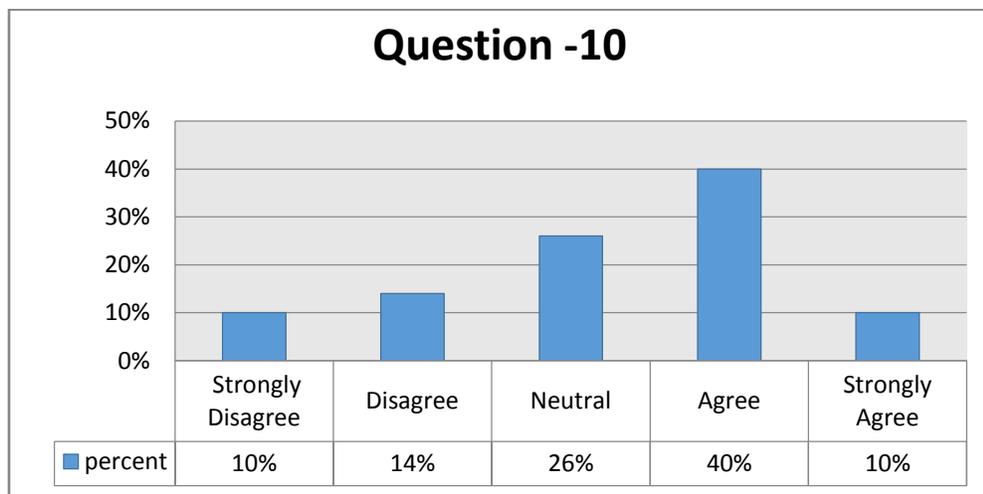
9. Grameenphone offers cheaper call rates/offers for students



Frequency		(%)
Strongly disagree	19	38%
Disagree	9	18%
Neutral	7	14%
Agree	13	26%
Strongly agree	2	4%

From the table - 9 we can see that among the respondents, only 2% of users strongly agree, 26% of users agree, 14% of users are neutral, 18% of users disagree and 38% of users strongly disagree with this question.

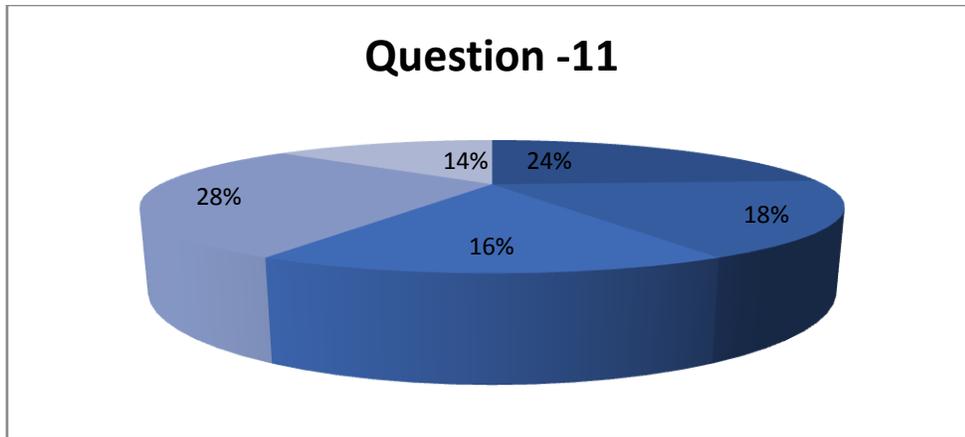
10. GP offers special offers in special occasions.



Frequency		(%)
Strongly disagree	5	10%
Disagree	7	14%
Neutral	13	26%
Agree	20	40%
Strongly agree	5	10%

The table 18- shows that among the respondents, 10% users strongly disagree, 14% users disagree, 26% users are neutral, 40% users agree and 10% users strongly agree that Grameenphone provides special offers on special occasions. So we can say that most of the subscribers are satisfied with this factor.

11. The calling rates in FNF numbers are quite low



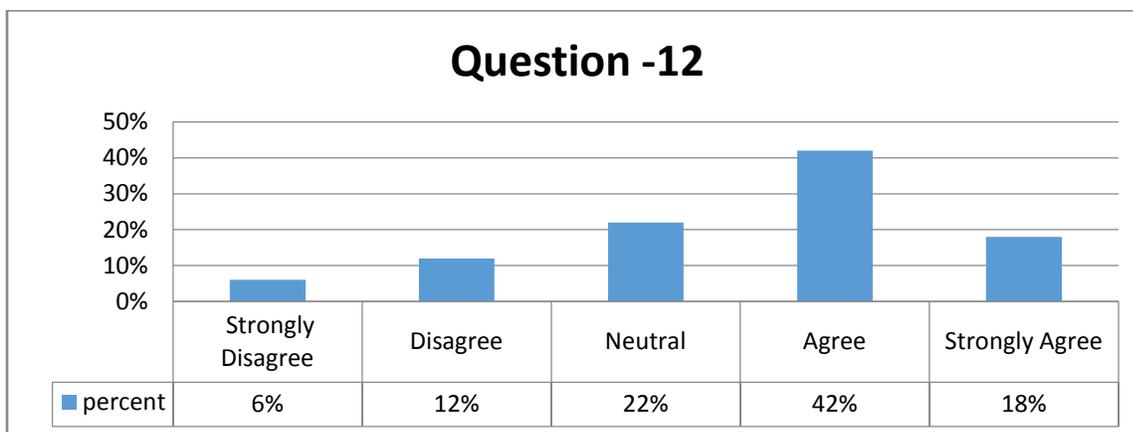
Frequency		(%)
Strongly disagree	12	24%
Disagree	9	18%
Neutral	8	16%
Agree	14	28%
Strongly agree	7	14%

From the table -11, we see that among the respondents, a mixed result have come out of this question. Some subscribers are happy with this question and some users are not happy.

Most of the Grameenphone users are not happy with its call rates. More than 80% of the subscribers are not satisfied with GP's call rates. The average satisfaction level is below 3; that means, subscribers are not happy with GP's call rates.

INTERNET SERVICES AND Packages

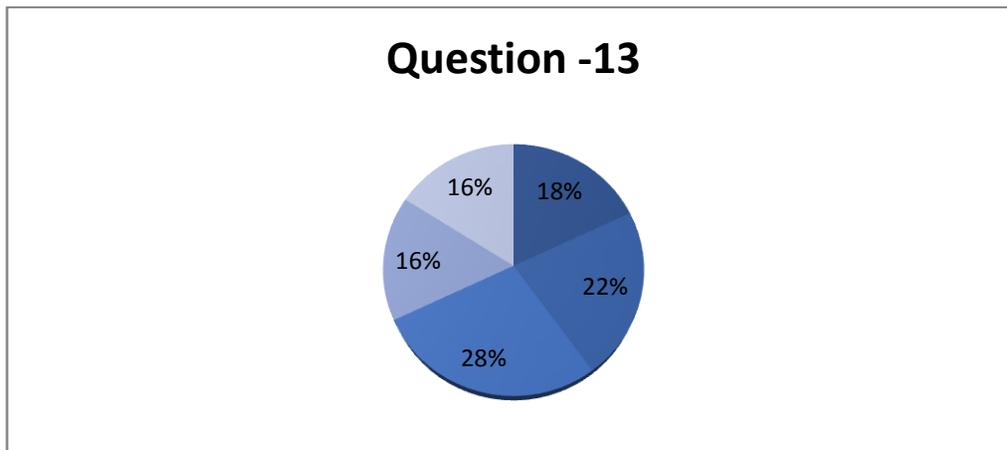
12. The Grameenphone offer different types of internet package



Frequency		(%)
Strongly disagree	3	6%
Disagree	6	12%
Neutral	11	22%
Agree	21	42%
Strongly agree	9	18%

From the survey, we found that, out of the 50 respondents, 6% users strongly disagree, 12% users disagree, 22% users are neutral, 42% users agree, 18% users strongly agree that Grameenphone provides different internet packages. This table shows that most of the subscribers are happy with this question, only a few percentages of the subscribers are not happy.

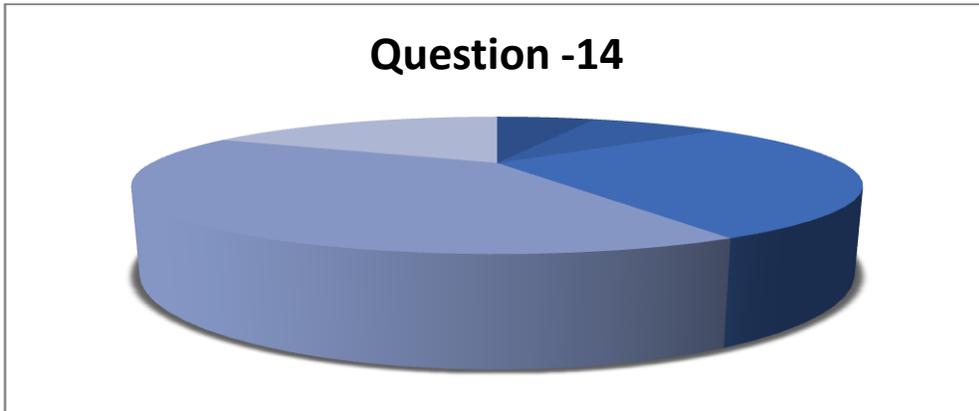
13. Internet package prices are reasonable
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Frequency		(%)
Strongly disagree	9	18%
Disagree	11	22%
Neutral	14	28%
Agree	8	16%
Strongly agree	8	16%

From the survey we found that out of the 50 respondents, 18% users strongly disagree, 22% users disagree, 28% users are neutral, 16% users agree, 16% users strongly agree about the fact that ‘Grameenphone provide reasonable internet packages’. From this table we can see that a mixed result has come for ‘Grameenphone’s Internet packages and prices’.

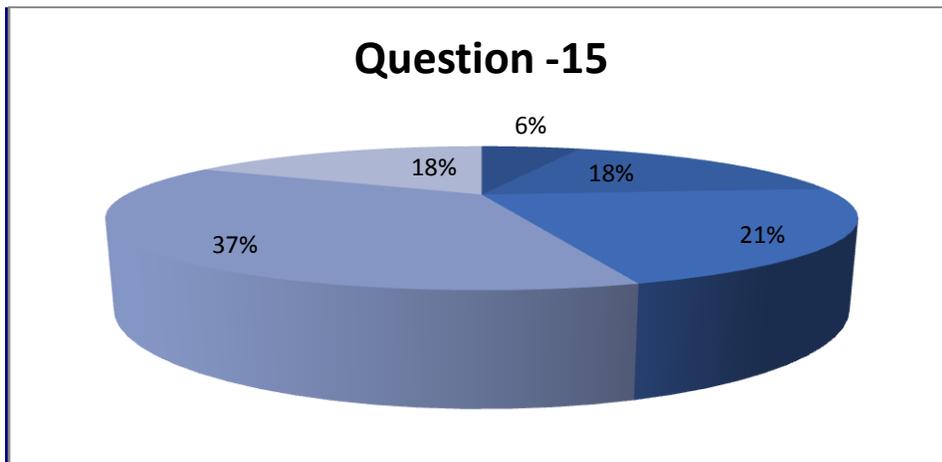
14. The Grameenphone provides satisfactory data speed



Frequency		(%)
Strongly disagree	3	6%
Disagree	4	8%
Neutral	14	28%
Agree	20	40%
Strongly agree	9	18%

The above table shows that among the respondents, 6% users strongly disagree, 8% users disagree, 28% users are neutral, 40% users agree and 18% users strongly agree with data speed. So we can say that most of the subscribers are satisfied with GP data speed.

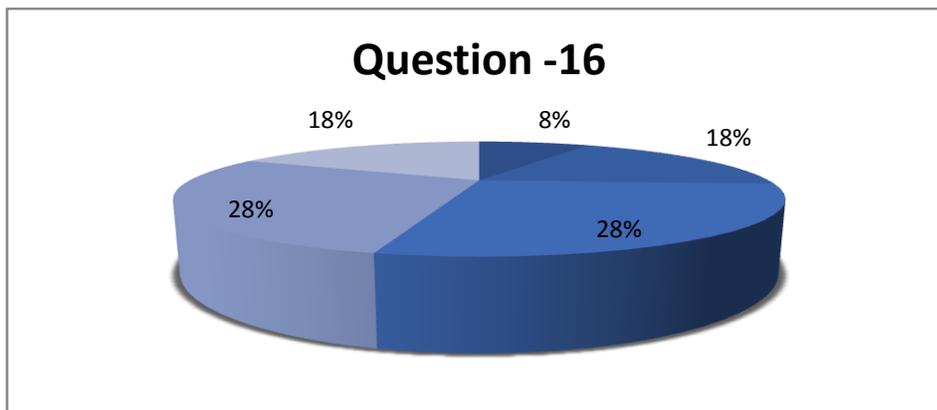
15.3G network available outside of Dhaka



Frequency		(%)
Strongly disagree	3	6%
Disagree	9	18%
Neutral	11	22%
Agree	18	36%
Strongly agree	9	18%

The table 15- shows that among the respondents, 6% users strongly disagree, 18% users disagree, 22% users are neutral, 36% users agree and 18% users strongly agree with 3G network outside of Dhaka. So we can say that most of the subscribers are satisfied with 3G network.

16. They provide free basic internet services of useful websites



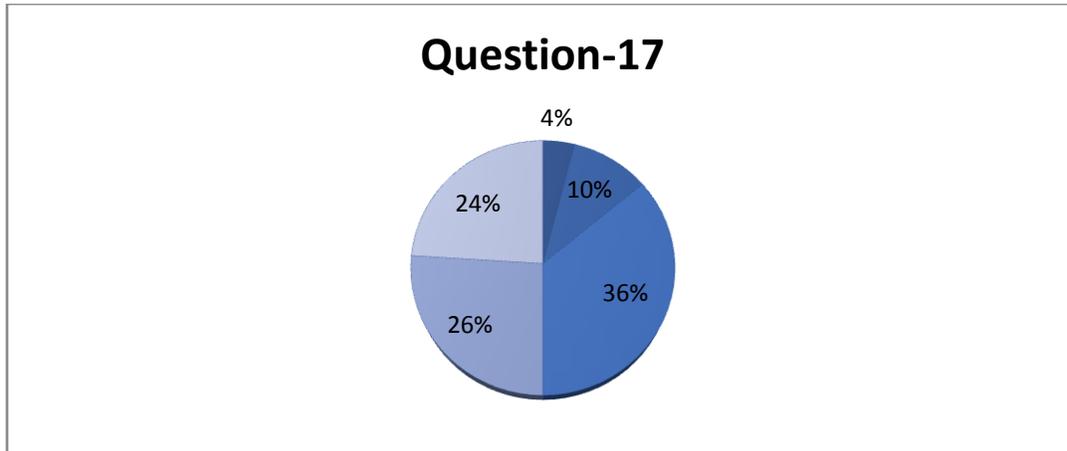
Frequency		(%)
Strongly disagree	4	8%
Disagree	9	18%
Neutral	14	28%
Agree	14	28%
Strongly agree	9	18%

From table -16, we see that among the respondents, a mixed result has come on this question. Some subscribers are happy and some users are not happy.

From this study we see that a mixed result has come for Grameenphone's Internet packages and services. 50% of the Grameenphone users are satisfied with the internet services and 50% of the users are not satisfied.

CUSTOMER CARE SERVICE

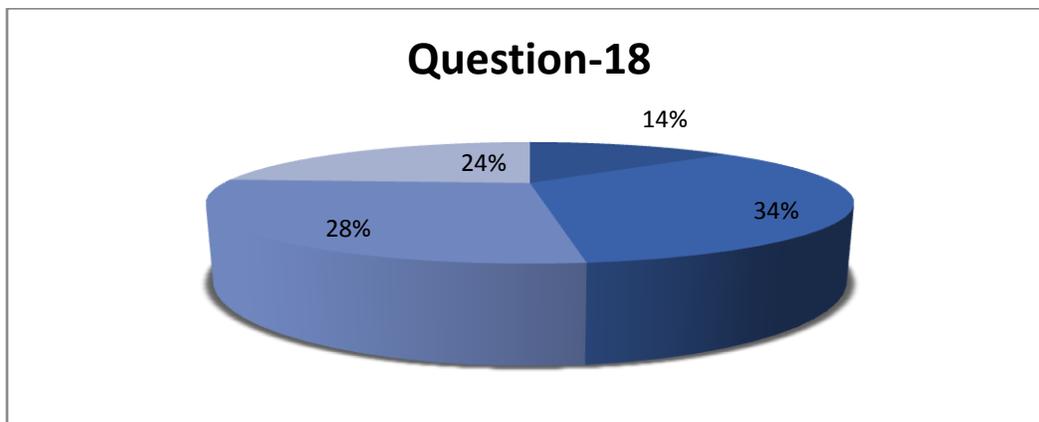
17. We get very quickly customer care service



Frequency		(%)
Strongly disagree	2	4%
Disagree	5	10%
Neutral	18	36%
Agree	13	26%
Strongly agree	12	24%

From table- 17, we see among the respondents, 48% of the subscribers are satisfied with customer care services of Grameenphone; 22% of the subscribers are neutral, and only 24% users are satisfied.

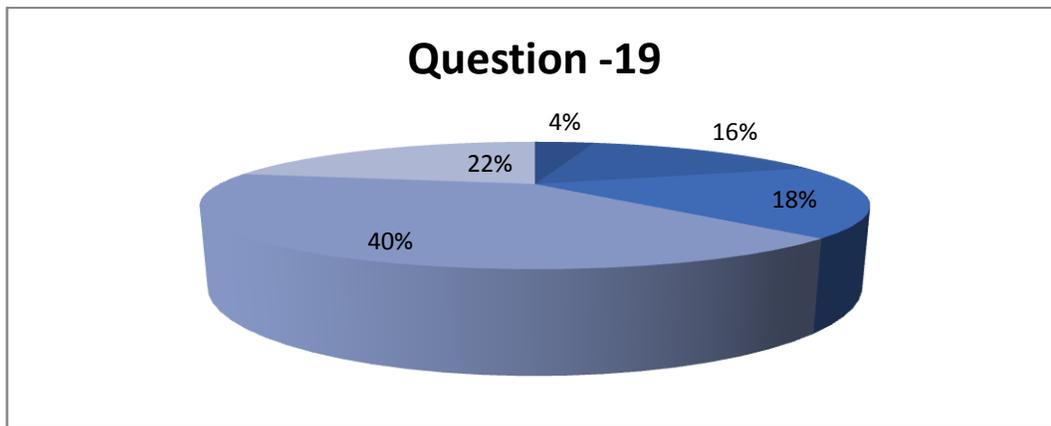
18. The staffs of call center are very helpful



Frequency		(%)
Strongly disagree	0	0%
Disagree	7	14%
Neutral	17	34%
Agree	14	28%
Strongly agree	12	24%

Table 18- shows that among the respondents, 0% users strongly disagree, 14% users disagree, 34% users are neutral, 28% users agree and 24% users strongly agree with this question. So we can say that most of the subscribers are satisfied with this question.

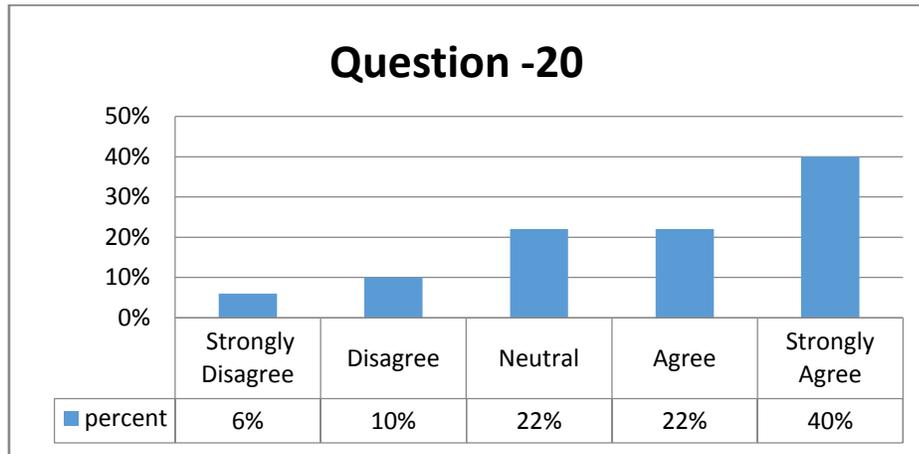
19. The customer care provides 24 hours customer service



Frequency		(%)
Strongly disagree	2	4%
Disagree	8	16%
Neutral	9	18%
Agree	20	40%
Strongly agree	11	22%

Table 19- shows that among the respondents, 4% users strongly disagree, 16% users disagree, 18% users are neutral, 40% users agree and 22% users strongly agree with 24 hours GP customer care service. So we can say that most of the subscribers are satisfied customer care services.

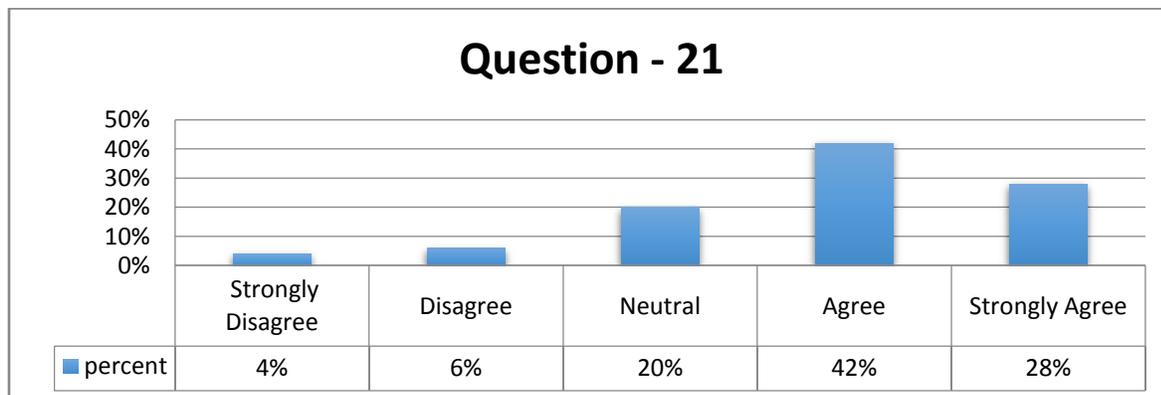
20. We get friendly behavior when we go to customer care



Frequency		(%)
Strongly disagree	3	6%
Disagree	5	10%
Neutral	11	22%
Agree	11	22%
Strongly agree	20	40%

Table 22- shows that among the respondents, 6% users strongly disagree, 10% users disagree, 22% users are neutral, 22% users agree and 40% users strongly agree with this question. This table shows that most of the subscribers are happy with the friendly behavior of the customer care personnel; a few percentage of the subscribers are not happy.

21. The customer care provides accurate information



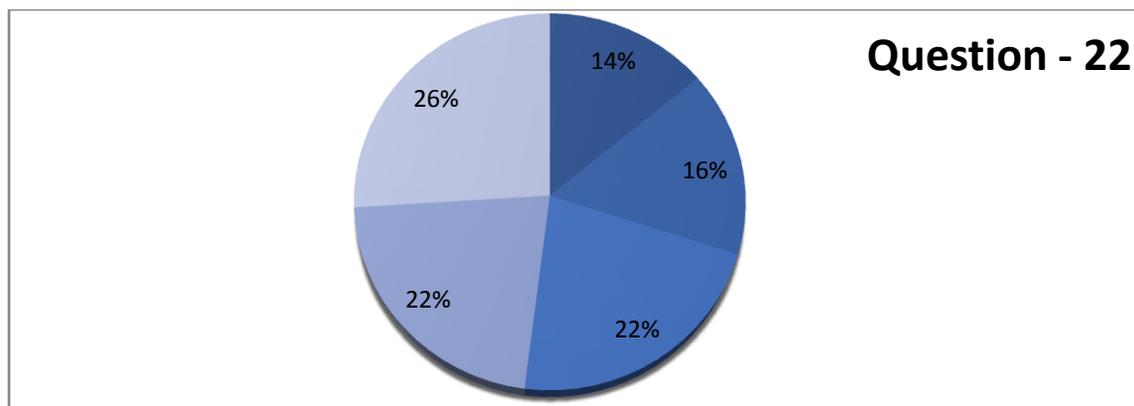
Frequency		(%)
Strongly disagree	2	4%
Disagree	3	16%
Neutral	10	20%
Agree	21	42%
Strongly agree	14	28%

Table 21- shows that among the respondents, 4% users strongly disagree, 16% users disagree, 18% users are neutral, 20% users agree and 42% users strongly agree with this question. So we can say that most of the subscribers are satisfied with GP customer care services information.

From this study we can see that most of subscribers are happy with customer care services and a few percentage of subscribers are not happy with customer care services. So we can say that Grameenphone provides a high quality customer care service to its users.

FNF AND SPECIAL CALL RATE

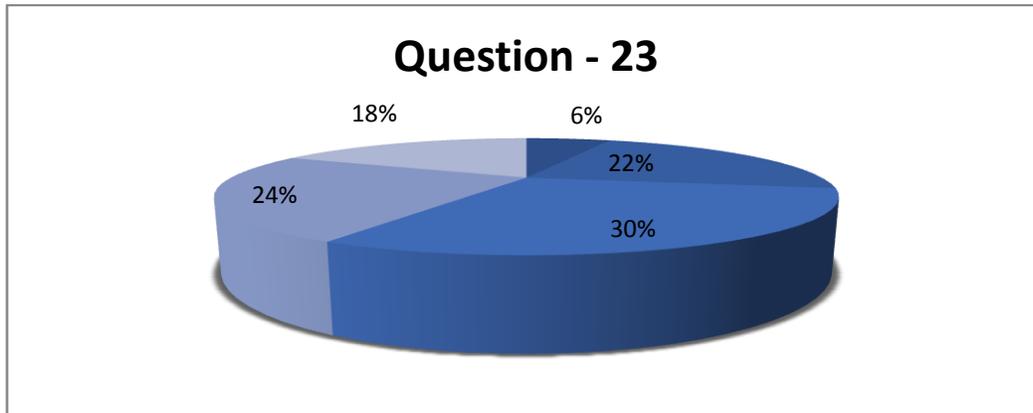
22. The Grameenphone provides special FNF at a cheaper rate



Frequency		(%)
Strongly disagree	7	14%
Disagree	8	16%
Neutral	11	22%
Agree	11	22%
Strongly agree	13	26%

Table 22- shows that among the respondents, 14% users strongly disagree, 16% users disagree, 22% users are neutral, 22% users agree and 26% users strongly agree with this question. So we see that among the respondents, a mixed result has come for this question; some subscribers are happy, and some users are not happy.

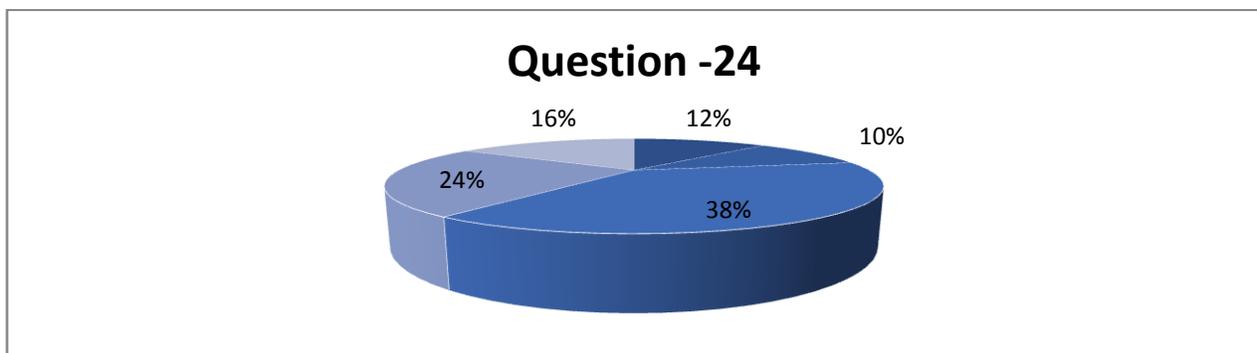
23. The Grameenphone provides supper FNF



Frequency		(%)
Strongly disagree	3	6%
Disagree	11	22%
Neutral	15	30%
Agree	12	24%
Strongly agree	9	18%

Table 23- shows that among the respondents, 6% users strongly disagree, 22% users disagree, 30% users are neutral, 24% users agree and 18% users strongly agree with GP FNF. So we can say that most of the subscribers are satisfied with GP FNF.

24. We can FNF more than five numbers



Frequency		(%)
Strongly disagree	6	12%
Disagree	5	10%
Neutral	19	38%
Agree	12	24%
Strongly agree	8	16%

From table -24 we see that among the respondents, a mixed result has come from this question. Some subscribers are happy, and some users are not happy.

From this study, we see that a mixed result has come for FNF service and special call rates. More than 50% of the Grameenphone users are satisfied with FNF, and below 40% of the users are not satisfied.

Analysis of the Results:

For this research paper, the total numbers of questions were 24; which were surveyed on 50 (GP) users. The highest point was strongly agree (5) and the lowest point was strongly disagree (1). So the lowest point for each question was (50×1) 50 and the highest point was (50×5) 250.

Table 3- Minimum, maximum, Sum and mean:

Minimum, maximum, Sum and mean point of each questions-	Sample size	Minimum	Maximum	Sum	Mean
QUALITY of NETWORK					
4.The network service provided by Grameenphone is satisfying	50	1	5	195	3.9
5.The network outside of Dhaka is good	50	1	5	181	3.62
6.The Network tower are available in each city	50	1	5	186	3.72
7.We get full network in every moment	50	1	5	175	3.5
CALL RATE					
8. Grameenphone provides reasonable call rate	50	1	5	115	2.3
9.Grameenphone offers cheaper call rates/offers for students	50	1	5	120	2.4
10.GP offers special offers in special occasions	50	1	5	163	3.26
11.The calling rates in FNF numbers are quite low	50	1	5	145	2.9

INTERNET SERVICES AND PACKAGE					
12.The Grameenphone offer different types of internet package	50	1	5	177	3.54
13.Internet package prices are reasonable	50	1	5	145	2.9
14.The Grameenphone provides satisfying data speed	50	1	5	178	3.56
15.3G network available outside of Dhaka	50	1	5	171	3.42
16.3G network available outside of Dhaka	50	1	5	165	3.3
CUSTOMER CARE SERVICE					
17.We get very quickly customer care service	50	1	5	178	3.56
18.The staffs of call center are very helpful	50	2	5	181	3.62
19.The customer care provides 24 hours customer service	50	1	5	180	3.6
20.We get friendly behavior when we go to customer care	50	1	5	190	3.8
21.The customer care provides accurate information	50	1	5	192	3.84
FNF AND SPECIAL CALL RATE					
22.The Grameenphone provides special FNF at a cheaper rate	50	1	5	165	3.3
23.The Grameenphone provides supper FNF	50	1	5	163	3.26
24.We can FNF more than five numbers	50	1	5	161	3.22

I have divided the average point into three categories of users. If the average point above 3.7, then the users are satisfied users, if the average point is above 3, then the users are moderate subscribers, and if the mean point is below 3, then the users are unsatisfied users. I have divided the key services of Grameenphone into five factors, network of quality, call rate, internet services and package, customer care service and FNF.

From this table, we can see that a few percentages of the subscribers are dissatisfied with the network quality of Grameenphone. I have got a mixed result for the network quality; which means, some subscribers are satisfied with network quality and some subscribers are not.

This table shows that most of the subscribers are not satisfied with call rates of Grameenphone; that means the average point for the call rate is almost less than 3.

From this table, we can see that subscribers are neither dissatisfied, nor satisfied with internet packages and offers. Most of the subscribers are moderately satisfied with the internet packages of Grameenphone.

Some of the users are satisfied, while some of the users are moderately satisfied with the customer care services. Most of subscribers' average point is from 3.5 to 3.8. We can see that customers are neither fully satisfied, nor dissatisfied with customer care services.

The last factor was 'FNF and special call rates'; from this table, we can see that all the subscribers are moderately satisfied with the FNF and special call rate. The average point is from 3 to 3.3.

Conclusion

The main objective of this paper is that to identify the key service quality of Grameenphone that effect on customer satisfaction. The study used primary data to measure the level of customer satisfaction of Grameenphone subscribers. In this study, Customer satisfaction of Grameenphone has been analyzed by using factors, such as network service, call rate, internet service, FNF and special call rate and customer care service. To summarize our study, we can say that although Grameenphone is the top mobile operator in our country, but subscribers are not entirely satisfied with its call rate. The Call rate has a significant role on customer satisfaction. The majority of the users are happy with the network quality of Grameenphone. This study found that most of the customers are neutral with Grameenphone's customer care service, and internet service. The study suggests that if Grameenphone does not take care of all these dissatisfactory factors then its users might switch to another operator.

This study has found that subscribers are not satisfied with the call rate and the internet packages/speed. In this situation, Grameenphone needs to take immediate action to increase customer satisfaction by decreasing the call rates, and come up with different internet package. Another suggestion is to increase the capacity of the network servers; the current capacity is somewhat struggling to deal with the load of the massive number of users. Thus, Grameenphone must take necessary steps for developing their network servers' capabilities, in order to fulfill the needs of the customers. Lastly, the efficiency and the number of the Grameenphone customer-care centers must be increased, in order to rid the users of their sufferings. If the reaction of the subscribers is not positive, and if GP fails to see the situation from the perspective of its subscribers; then ultimately, the users will no longer stick with GP, and switch to another operator.

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