

Internship Report
on
A Comparative Analysis of Service Quality of Airtel
with other Private Telecommunication Companies

Submitted To:

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Letter of Transmittal

To

Mr. Mohammad Rezaur Razzak
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Subject: Submission of Internship Report.

Dear Sir,

It is my great honor that I have been able to submit the internship report on “A COMPARATIVE ANALYSIS OF SERVICE QUALITY OF AIRTEL WITH OTHER PRIVATE TELECOMMUNICATION COMPANIES” in due time. The whole experience of this internship program enabled me to get an insight into the real life situation. I have tried my best with my knowledge to make a full-fledge report by analyzing all the requirements you have asked for. Besides this, there may be shortcomings. I would be grateful if you consider those in an excusable manner.

I would like to express my sincere gratitude to you for your guidance and suggestions in preparing the report. Please do not hesitate to contact me if you have any query on this issue or any other relevant matters. I will be happy to provide any further explanation regarding this research report if necessary. I hope you will like my work, and I will be eagerly waiting for your feedback.

Sincerely yours,

Md.Mehdi Hasan

ID: 09364016

Program:MBA



ACKNOWLEDGEMENT

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I would like to thank Mr. Saiful Alam, Senior Manager of Customer Service Department, Airtel Bangladesh. Also I express my deep gratefulness to the employees of Compliance and Audit team of Airtel for their cooperation for helping me to collect various required supportive from various sources that helped me to complete this internship report.

EXECUTIVE SUMMARY

The research intends to a comparative analysis of perceived service quality of Airtel, the GSM mobile telephony service provider in Bangladesh with other service providers in Bangladesh with other private telecommunication service providers in Bangladesh. It is a descriptive study in nature which identifies the difference among the study variables such reliability, responsiveness, assurance, empathy, and tangibles. The sample for this study was the subscribers of Grameenphone, Banglalink, Robi, Citycell and Airtel. The researcher distributed 250 questionnaires among the respondents. Sufficient literature review and discussion suggest that the service influence the perception that consumers have regarding a company's service. The the data for the study identifies the difference between the above mentioned study variables.

The recommendation of the study thus has been done to develop the overall service quality by considering the discussed dimensions to provide a long and sustainable positive customer experience.

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4.1 Airtel Bangladesh Ltd.

Airtel comes from Bharti Airtel Limited, one of Asia's leading integrated telecom services providers with operations in India, Sri Lanka and Bangladesh. In January 2010, Bharti Airtel Limited acquired 70% stake in Warid Telecom, Bangladesh, a subsidiary of the UAE-based Abu Dhabi Group. Bharti Airtel is making a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom and have management and board control of the company. This is the largest investment in Bangladesh by an Indian company. Dhavi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company. The new funding is being utilised for expansion of the network, both for coverage and capacity, and introduction of innovative products and services. As a result of this additional investment, the overall investment in the company will be in the region of USD 1 billion. This is Bharti Airtel's second operation outside of India. The company launched its mobile services in Sri Lanka in January 2009 on a state-of-the-art 3.5G network. The company crossed the 1 million customers mark within six months of launch on the back of innovative offerings as well as rapid expansion of network coverage and distribution.

4.2 Airtel Bangladesh Ltd. at Glance

- **Type:** Private
- **Industry:** Telecommunication
- **Founded:** December 1, 2010 (Registration date)
- **Headquarters:** House 34, Road 19/A, Banani, Dhaka 1213, Bangladesh
- **Key people:** Chris Tobit (Chief Executive Officer), Abhay Seth (Chief Sales & Marketing officer), SK Mukhopadhyay (Chief Finance Officer), Rubaba Dowla (Chief Service Officer), Sugato Halder (acting Chief HR officer)
- **Products:** Telephony, mobile telephony
- **Total subscriber:** 6.538 million (April 2012)
- **Revenue:** 117.213 billion (US\$2.34 billion) (2012)*
- **Operating income:** 21.771 billion (US\$434.33 million) (2012)*
- **Net income:** 18.282 billion (US\$364.73 million) (2012) *
- **Total assets:** 856.142 billion (US\$17.08 billion) (2012)*
- **Total equity:** 502.603 billion (US\$10.03 billion) (2012)*

* All figures include Bangladesh, India and Sri Lanka operations

- **Parent:** Bharti Airtel 70% and Warid Telecom 30%
- **Website:** <http://www.bd.airtel.com>

4.3 About Bharti Group

Founded in 1976, by Sunil Bharti Mittal, Bharti has grown from being a manufacturer of bicycle parts to one of the largest and most respected business groups in India. With its entrepreneurial spirit and passion to undertake business projects that are transformational in nature, Bharti has created world-class businesses in telecom, financial services, retail, and foods. Bharti started its telecom services business by launching mobile services in Delhi (India) in 1995. Since then there has been no looking back and Bharti Airtel, the group's flagship company, has emerged as one of top telecom companies in the world and is amongst the top five wireless operators in the world.

Through its global telecom operations Bharti group operates under the 'Airtel' brand in 19 countries across Asia and Africa– India, Sri Lanka, Bangladesh, Seychelles, Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda, and Zambia. In addition, the group also has mobile operations in Jersey, Guernsey.

Over the past few years, the group has diversified into emerging business areas in the fast expanding Indian economy. With a vision to build India's finest conglomerate by 2020 the group has forayed into the retail sector by opening retail stores in multiple formats – small and medium - as well establishing large scale cash & carry stores to serve institutional customers and other retailers. The group offers a complete portfolio of financial services – life insurance, general insurance and asset management – to customers across India. Bharti

also serves customers through its fresh and processed foods business. The group has growing interests in other areas such as telecom software, real estate, training and capacity building, and distribution of telecom/IT products.

4.4 Bharti Airtel

Bharti Airtel Limited is a leading integrated telecommunications company with operations in 20 countries across Asia and Africa. It's Headquarters in New Delhi, India, the company ranks amongst the top 5 mobile service providers globally in terms of subscribers. The company's product offerings include 2G, 3G and 4G services, fixed line, high speed broadband through DSL, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G mobile services. Bharti Airtel had over 246 million customers across its operations at the end of February 2012

Incorporated in July 7, 1995 Bharti Airtel is a division of Bharti enterprises is India's leading provider of teecom services. Sunil Bharti Miittal, The founder chairman of Bharti enterpises(who owns) Airtel) is today the most celebrated face of the telecom sectoe in India. He symbolizes the motto that success comes to those who dream big and work attentively to deliver it. Sunil Bharti Mittal began his Journey manufacturing spare parts for bicycles in late 1970s. His strong entrepreneurial instincts gave him a unique talent for sensing new business opportunities. In the early years, bharti established itself as a supplier of basic telecom equipment.

4.5 Timeline of Warid Telecom in Bangladesh

- In December 2005, Warid Telecom International paid US\$ 50 million to obtain a GSM license from the BTRC and became the sixth mobile phone operator in Bangladesh.
- In a press conference on August 17, 2006, Warid announced that its network would be activated two months ahead of schedule, in October, 2006. Again in October, 2006 Warid Telecom put off the launch of its cell phone services in Bangladesh until April, 2007 after its major supplier Nokia walked out on an agreement over a payment dispute.
- Warid had a soft launch at the end of January 2007. It gave away complimentary subscriptions among a selected group of individuals, whose job was to make 'test calls' and the operator adjusted its network's quality based on their comments.
- On May 9, 2007, Warid in an advertisement in some daily newspaper stated that it would be launching publicly on May 10, 2007. However, no call rate or any package details were revealed. The advertisement included an announcement for the people interested to buy Warid connections to bring the documents like ID card, etc., to the designated franchise and customer care centers.
- On May 9, 2007, Warid in an advertisement in some daily newspaper stated that it would be launching publicly on May 10, 2007. However, no call rate or any package details were revealed. The advertisement included an announcement for the people

interested to buy Warid connections to bring the documents like ID card, etc., to the designated franchise and customer care centers.

- On October 1, 2007, Warid Telecom expanded its network to five more districts raising total number of districts under Warid coverage to 56, said a press release. Mymensingh, Jamalpur, Sherpur, Rajbari and Narail towns were covered by Warid network.
- On November 10, 2007, 61 districts under Warid network coverage.
- On June 10, 2008, Warid Telecom expanded its network to 3 more districts Bandarban, Khagrachhari and Rangamati. Now all 64 districts of Bangladesh are under Warid network coverage meaning Warid Telecom now has nationwide coverage.
- On December 20, 2010, Warid Telecom was rebranded to airtel.

4.6 Brand Airtel

Airtel was born free, a force unleashed into the market with a relentless and unwavering determination to succeed. A spirit charged with energy, creativity and a team driven “to seize the day” with an ambition to become the most admired telecom service provider globally. Airtel has become one of the most preferable brands among the young people in just 12 months of operations in Bangladesh. **1.8 Vision & Tagline** “By 2015 Airtel will be the most loved brand, enriching the lives of millions.” “Enriching lives means putting the customer at the heart of everything we do. We will meet their needs based on our deep understanding of their ambitions, wherever they are. By having this focus we will enrich our own lives and those of our other key stakeholders. Only then will we be thought of as exciting, innovation, on their side and a truly world class company.”

4.7 Airtel Logo

The unique symbol is an interpretation of the „a“ in airtel. The curved shape & the gentle highlights on the red color make it warm & inviting, almost as if it were a living object. It represents a dynamic force of unparalleled energy that brings us and our customers closer. Our specially designed logo type is modern, vibrant & friendly. It signals our resolve to be accessible, while the use of all lowercase is our recognition for the need for humanity. Red is part of our heritage. It is the color of energy & passion that expresses the dynamism that has

made airtel the success it is today, in India, and now on the global stage. **1.10 Numbering**

Scheme Airtel Bangladesh uses the following numbering scheme: +880 16 N1N2N3N4N5N6N7N8 Where, 880 is the ISD code for Bangladesh and is needed only in case of dialing from outside Bangladesh. 16 is the prefix for Airtel Bangladesh as allocated by the government of Bangladesh. Omitting +880 will require using 0 in place of it instead to represent local call, hence 016 is the general prefix. N1N2N3N4N5N6N7N8 is the subscriber number.

4.8 Airtel's Vision

“By 2015 airtel will be the most loved brand, enriching the lives of millions”

4.9 Airtel's Mission

To meet global Standards for telecom services that delight customers through:

- Customer Service Focus
- Empowers Employees
- Unified Messaging Solution
- Innovative products and service
- Error-free service delivery

4.10 Core Values

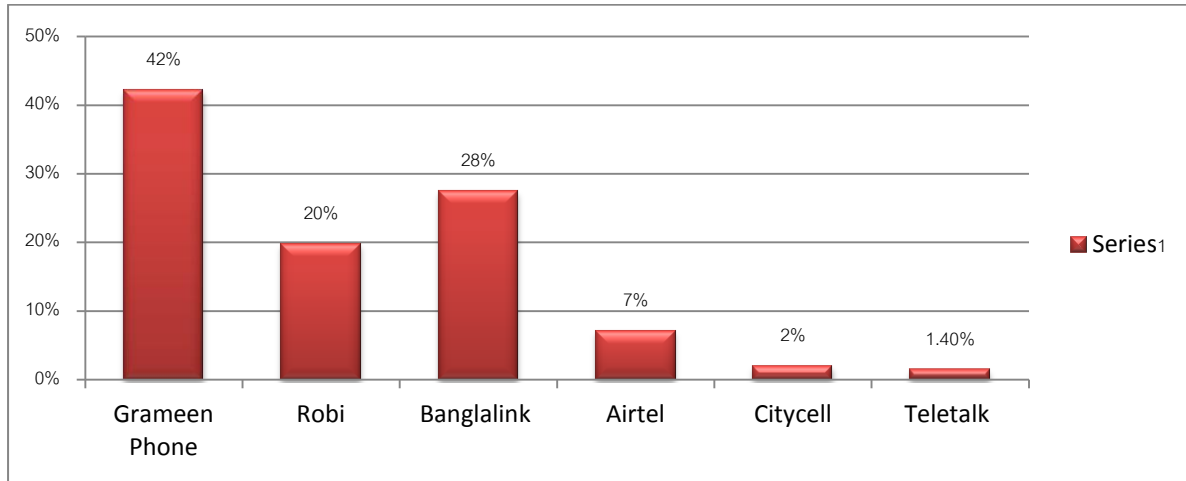
- Empowering People- to do their best
- Being Flexible – To adapt to the changing environment and evolving customer needs
- Making it Happen- by striving to change the status quo, innovate and energize new ideas with a strong passion and entrepreneurial spirit
- Openness and transparency- with an innate desire to do good
- Creating Positive Impact-with a desire to create a meaningful difference in society.

4.11 Corporate Responsibility

Airtel Bangladesh limited promotes the employees to take judgment and devise the industry - relationship process between the public and surroundings. Corporate Social Responsibility in Airtel Bangladesh limited covers more public contact programs. The spirit of Airtel's dedication to CSR is surrounded in the 'company Values', which curtail its warm seized idea. The ethics are:

- Respond to the needs of customers
- Expectation and Good result From employees
- Progress the services – resourcefully
- Visible and insightful in dealings with the shareholders
- morals, equality and life form will be proper
- conference and going away from submissive and lawful necessities
- Esteem greetings given towards shareholders and the public.
- Developing the atmosphere CSR way of life and pledge all through a three-split approach:
- Engage with shareholders
- Guarantee the policies and performs to the Shareholders
- Conducting programs for employees, and for the public. In Airtel Bangladesh Limited, each employee is aware to Corporate Social Responsibility issues and thus procedures are prejudiced

4.12 Market Share



As at 31 March 2012, Grameenphone had a market share of 42.2%, Banglalink (27.5%), Robi (19.8%), Airtel Bangladesh (7.1%), Citycell (2.0%) and Teletalk (1.4%). Competition among operators is intense and tariff levels are among the lowest in the world.

4.13 Product and Services

- **Products**

Airtel offers subscription of two categories: Pre-Paid Subscription and Post-Paid Subscription. Pre-Paid subscriptions are sub-divided into three plans:

Adda: A person likes to browse the net when bored and make the most of his/her time on phone. 'adda' will give them a maximum fnf and all that at fantastic rates.

Golpo: Someone who loves making long conversations, our 'golpo' package with 24 hrs flat tariff to any number is something you will fall in love with. Talk to any number anytime at a fixed flatrate

Kotha: Sharing every little moment with the ones user loves with Airtel 'kotha'-the package planwith 1 sec pulse from the very first second.

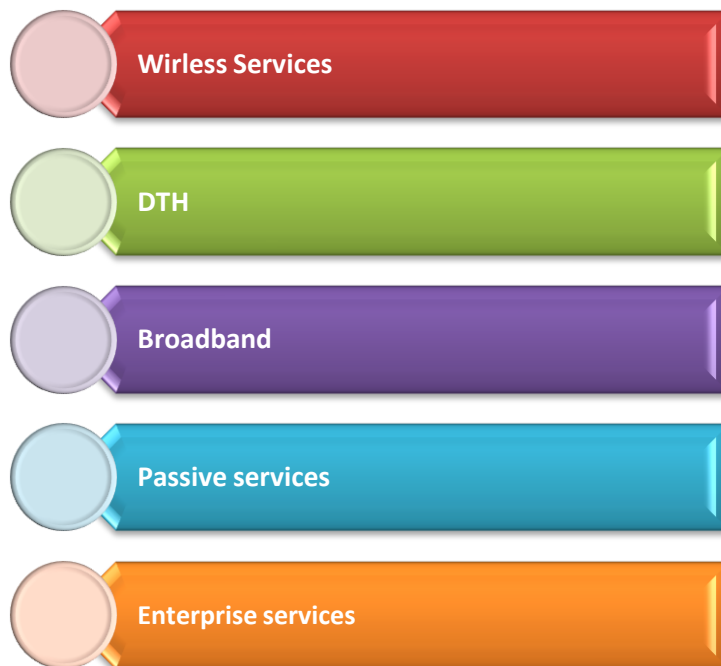
Post-Paid subscriptions are sub-divided into two plans:

Airtel Exclusive - Airtel exclusive offers flexible tariff plans which will help users to explore a wide range of services and keep overall cost to a reasonable limit.

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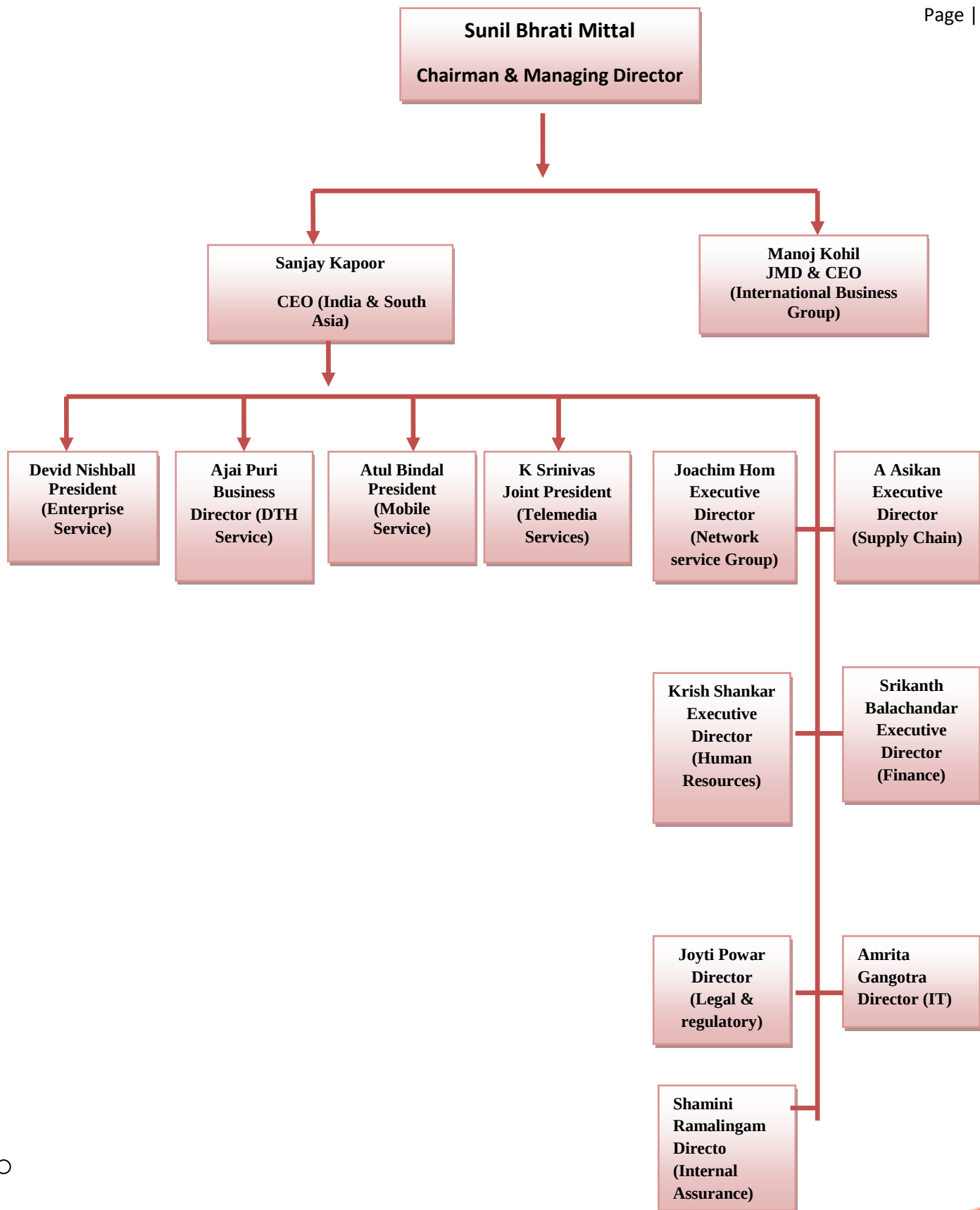
Airtel advantage- Airtel advantage comes with an attractive flat tariff plan, large close calling circle which makes communication simple.

Services:



4.14 Organizational structure

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4.15 Functions

Airtel Bangladesh Limited is divided into thirteen functional areas. These are:

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- Customer Care
- Supply Chain Management
- Network
- Operational Excellence
- Human Resources & Administration
- Sales
- Information Technology
- Corporate Affairs
- Finance
- Marketing
- Legal & Secretarial
- CEO Office
- Corporate Assurance Group

Each function are divided into departments & teams depending on the size and business deliverables.

4.16 Number of Employees

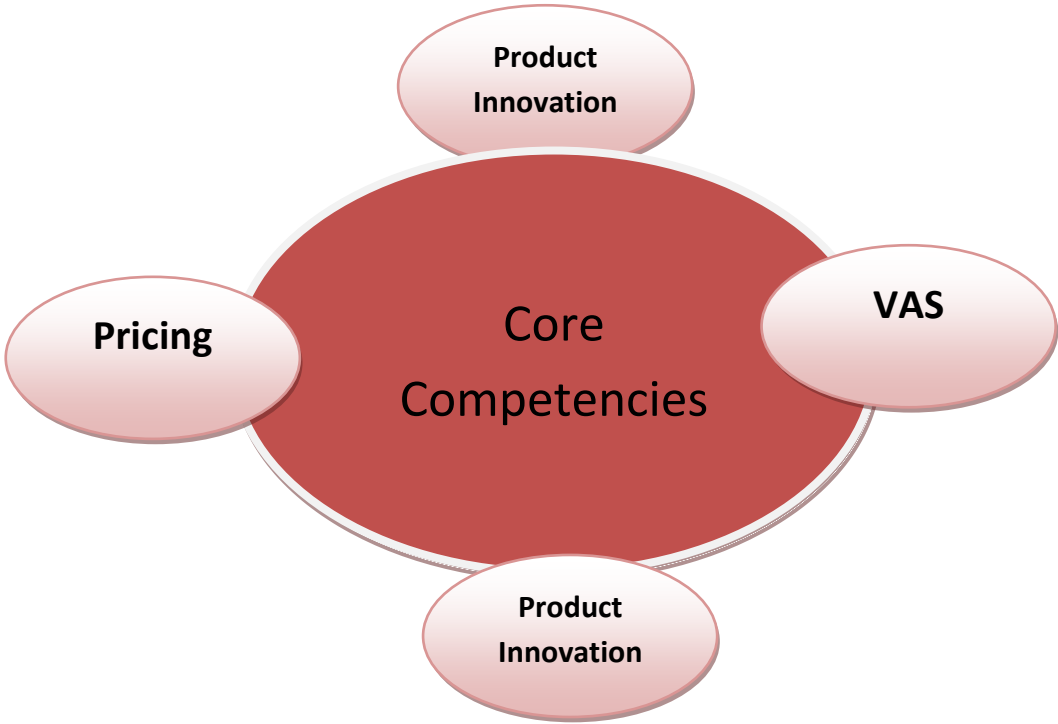
Source: HR database of Airtel

Source: HR database of Airtel

Type of Employee	Number of Employee
Regular Employee	539
Contractual Employee	02
Part Time Employee	00
Expatriate	12
Support Employee	Depends on demand

4.17 Strategies

Airtel’s Strategy is ‘Focus on core competencies and outsource the rest’.



- **Cost leadership Strategy**

A firm gains cost leadership in an industry when its cost of production is lower and that of its competitors. Airtel has gained cost leadership by managing its processes and resources efficiently and effectively. By bringing down its operational costs, Airtel has offered its products and services at lower prices. It has also earned higher profits because either the profit margins are greater or the sales volume has increased.

- **Differential Strategy**

The differential strategy adopted by the firms needs to possess sufficient skills and abilities to differentiate the product from that of the competitors based on attributes that allow the consumers to perceive the product as different from that of the competition. Some differential strategies adopted by Airtel are- Best service provider, good call center service in local language, good service in remote areas, new initiatives like Google search on Airtel Live, downloads, banking etc.

4.18 Marketing Strategy

Airtel provides both post-paid and pre-paid connection plans. The post-paid plan is branded and marketed across the country under the name Airtel Postpaid, which means leader or royalty. The pre-paid segment is branded and marketed as Airtel Prepaid. Airtel-Postpaid and Airtel Prepaid users enjoy various value added services (VAS), such as SMS,

MMS, GPRS, 64K SIM, Dual SIM product, Corporate packages for product advertising via SMS, and a host of other features.

Symbol & logo: the unique symbol of company is an interpretation of the 'a' in Airtel. The ecurved shape & te gentle highlights on the red color make it warm & inviting, almost as if it were a living object. It represents a dynamic force of un paralleled energy that brings it and its customer's closer. Company's specially designed logo type is modern, vibrant and friendly.

4.19 Industry analysis

An Overview of Mobile industry and telecommunication industry in Bangladesh is in emerging stage, experiencing robust growth. The mobile industry grew 50 percent in Bangladesh with mobile users increasing from 53.83 million in January 2010 to 80.91 million in September 2011.

Currently there are 6 mobile operators in Bangladesh. They are namely-

- **Grameenphone** – Joint venture ownership 62%Telenor and 38%Grameen Telecom .
- **Banglalink** – Joint venture with Orascom Telecom Co. originated from Egypt.
- **Robi** – Joint venture between Telecom Malaysia Berhad TM and A. K. Khan& company limited
- **Airtel** – Concern of Bharti Airtel Limited.
- **TeleTalk** – Public limited company but 100% share have been owned by the government of Bangladesh.
- **Citycell** – Joint venture with SingTel Asia pacific investment Pvt. limited.

The total number of Mobile Phone subscribers has reached **93.788 million** at the end of **June 2012**. The Mobile Phone subscribers are shown below:

Operators	Active Subscribers
Grameen Phone Ltd. (GP)	39.293
Orascom Telecom Bangladesh Limited (Banglalink)	25.490
Robi Axiata Limited (Robi)	19.211
Airtel Bangladesh Limited (Airtel)	6.734
Pacific Bangladesh Telecom Limited (Citycell)	1.699
Teletalk Bangladesh Ltd. (Teletalk)	1.358
Total	93.788

4.20 Performance Analysis of Airtel

The three top players Grameenphone, Banglalink and Robi are dominating the six-operator Bangladesh mobile market with more than 90 percent share. Just after Bharti's official debut in Bangladesh, the three operators tied up for infrastructure sharing to expand their network to the rural areas at low costs. With a seven percent market share, Airtel is set to compete with the giants.

After splashing \$300 million to buy Warid Telecom in Bangladesh in early 2010, Airtel Bangladesh's subscriber base grew by 2.29 million in almost two years. Airtel's subscriber base grew from 3.01 million in January 2010 to 5.29 million in September 2011, registering a growth of 75 percent.

Airtel Bangladesh is continuing its expansion plans. Recently, Airtel Bangladesh added 160 new towns to its network spread, which penetrates to 2100 plus towns. With 2220 BTS sites currently present in Bangladesh, Airtel plans to extend its coverage to reach 72 percent of the country's population. With a target of setting up 600 additional service centers in Bangladesh by March 2012 timeframe, Airtel plans to strengthen the presence of its support services.

Airtel Bangladesh signed an agreement with Dutch Bangla Bank to launch m-commerce services to a larger segment of population. Airtel subscribers can conduct their financial transactions by using their mobile device through an affordable process. This partnership is aimed at making the concept of inclusive banking a reality for customers in Bangladesh.

Over the last few months, Airtel added more than 1,500 new network sites in Bangladesh, establishing wide scale availability of its best-in-class services in 4,350 towns including 398 thanas & 2,158 unions. Aimed at enhancing customer experience, Airtel has established 124 Relationship Centers and 6 Experience Centers across Bangladesh. Apart from the re-launch of brand Airtel in the last year, customers in Bangladesh also saw a host of exciting launches including 'Airtel Live' WAP portal, BlackBerry services, Song Catcher, vessel weather alerts and vessel tracking services etc.

4.21 SWOT Analysis

Strength

- Airtel provides varieties of products for different segment with a low price rate which is strength for Airtel Bangladesh Ltd.
- Other stakeholders in Airtel include Sony-Ericsson, Nokia, and Samsung with whom they hold a strategic alliance. This means that the business has access to knowledge and technology from other parts of the telecommunications world.
- The company has covered the entire Bangladesh nation with its network.
- As a global brand Airtel is known to everyone. They are the most admirable brand and now their vision is to be the most lovable brand.
- Within 3 years Airtel Bangladesh became the 4th largest mobile operator. Airtel Bangladesh added 1, 14,000 new subscribers in March 2012. With an increasing number of subscribers they are gaining a large number of revenue

- Airtel Bangladesh has 6.7 million mobile customers and offers mobile services across 64 districts of Bangladesh with a distribution network of over 59,665 retailers across the country. With superior quality product Airtel keep their promises

Weakness

- Due to different target markets and no of different kind of services, Airtel face to high expenditures and manufacturing cost.
- Airtel did not own its own towers, which was a particular strength of some of its competitors such as Grameenphone. Towers are important if one company wishes to provide wide coverage nationally. Besides this some other weakness of Airtel are
- Airtel still does not have separate strategy for rural market
- Some customers are not satisfied with the services of the company.

Opportunities

As a growing organization Airtel has lots of opportunities in the industry.

- Outsourcing of technology enables Airtel to focus resources on growing the business
- Airtel Bangladesh signed an agreement with Dutch Bangla Bank to launch m-commerce services to a larger segment of population. Airtel subscribers can conduct their financial transactions by using their mobile device through an affordable process. This partnership is aimed at making the concept of inclusive banking a reality for customers in Bangladesh
- The company's financial performance can receive a major boost from its cost reduction efforts.

Threats

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- Competition is intensifying in the Indian telecom services market. Others telecommunication companies are developing and providing new services. Airtel is facing tough competition from the operators like Grameenphone, Banglalink and Robi.

5.1 Introduction

Airtel Bangladesh Ltd. is a concern of Bharti Airtel Limited, a leading global telecommunications company with operations in 19 countries across Asia and Africa. In today's telecommunication industry, service quality is likely to create the necessary competitive advantage by being an effective differentiating factor (Pierce, 1999). Delivering quality service is an essential ingredient for establishing and maintaining a loyal and profitable customer base. My study intends to find out the service quality of Airtel; one of the loved brand telecommunication service providers in Bangladesh and then comparing the service quality with other private telecommunication service providers. It has a direct impact on the organizational score of Customer Service Management Module (CSMM).

5.2 Objectives of the Study

The major objective of the study was to find out the perceptions of the customers of Airtel on service quality and perform a comparison with other private telecommunication service providers. The more specific objectives are as follows:

- To compare the perceived service quality of Airtel with other private telecommunication service providers in Bangladesh.
- To make recommendation on the basis of the research findings to improve the service quality of Airtel.
- To find out different types of facilities that all the private telecom companies are offering to grasp new customers and to retain the present one.

- To know about the specific area where subscribers are satisfied or dissatisfied.
- To find out the level of customer satisfaction towards the services.
- To provide some recommendations to increase the performance of Airtel.

5.3 Significance of the study

My study has helped them to compare the organizations service quality in terms of other leading telecom companies in Bangladesh. In addition to this, my findings will smooth the progress of the employee and employer to understand the lacking of their service quality. Over and above they could better their service from the customer recommendation so in future by improving their service quality more they could maximize profitability and could give better services to the customer that will eventually facilitate the society as well.

5.4 Hypothesis

The hypotheses formulated for the present study are as follows:

Ha0: Overall experience in purchasing / buying a connection has no influence on customer perceived quality.

Ha1: Overall experience in purchasing / buying a connection has influence on customer perceived quality.

Hb0: Overall experience with the Customer Care / Call Center has no influence on customer perceived quality.

Hb1: Overall experience with the Customer Care / Call Center has influence on customer perceived quality.

Hc0: Overall experience with the Showroom has no influence on customer perceived quality.

Hc1: Overall experience with the Showroom has influence on customer perceived quality.

Hd0: Overall experience with the Value Added Services has no influence on customer perceived quality.

Hd1: Overall experience with the Value Added Services has influence on customer perceived quality.

He0: Overall experience with the Schemes and Promotions offered has no influence on customer perceived quality.

He1: Overall experience with the Schemes and Promotions offered has influence on customer perceived quality.

Hf0: Network Quality has no influence on customer perceived quality

Hf1: Network Quality has influence on customer perceived quality.

Hg0: Others factors has no influence on customer perceived quality.

Hg1: Others factors has influence on customer perceived quality.

5.5 Methodology

The study is conducted on the basis of both primary and secondary sources of information.

Primary data

Primary data will be collected through personal interview with a structured questionnaire from the customers of Airtel, Grameenphone, Banglalink, Robi & Citycell and direct observations.

Secondary data

Different types of secondary data are included in this study. Secondary data were collected from the published official statistics, report documents, articles, newsletters, service provider projects profile, websites etc.

5.6 Results

This chapter will describe the participants in the study and the results of analyses used to examine the research questions. For each Operator 50 sampling has been done. Overall response for 5 operators is 250 samples.

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Findings from Individual Operators

Grameenphone

Telenor is emerging as one of the fastest growing providers of mobile communications services worldwide with ownership interests in 12 mobile operators across Europe and Asia. Telenor is organised into three business areas; Mobile operations covering 12 countries, and Fixed-line and Broadcast services covering the Nordic region.

Telenor holds 55.8 per cent of Grameenphone, with Grameen Telecom Corporation owning the remaining 34.2 per cent. The rest of the shares belong to general retail and institutional investors. Telenor has played a pioneering role in development of cellular communications in Bangladesh.

In this study total 5 operator has been chosen and Grameenphone is one of them. Total respondent for Grameenphone operator was 50 among which 32 respondents were male and 18 were female.

Gender

		Gender_GP			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	32	64	64	64
	Female	18	36	36	100
	Total	50	100	100	

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In the above table the frequency, percentage and cumulative percentage of Gender of total sample for Grameenphone has been shown.

Age:

		Age_GP			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	32	64	64	64
	25-34	16	32	32	96
	45-above	2	4	4	100
	Total	50	100	100	

In this table age group of total 50 respondents were shown, in which 32 respondent were within 18-24 age group, 16 were within 25-34 age group and 2 respondent were 45 or above age.

Descriptive Statistics of Grameenphone

Statistics									
		Purchase_XP	Network	CCC	CSC	VAS	promo	Other	Perceived
N	Valid	50	50	50	50	50	50	50	50
	Missing	0	0	0	0	0	0	0	0
Mean		1.8160	1.7714	1.8500	1.8320	1.8600	1.8867	1.8267	1.7200
Std. Error of Mean		.09862	.08783	.08806	.08896	.08576	.08965	.09724	.08590
Std. Deviation		.69733	.62103	.62270	.62904	.60643	.63392	.68756	.60744
Variance		.486	.386	.388	.396	.368	.402	.473	.369
Range		2.40	2.43	2.25	2.40	2.25	2.33	2.33	2.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		3.40	3.43	3.25	3.40	3.25	3.33	3.33	3.00

In this above table the mean, standard deviation, variance has been shown for different variables.

Banglalink

Orascom telecom bangladesh limited ("banglalink") is fully owned by orascom telecom holding s.a.e, egypt, ("oth"); the ultimate parent company of the group is vimpelcom, the 6th largest mobile phone operator in the world. banglalink was acquired by oth in 2004, and after a complete overhaul and the deployment of a new gsm network, its telecommunication services were re-launched under the brand name banglalink. when banglalink began operations in bangladesh in february 2005, its impact was felt immediately: overnight mobile telephony became an affordable option for customers across a wide range of market segments.

In this study total 5 operators has been chosen and Banglalink is one of them. Total respondent for Grameenphone operator was 50 within which 21 respondents were male and 29 were female.

Gender_Banglalink		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	42.0	42.0	42.0
	Female	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

In the above table the frequency, percentage and cumulative percentage of Gender of total sample for Banglalink has been shown.

Age Group_Banglalink		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	33	66.0	66.0	66.0
	25-34	8	16.0	16.0	82.0
	35-44	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

In this table age group of total 50 respondents were shown, in which 33 respondent were within 18-24 age group, 8 were within 25-34 age group and 9 respondents were 35-44 age group.

Descriptive Statistics of Banglalink

Statistics_Banglalink									
		Purchase_XP	Network	CCC	CSC	VAS	promo	Other	Perceived
N	Valid	50	50	50	50	50	50	50	50
	Missing	0	0	0	0	0	0	0	0
Mean		2.2680	2.1057	2.0950	2.1720	2.2450	2.1667	2.0867	2.0600
Std. Error of Mean		.09225	.10079	.09817	.10174	.09676	.08896	.10293	.10463
Std. Deviation		.65229	.71272	.69416	.71942	.68417	.62904	.72784	.73983
Variance		.425	.508	.482	.518	.468	.396	.530	.547
Range		2.40	2.43	2.25	2.40	2.25	2.33	2.33	2.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		3.40	3.43	3.25	3.40	3.25	3.33	3.33	3.00

In this above table the mean, standard deviation, variance has been shown for different variables.

Airtel

The organizational vision of airtel is to be the most loved brand by enriching lives of millions. The core of it is the customers. We are promised to provide quality service throughout all airtel touch points to delight our customers.

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In this study total 5 operators has been chosen and Airtel is one of them. Total respondent for Grameenphone operator was 50 within which 31 respondents were male and 19 were female.

Gender_Airtel					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	31	62	62	62
	Female	19	38	38	100
	Total	50	100	100	

In the above table the frequency, percentage and cumulative percentage of Gender of total sample for Airtel has been shown.

Age_airtel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	37	74	74	74
	25-34	12	24	24	98
	35-44	1	2	2	100
	Total	50	100	100	

In this table age group of total 50 respondents were shown, in which 37 respondent were within 18-24 age group, 12 were within 25-34 age group and 1 respondents were 35-44 age group.

Descriptive Statistics of Airtel

Airtel_Statistics									
		S_Exp	Network	CCC	CSC	VAS	Promo	Other_fac	Percived
N	Valid	50	50	50	50	50	50	50	50
	Missing	0	0	0	0	0	0	0	0
Mean		2.4800	2.3971	2.4400	2.4760	2.4950	2.4667	2.4200	2.4000
Std. Error of Mean		.12993	.12569	.11836	.12518	.11528	.11819	.12337	.13093
Std. Deviation		.91874	.88877	.83690	.88515	.81518	.83571	.87238	.92582
Variance		.844	.790	.700	.783	.665	.698	.761	.857

In this above table the mean, standard deviation, variance has been shown for different variables.

Robi

Robi Axiata Limited is a joint venture between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Robi Axiata, formerly known as Telekom Malaysia International (Bangladesh), commenced operations in Bangladesh in 1997 with the brand name AKTEL. On 28th March 2010, the service name was rebranded as 'Robi' and the company came to be known as Robi Axiata Limited. Robi is a truly people-oriented brand in Bangladesh. We stand as the people's champion and are there for the people of Bangladesh – where they want and how they want. With local tradition at its core, Robi marches ahead with innovation and creativity.

In this study total 5 operators has been chosen and Robi is one of them. Total respondent for Grameenphone operator was 50 within which 24 respondents were male and 26 were female.

Gender_Robi					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	24	48.0	48.0	48.0
	Female	26	52.0	52.0	100.0
	Total	50	100.0	100.0	

In the above table the frequency, percentage and cumulative percentage of Gender of total sample for Robi has been shown.

Age_Robi					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	33	66.0	66.0	66.0
	25-34	8	16.0	16.0	82.0
	35-44	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

In this table age group of total 50 respondents were shown, in which 33 respondent were within 18-24 age group, 8 were within 25-34 age group and 9 respondents were 35-44 age group.

Descriptive Statistics of Robi

Statistics_Robi									
		Purchase_XP	Network	CCC	CSC	VAS	promo	Other	Perceived
N	Valid	50	50	50	50	50	50	50	50
	Missing	0	0	0	0	0	0	0	0
Mean		2.5560	2.7543	2.5600	2.6040	2.5850	2.6933	2.6400	2.5400
Std. Error of Mean		.13682	.14021	.13619	.13577	.12968	.13260	.13927	.14058
Std. Deviation		.96746	.99144	.96304	.96001	.91697	.93760	.98478	.99406
Variance		.936	.983	.927	.922	.841	.879	.970	.988
Range		3.80	3.86	3.50	3.60	4.00	3.67	4.00	4.00
Minimum		1.00	1.14	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		4.80	5.00	4.50	4.60	5.00	4.67	5.00	5.00

In this above table the mean, standard deviation, variance has been shown for different variables.

Citycell

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The company offers a full array of mobile services for consumers and businesses that are focused on the unique needs of Bangladesh. Our goal is to integrate superior customer service and highest standards of technology to offer the best service at affordable rates. The introduction of revolutionary EV-DO technology, only shows our drive to provide our customers with the best.

In this study total 5 operators has been chosen and Citycell is one of them. Total respondent for Citycell operator was 50 within which 21 respondents were male and 29 were female.

Gender_Citycell					
Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	42.0	42.0	42.0
	Female	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

In the above table the frequency, percentage and cumulative percentage of Gender of total sample for Citycell has been shown.

Age_Citycell					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	9	18.0	18.0	18.0

	25-34	8	16.0	16.0	34.0
	35-44	33	66.0	66.0	100.0
	Total	50	100.0	100.0	

In this table age group of total 50 respondents were shown, in which 9 respondents were within 18-24 age group, 8 were within 25-34 age group and 33 respondents were 35-44 age group.

Descriptive Statistics of Citycell

Statistics_Citycell									
		Purchase_XP	Network	CCC	CSC	VAS	promo	Other	Perceived
N	Valid	50	50	50	50	50	50	50	50
	Missing	0	0	0	0	0	0	0	0
Mean		3.0440	3.2729	3.1600	3.2160	3.2600	3.1200	3.1600	3.2200
Std. Error of Mean		.11260	.10845	.10944	.11398	.11887	.11419	.12093	.12219
Std. Deviation		.79621	.76683	.77387	.80594	.84055	.80745	.85513	.86402
Variance		.634	.588	.599	.650	.707	.652	.731	.747

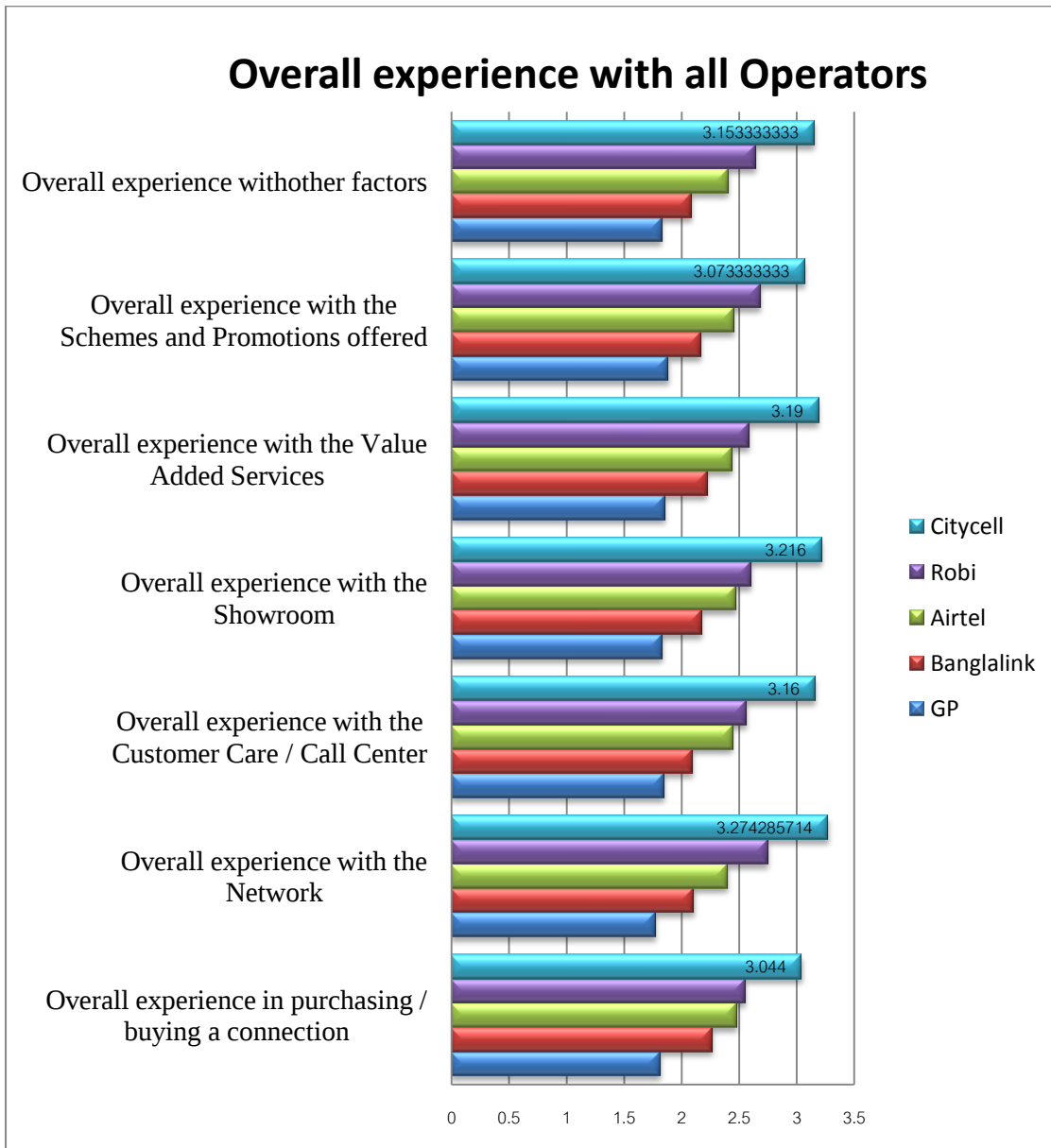
In this above table the mean, standard deviation, variance has been shown for different variables.

Overall Experience with 5 Telecommunication Company

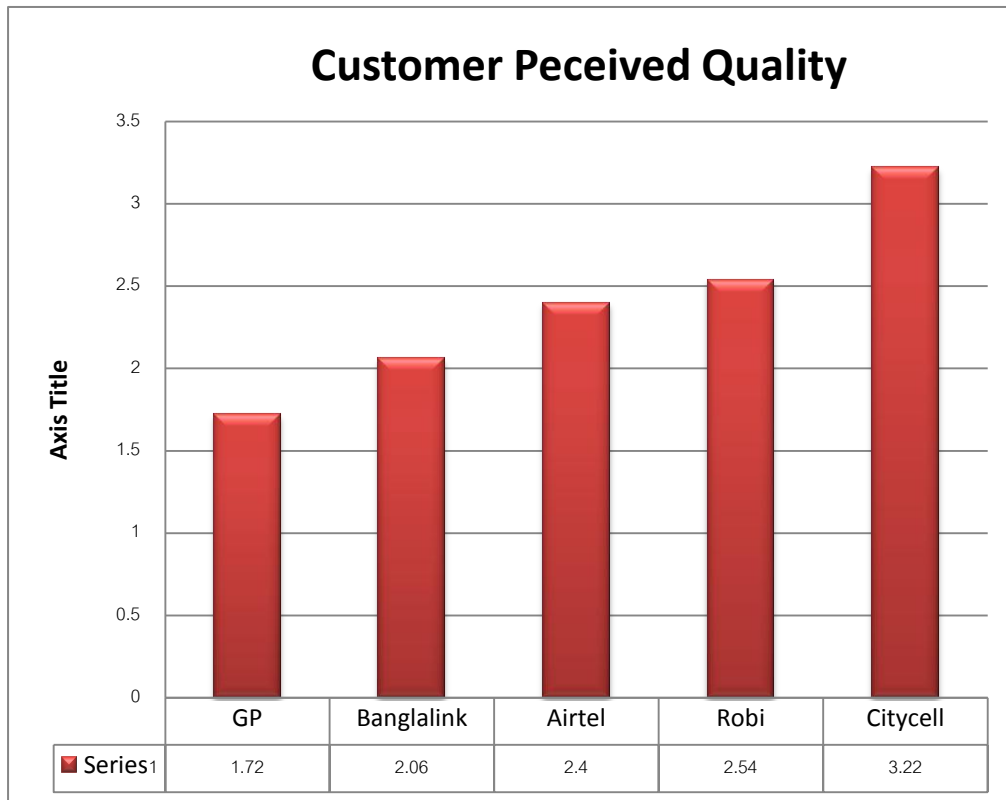
Total responses for the survey were 250 and for every operator I have taken 50 samples. Out of 250 response 131 responded were male and 119 were female.

Operators	Overall experience in purchasing / buying a connection	Overall experience with the Network	Overall experience with the Customer Care / Call Center	Overall experience with the Showroom	Overall experience with the Value Added Services	Overall experience with the Schemes and Promotions offered	Overall experience with other factors	Customer Perceived Quality
GP	1.816	1.77143	1.85	1.832	1.86	1.886667	1.8267	1.72
Banglalink	2.268	2.10571	2.095	2.172	2.22	2.166667	2.0867	2.06
Airtel	2.48	2.39714	2.44	2.476	2.435	2.453333	2.4067	2.4
Robi	2.556	2.75429	2.56	2.604	2.585	2.686667	2.64	2.54
Citycell	3.044	3.27429	3.16	3.216	3.19	3.073333	3.1533	3.22

The above table show the averages of different operators quality according to network, purchase experience, call center, customer care experience. According to Grammenphone service customers respond says that they had good experiences regarding purchasing sim. And other operators have got low scores but close to Grameen phobne. Airtel is in the 3rd position and according to customer response it provides good service.



From the above chart we can see that Grameenphone's service quality is in the top position as it has scored around 1.8 and it means that the service that they are proving is very good and other operators are close to Grameenphone. Citycell performed low according to customer's response.



According to the response of customer's of all operators the perceived quality is shown in the above bar charts. From 50 respondent of Grameenphone said that their perceived quality is good which means that they are satisfied with their operator's service. Banglalink's customer said that they are also happy with their service. But if we see the bar we can say that there are few differences among all the operators. Airtel has scored 2.4 which also indicate that customer has good perceived quality but it also among all the services if any lags behind then the perceived quality will shift to average. Out of this five operator service of Robi and Citycell's customer perceived quality is average.

Rank Correlation Test for 5 Companies perceived quality

Spearman's rank correlation coefficient allows to identify whether two variables relate in a monotonic function (i.e., that when one number increases, so does the other, or vice-versa)

			Rank Correlation				
Correlations							
			GP_Perceived	Banglalink_Perceived	Airtel_Perceived	Robi_Perceived	Citycell_Perceived
Spearman's rho	GP_Perceived	Correlation Coefficient	1.000	.113	.178	.157	-.025
		Sig. (2-tailed)		.436	.217	.278	.864
		N	50	50	50	50	50
	Banglalink_Perceived	Correlation Coefficient	.113	1.000	.177	-.010	-.137
		Sig. (2-tailed)	.436		.219	.947	.344
		N	50	50	50	50	50
	Airtel_Perceived	Correlation Coefficient	.178	.177	1.000	.119	.068
		Sig. (2-tailed)	.217	.219		.410	.637
		N	50	50	50	50	50
	Robi_Perceived	Correlation Coefficient	.157	-.010	.119	1.000	.148
		Sig. (2-tailed)	.278	.947	.410		.306
		N	50	50	50	50	50
	Citycell_Perceived	Correlation Coefficient	-.025	-.137	.068	.148	1.000
		Sig. (2-tailed)	.864	.344	.637	.306	
		N	50	50	50	50	50

- In a sample of 50, there is no significant relationship between Gramneenphone and Banglalink perceived quality, $r = 0.113$, $p = 0.436$.
- Assuming non-normal distribution of either one of the variables, a non-parametric test was used (Spearman Rank correlation), $r = 0.113$, $p = 0.436$.
- In either test, there is no linear relationship between Grameenphone and Banglalink's customer's perceived quality. And by looking at the table that 5 of these operators have no relationship according to perceived service quality.

Descriptive Statistics

It is important to know some of the basic descriptive statistics of the variables which has been including in the model. Although they are not the key focus of this report as inferential statistics are, nevertheless they are very important in knowing the central tendency of their distribution and also the degree of dispersion. Understanding such statistics help us to determine the skewness of the distribution of the variables and hence will help us infer more about the distribution of the population means.

Statistics									
		Purchase_XP	Network	CCC	CSC	VAS	prom o	Other	Perceived
N	Valid	250	250	250	250	250	250	250	250
	Missin g	0	0	0	0	0	0	0	0
Mean		2.4328	2.4606	2.421 0	2.46 00	2.489 0	2.466 7	2.426 7	2.3880
Std. Error of Mean		.05709	.06041	.0569 1	.058 58	.0570 0	.0557 6	.0598 1	.06149
Std. Deviation		.90268	.95516	.8998 6	.926 24	.9013 2	.8816 6	.9457 4	.97223
Variance		.815	.912	.810	.858	.812	.777	.894	.945
Range		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Here we have shown the mean, variance, standard deviation for all the questions related to independent variable. The *mean* of a data set is simply the arithmetic average of the values in the set, obtained by summing the values and dividing by the number of values. The mean is a

measure of the *center* of the distribution. The *variance* of a data set is the arithmetic average of the squared differences between the values and the mean. The *standard deviation* is the square root of the variance. The variance and the standard deviation are both measures of the *spread* of the distribution about the mean.

6. Hypothesis Test Result

One Sample T-Test

One sample t-test is a statistical procedure that is used to know the mean difference between the sample and the known value of the population mean. In one sample t-test, we know the population mean. We draw a random sample from the population and then compare the sample mean with the population mean and make a statistical decision as to whether or not the sample mean is different from the population.

To know whether the mean of the variables differ from a hypothesized mean here, we have taken hypothesized mean = 3. From the responses of my sample, I can see that, 3 denote agreeing with the positive statements.

Null Hypothesis: $\mu \neq 2$

Alternative Hypothesis: $\mu = 2$

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Purchase_XP	250	2.4328	.90268	.05709
Network	250	2.4606	.95516	.06041
CCC	250	2.4210	.89986	.05691
CSC	250	2.4600	.92624	.05858
VAS	250	2.4580	.88224	.05580
promo	250	2.4533	.87240	.05518
Other	250	2.4227	.94258	.05961
Perceived	250	2.3880	.97223	.06149

One-Sample Test						
	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase_XP	7.581	249	.000	.43280	.3204	.5452
Network	7.624	249	.000	.46057	.3416	.5796
CCC	7.397	249	.000	.42100	.3089	.5331
CSC	7.852	249	.000	.46000	.3446	.5754
VAS	8.208	249	.000	.45800	.3481	.5679
promo	8.216	249	.000	.45333	.3447	.5620
Other	7.090	249	.000	.42267	.3053	.5401
Perceived	6.310	249	.000	.38800	.2669	.5091

1. Hypothesis Testing: For the hypothesis test of the independent variable (Overall Purchase Experience)

Null Hypothesis H_0 : Population mean of Overall Purchase Experience is not 2

Alternative Hypothesis H_1 : Population mean of Overall Purchase Experience is 2

Decision: Since the p-value of the t-test is .000 which is less than $\alpha = .05$, so we will be rejecting the null hypothesis and accept the alternative hypothesis that the population mean is equal to 2 meaning that the Overall Purchase Experience is good.

2. Hypothesis Testing: For the hypothesis test of the independent variable (Overall Network Experience)

Null Hypothesis H_0 : Population mean of Overall Network Experience is not 2

Alternative Hypothesis H_1 : Population mean of Overall Network Experience is 2

Decision: Since the p-value of the t-test is .000 which is less than $\alpha = .05$, so we will be rejecting the null hypothesis and accept the alternative hypothesis that the population mean is equal to 2 meaning that the Overall Network Experience is good.

3. Hypothesis Testing: For the hypothesis test of the independent variable (Overall Call Center Experience)

Null Hypothesis H_0 : Population mean of Overall Call Center Experience is not 2

Alternative Hypothesis H_1 : Population mean of Overall Call Center Experience is 2

Decision: Since the p-value of the t-test is .000 which is less than $\alpha = .05$, so we will be rejecting the null hypothesis and accept the alternative hypothesis that the population mean is equal to 2 meaning that the Overall Call Center Experience is good.

4. Hypothesis Testing: For the hypothesis test of the independent variable (Overall Customer Care Center Experience)

Null Hypothesis H_0 : Population mean of Overall Purchase Experience is not 2

Alternative Hypothesis H_1 : Population mean of Overall Customer Care Center Experience is 2

Decision: Since the p-value of the t-test is .000 which is less than $\alpha = .05$, so we will be rejecting the null hypothesis and accept the alternative hypothesis that the population mean is equal to 2 meaning that the Overall Customer Care Center Experience is good.

5. Hypothesis Testing: For the hypothesis test of the independent variable (Overall VAS Experience)

Null Hypothesis H_0 : Population mean of Overall VAS Experience is not 2

Alternative Hypothesis H_1 : Population mean of Overall VAS Experience is 2

Decision: Since the p-value of the t-test is .000 which is less than $\alpha = .05$, so we will be rejecting the null hypothesis and accept the alternative hypothesis that the population mean is equal to 2 meaning that the Overall VAS Experience is good.

6. Hypothesis Testing: For the hypothesis test of the independent variable (Overall Promotion and Schemes Experience)

Null Hypothesis H_0 : Population mean of Overall Promotion and Schemes Experience is not 2

Alternative Hypothesis H_1 : Population means of Overall Promotion and Schemes Experience is 2

Decision: Since the p-value of the t-test is .000 which is less than $\alpha = .05$, so we will be rejecting the null hypothesis and accept the alternative hypothesis that the population mean is equal to 2 meaning that the Overall Promotion and Schemes Experience is good.

7. Hypothesis Testing: For the hypothesis test of the independent variable (Other factors Experience)

Null Hypothesis H_0 : Population mean of Overall Purchase Experience is not 2

Alternative Hypothesis H_1 : Population mean of Other Factors Experience is 2

Decision: Since the p-value of the t-test is .000 which is less than $\alpha = .05$, so we will be rejecting the null hypothesis and accept the alternative hypothesis that the population mean is equal to 2 meaning that the Other Factors Experience is good.

Pearson correlation

A Pearson correlation measures the strength of the linear relationship between two continuous variables. A linear relationship is one that can be captured by drawing a straight line on a scatter plot between the two variables of interest. The value of the correlation provides information both about the nature and the strength of the relationship.

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- ☐ Correlations range between -1.0 and 1.0.
- ☐ The sign of the correlation describes the direction of the relationship. A positive sign indicates that as one variable gets larger the other also tends to get larger, while a negative sign indicates that as one variable gets larger the other tends to get smaller.
- ☐ The magnitude of the correlation describes the strength of the relationship. The further that a correlation is from zero, the stronger the relationship is between the two variables.

A zero correlation would indicate that the two variables aren't related to each other at all.

To perform a Pearson correlation in SPSS, Bivariate test has been done in this section. The correlation has been shown between the dependent variable.

Correlations

		Purchase_XP	Network	CCC	CSC	VAS	promo	Other	Perceived
Purchase_XP	Pearson Correlation	1	.897**	.926**	.913**	.911**	.870**	.911**	.937**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	250	250	250	250	250	250	250	250
Network	Pearson Correlation	.897**	1	.951**	.937**	.929**	.902**	.937**	.955**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	250	250	250	250	250	250	250	250
CCC	Pearson Correlation	.926**	.951**	1	.963**	.953**	.916**	.947**	.973**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	250	250	250	250	250	250	250	250
CSC	Pearson Correlation	.913**	.937**	.963**	1	.952**	.921**	.935**	.961**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	250	250	250	250	250	250	250	250
VAS	Pearson Correlation	.911**	.929**	.953**	.952**	1	.914**	.938**	.960**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	250	250	250	250	250	250	250	250
promo	Pearson Correlation	.870**	.902**	.916**	.921**	.914**	1	.923**	.928**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	250	250	250	250	250	250	250	250
Other	Pearson Correlation	.911**	.937**	.947**	.935**	.938**	.923**	1	.960**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	250	250	250	250	250	250	250	250
Perceived	Pearson Correlation	.937**	.955**	.973**	.961**	.960**	.928**	.960**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	250	250	250	250	250	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 1:

H0: Null hypothesis = Overall experience in purchasing / buying a connection has no influence on customer perceived quality.

H1: Alternative hypothesis = Overall experience in purchasing / buying a connection has influence on customer perceived quality.

The write up would look like this: $r(250) = .937, p\text{-value} = .000 < .05$. Alternatively, we can write: $r(250) = .937, p = .000$ (the difference is here, we are reporting the actual p-value, rather than just stating that the p-value is greater than alpha). So it is statistically significant. So we can say that null hypothesis is rejected. So we can conclude that experience in purchasing / buying a connection has influence on customer perceived quality.

Hypothesis 2

H0: Null hypothesis Network Quality has no influence on customer perceived quality.

H1: Alternative hypothesis Network Quality has influence on customer perceived quality.

The write up would look like this: $r(250) = .955, p\text{-value} = .000 < .05$. Alternatively, we can write: $r(250) = .955, p = .000$ (the difference is here, we are reporting the actual p-value, rather than just stating that the p-value is greater than alpha). So it is statistically significant. So we can say that null hypothesis is rejected. So we can conclude that Network Quality has influence on customer perceived quality.

Hypothesis 3:

H0: Null hypothesis: Overall experience with the Customer Care / Call Center has no influence on customer perceived quality.

H1: Alternative hypothesis: Overall experience with the Customer Care / Call Center has influence on customer perceived quality.

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The write up would look like this: $r(250) = .973$, $p\text{-value} = .000 < .05$. Alternatively, we can write: $r(250) = .973$, $p = .000$ (the difference is here, we are reporting the actual p-value, rather than just stating that the p-value is greater than alpha). So it is statistically significant. So we can say that null hypothesis is rejected. So we can conclude that Overall experience with the Customer Care / Call Center has influence on customer perceived quality.

Hypothesis 4:

H0: Null hypothesis Overall experience with the Showroom has no influence on customer perceived quality.

H1: Alternative hypothesis Overall experience with the Showroom has influence on customer perceived quality.

The write up would look like this: $r(250) = .961$, $p\text{-value} = .000 < .05$. Alternatively, we can write: $r(250) = .961$, $p = .000$ (the difference is here, we are reporting the actual p-value, rather than just stating that the p-value is greater than alpha). So it is statistically significant. So we can say that null hypothesis is rejected. So we can conclude that Overall experience with the Showroom has influence on customer perceived quality.

Hypothesis 5

H0: Null hypothesis Overall experience with the Value Added Services has no influence on customer perceived quality.

H1: Alternative hypothesis Overall experience with the Value Added Services has influence on customer perceived quality.

The write up would look like this: $r(250) = .960$, $p\text{-value} = .000 < .05$. Alternatively, we can write: $r(250) = .960$, $p = .000$ (the difference is here, we are reporting the actual p-value, rather than just stating that the p-value is greater than alpha). So it is statistically significant. So we can say that null hypothesis is rejected. So we can conclude that Overall experience with the Value Added Services has influence on customer perceived quality.

Hypothesis 6

H0: Null hypothesis: Overall experience with the Schemes and Promotions offered has no influence on customer perceived quality.

H1: Alternative hypothesis Overall experience with the Schemes and Promotions offered has influence on customer perceived quality.

The write up would look like this: $r(250) = .928$, $p\text{-value} = .000 < .05$. Alternatively, we can write: $r(250) = .928$, $p = .000$ (the difference is here, we are reporting the actual p-value, rather than just stating that the p-value is greater than alpha). So it is statistically significant. So we can say that null hypothesis is rejected. So we can conclude that Overall experience with the Customer Care / Call Center has influence on customer perceived quality.

Hypothesis 7

H0: Null hypothesis Others factors has no influence on customer perceived quality.

H1: Alternative hypothesis Others factors has influence on customer perceived quality.

The write up would look like this: $r(250) = .960$, $p\text{-value} = .000 < .05$. Alternatively, we can write: $r(250) = .960$, $p = .000$ (the difference is here, we are reporting the actual p-value, rather than just stating that the p-value is greater than alpha). So it is statistically significant. So we can say that null hypothesis is rejected. So we can conclude that Others factors has influence on customer perceived quality.

Multiple Linear Regression Model

Multiple linear regression attempts to model the relationship between two or more explanatory variables and a response variable by fitting a linear equation to observed data. Every value of the independent variable x is associated with a value of the dependent variable y .

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.986 ^a	.972	.971	.16538

a. Predictors: (Constant), Other, Purchase_XP, promo, Network, VAS, CSC, CCC

The model summary shows some important indicators of the explaining power of the model. The R-square value shows how much change in the dependent variable is caused by the independent variables. From the above model summary table we can see that R-square is 97.2%. This regression model expresses that 97.2% of the total summary can be explained by the included factors and the rest 2.8% can be expressed by the error factor. On the other hand, the adjusted r-square value shows how much change in the dependent variable is caused by statistically significant variables. So in this case, an adjusted r-square value of 97.1 % means that 97.1% of the change in dependent variable is caused by statistically significant variables. The standard error of the estimate measures the accuracy of the predictions within the regression line, which is around 1.6538.

Analysis of Variance

The ANOVA table shows the total variation, the explained variation and the unexplained variation (residual) due to the error.

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H0: The model is not adequate.

H1: The model is adequate.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	228.745	7	32.678	1194.778	.000 ^b
	Residual	6.619	242	.027		
	Total	235.364	249			
a. Dependent Variable: Perceived						
b. Predictors: (Constant), Other, Purchase_XP, promo, Network, VAS, CSC, CCC						

From the ANOVA table we can see that

$F = 1194.778$

P value is .00 which is less than the significance level 0.05 and this indicates that the regression is valid. And we can reject the null hypothesis and accept the alternative hypothesis that is the model is adequate.

Linear Regression Equation before Significance Test

Y(Customer Perceived Quality)= 0.156 X1 (Purchase experience)+0.148 X2 (Network) - 0.266 X3 (Call Center)+0.103 X4 (Customer Service Center)+0.167 X5(VAS Experience)+ 0.070 X6 (Schemes and promotions)+ 0.171 X7 (Other Factors)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.251	.033		-7.698	.000
Purchase_XP	.156	.033	.145	4.764	.000
Network	.148	.039	.145	3.808	.000
CCC	.266	.057	.247	4.711	.000
CSC	.103	.048	.098	2.134	.034
VAS	.167	.046	.152	3.637	.000
promo	.070	.035	.063	2.016	.045
Other	.171	.042	.165	4.059	.000
a. Dependent Variable: Perceived					

Interpretation of Un-Standardized Beta Coefficients

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- Purchase experience has an unstandardized beta of .156 which means that if other variables are constant, then for every one unit increase in purchase experience dimension will result in increase in customer perceived quality by .156 units.
- Network Quality has an unstandardized beta of .148 which means that if other variables are constant, then for every one unit increase in Network dimension will result in increase in customer perceived quality by .148 units.
- Call Center has an unstandardized beta of .266 which means that if other variables are constant, then for every one unit increase in purchase experience dimension will result in increase in customer perceived quality by .266 units.
- Customer Care Center experience has an unstandardized beta of .103 which means that if other variables are constant, then for every one unit increase in customer care center experience dimension will result in increase in Customer Care Center by .103 units.
- VAS Experience has an unstandardized beta of .167 which means that if other variables are constant, then for every one unit increase in VAS dimension will result in increase in VAS Experience by .167 units.

- Promotion has an unstandardized beta of .070 which means that if other variables are constant, then for every one unit increase in promotions dimension will result in increase in customer perceived quality by .070 units.
- Other factors has an unstandardized has beta of .171 which means that if other variables are constant, then for every one unit increase in Other factor dimension will result in increase in customer perceived quality by .171 units.

Hypothesis 1:

Null Hypothesis, H0: Beta coefficient for Overall Purchase Experience has non-zero value

Alternative Hypothesis, H1: Beta coefficient for Overall Purchase Experience dimension has zero value.

The null hypotheses (H₀) is rejected and alternative hypothesis is accepted, since p-value (.000) < α (here, $\alpha=.05$ is the significance level). So the beta coefficient is statistically significant.

Hypothesis 2:

Null Hypothesis, H0: Beta coefficient for Overall Network Experience has non-zero value

Alternative Hypothesis, H1: Beta coefficient for Overall Network Experience dimension has zero value.

The null hypotheses (H_0) is rejected and alternative hypothesis is accepted, since p-value ($.000$) $< \alpha$ (here, $\alpha=.05$ is the significance level). So the beta coefficient is statistically significant.

Hypothesis 3:

Null Hypothesis, H_0 : Beta coefficient for Overall Call Center Service Experience has non-zero value

Alternative Hypothesis, H_1 : Beta coefficient for Overall Call Center Service Experience dimension has zero value.

The null hypotheses (H_0) is rejected and alternative hypothesis is accepted, since p-value ($.000$) $< \alpha$ (here, $\alpha=.05$ is the significance level). So the beta coefficient is statistically significant.

Hypothesis 4:

Null Hypothesis, H_0 : Beta coefficient for Overall Customer Service Center Experience has non-zero value.

Alternative Hypothesis, H_1 : Beta coefficient for Overall Customer Service Center Experience dimension has zero value.

The null hypotheses (H_0) is rejected and alternative hypothesis is accepted, since p-value ($.034$) $< \alpha$ (here, $\alpha=.05$ is the significance level). So the beta coefficient is statistically significant.

Hypothesis 5:

Null Hypothesis, H0: Beta coefficient for Overall VAS Experience has non-zero value

Alternative Hypothesis, H1: Beta coefficient for Overall VAS Experience dimension has zero value.

The null hypotheses (H₀) is rejected and alternative hypothesis is accepted, since p-value (.000) < α (here, $\alpha=.05$ is the significance level). So the beta coefficient is statistically significant.

Hypothesis 6:

Null Hypothesis, H0: Beta coefficient for Overall Schemes and Promotions Experience has non-zero value

Alternative Hypothesis, H1: Beta coefficient for Overall Schemes and Promotions Experience dimension has zero value.

The null hypotheses (H₀) is rejected and alternative hypothesis is accepted, since p-value (.045) < α (here, $\alpha=.05$ is the significance level). So the beta coefficient is statistically significant.

Hypothesis 7:

Null Hypothesis, H0: Beta coefficient for Other Factors has non-zero value

Alternative Hypothesis, H1: Beta coefficient for Other Factors dimension has zero value.

The null hypotheses (H_0) is rejected and alternative hypothesis is accepted, since p-value ($.000$) $< \alpha$ (here, $\alpha = .05$ is the significance level). So the beta coefficient is statistically significant.

7. Recommendations

As a result of the intangible and interactive nature of services, customers often rely on the behavior of service employees when judging the quality of a service. Consequently, the employees' level of social skills and technical skills are considered as important factors for service firms' economic success. One of the major findings of the current study states that there is a lack of willingness to help, lack of promptness, and lack of courteousness of the employees of Airtel. Therefore, the concerned authority must be aware and monitor about an employee's individual skills; his or her motivation to serve customers; and his or her self-perceived decision making authority.

To understand customers' views of service quality sufficiently, Airtel must understand their service at a much finer level of detail. A simple method to measure customer reaction is to ask selected customers to audit actual service delivery. Auditing systems include comments or rating cards available at service-delivery points, postcard style questionnaires mailed to recent customers, and routine telephone research. Service delivery personnel may ask for comments and ratings from the customers and then record them in front of customers.

Regardless of the form of the data, customer satisfaction tracking systems should tabulate the information quickly and distribute it to the employees responsible for the service being measured.

Customer complaints provide valuable information regarding service quality problems. A problem resolution situation should be viewed as an opportunity to learn how to improve service. The greatest risk is that customers will not bother to complain but will simply generate negative word-of-mouth advertising and take their business elsewhere. Airtel should

take necessary steps to welcome complaints and make it easy for customers to complain. Once a complaint is lodged, fast response is the key. This can be achieved by tracking complaints by type (e.g. poor employee attitude, slow service), by frequency, and by department. Customers should not have to wait weeks to get an answer or to get a problem resolved.

Customer compliments provide an opportunity to increase employee motivation and improve service quality. Verbal compliments should be recorded and the written comments should and the written comments should be passed on to all employees who contributed to the service complimented and to their immediate supervisors.

Airtel is one of the private telecommunication service providers in Bangladesh. The customers of Airtel thus expect prompt and accurate service from the service centers. In this circumstance, teamwork is essential for delivering quality service. The demanding and repulsive behavior of the customers is often demoralizing for the front-line employees. The concerned authority should encourage employees to share success and frustrations with their colleagues.

To understand the specific needs of the customers, the employees of Airtel require adequate training on customer orientation. As a telecommunication service provider, there is a define need of customer oriented culture within the organization. In order to adopt a customer oriented-culture Airtel must develop customer –oriented values and behavior at all levels of the organization structure.

As customer contact employees play an important role in affecting customers' perception of service, managers need to ensure that all tangible attributes related to employees performance

create a desirable impact on guest perception of quality and value for money. This is important as customers continue to seek tangible cues as a means to describe the service encounter.

The recruitment policy of Airtel should be more efficient while hiring the personals for customer service and arrange high end training for them. Appropriate tests should be held to judge the knowledge, competency, and social skills of the applicants, as because understanding the customers form multidimensional approaches is a challenging.

Finally Airtel should improve its network quality to grab more customers and this could bring more customer satisfaction.

8. Limitations of the study

The study used a convenience sample, although an advantage of this kind of sampling technique is that the study could provide springboard for future research or allow links to be forged with an existing finding, there is a limitation in that the study cannot be generalized. (Bryman & Bell, 2003, pg 105). Some of the limitations of the study were that; although service quality also involves employees, the study did not consider the employees. Time and money have always been the main constraints in almost all research studies. Since this is an academic research with limited time, I targeted only a few service factors due to time period I had to conduct the research.

Following limitations were faced during the and data collection

- There were some restrictions to have access to the information confidential by the concerned authority.
- The studied telecommunication service providers have several customer service centers all over the country. For the comparative analysis, only the service centers of the five private telecommunication service providers that are located in Gulshan, Dhanmondi, Banani, and Mohakhali areas are selected to collect data for the research.
- In the current study only the perceptions of the customers regarding the service quality is measured. The expectations of the customers regarding the five dimensions of service quality could be measured in such study to evaluate the gap score between perceptions and expectations.
- Sufficient secondary information regarding customer service of the telecommunication service providers was not available as per requirement.

9. Conclusion

In the context of telecom service oriented organization experiences with network quality, purchase experience, customer service center and call center service have great importance in the service marketing to ensure the customer loyalty and satisfaction. I strongly believe this research is the pure reflection of the service quality of Airtel and other private telecommunication service provider in Bangladesh. It is the indication of which sectors of the service quality Airtel should put more emphasis. Airtel can use this research as a parameter to measure customer satisfaction and it can be used to mark out the major critical flaws of the service. It will give Airtel the right direction to find out the million dollar question “what should be the best action plan to Bust and mitigate those craps”. Airtel should fill up the gaps of the service quality attributes in order to retain its position and to stay competitive in the market. If we look to the trend of the industries service quality score, it is visible that there is a gap exist between Grameenphone the market leaders service quality scores with Airtels service quality scores. Other service provider organizations are trying heart and soul to copy Grameenphone’s strategy to gain expertise in this field of service quality. If we take a look in the overall service quality dimension of all operator in this industry it can be seen that there is very close completion exists in terms of services like network, customer service, availability of offers. Airtel scores third among the all operators in this dimensions but the gap is very close with Banglalink. On the other hand Citycell is lagging behind in terms of network quality, value added services, customer service centers and call center services where Banglalink & robi has been taken the lead. To stay more competitive and holds its position as a market leader Airtel must focus to improve in the net work quality and service centers to get a good position in the market. On the other hand Airtel should focus on the core service

delivery process like positive employee mindset to serve the customer, Handle customer complaints with empathy, after receiving complaints concern should take prompt action and prompt feedback should be give on time. Therefore, from this study Airtel can get the indications on which of the issues they have to pay more attention to hold the market share, to raise it and to increase the usages as because customer service is the key driving factors. Finally this research will encourage further study and useful guidelines for these types of researches.

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Appendix

Survey Questionnaire

Purpose: This research is being conducted for the requirement of Internship Program. Your feedback will have significant impact on the overall findings and will be kept as confidential. All the information provided by you will also be used only for the academic purpose.

Your Age:	Gender: ☐ Male	☐ Female
Occupation:		
Mobile network operator:	☐ Airtel	Grameenphone ☐ Citycell
	☐ Robi	☐ Banglalink

Questionnaire	Excellent	Very Good	Good	Average	Poor
Overall experience in purchasing / buying a connection					
1. Politeness & courteousness of sales executive	☐	☐	☐	☐	☐
2. Knowledge of sales executive about various aspects of the telecom service	☐	☐	☐	☐	☐
3. Explanation of the details of the service that was provided to you during the sales process	☐	☐	☐	☐	☐
4. Connection getting activated within the time promised to you during the sales process	☐	☐	☐	☐	☐
5. Correct Service activation as per your request	☐	☐	☐	☐	☐
Overall experience with the Network					
6. Network in terms of indoor coverage	☐	☐	☐	☐	☐
7. Network in terms of outdoor coverage	☐	☐	☐	☐	☐
8. Network in terms of voice quality	☐	☐	☐	☐	☐
9. Network in providing continuous connection while talking (No call drops)	☐	☐	☐	☐	☐
10. Network in terms of ensuring connectivity at first attempt	☐	☐	☐	☐	☐
11. Network in terms of error free SMS delivery & receipt	☐	☐	☐	☐	☐
12. Network on timely delivery of SMS	☐	☐	☐	☐	☐

Overall experience with the Customer Care / Call Center					
	Excellent	Very Good	Good	Average	Poor
13. Ease of access to the customer care	☐	☐	☐	☐	☐
14. Ease of access to the customer care executive (CCE)	☐	☐	☐	☐	☐
15. Politeness & Courteousness of CCE	☐	☐	☐	☐	☐
16. Getting resolution for your problem at the customer care	☐	☐	☐	☐	☐
Overall experience with the Showroom					
17. Ease of locating a showroom	☐	☐	☐	☐	☐
18. Waiting time at the showroom	☐	☐	☐	☐	☐
19. Politeness & Courteousness of the showroom executive	☐	☐	☐	☐	☐
20. Knowledge levels of Showroom executive	☐	☐	☐	☐	☐
21. Getting resolution for your problem at the showroom	☐	☐	☐	☐	☐
Overall experience with the Value Added Services					
22. Relevance of VAS	☐	☐	☐	☐	☐
23. Ease of activation/ deactivation of VAS	☐	☐	☐	☐	☐
24. Innovativeness of VAS	☐	☐	☐	☐	☐
25. Ease of access/connectivity while using a VAS	☐	☐	☐	☐	☐
Overall experience with the Schemes and Promotions offered					
26. Relevance of schemes available	☐	☐	☐	☐	☐
27. Variety of schemes available	☐	☐	☐	☐	☐

28. Ease of switching from one scheme to another	☐	☐	☐	☐	☐
Overall experience with Communications sent to you					
29. Likeability of communication received	☐	☐	☐	☐	☐
30. Clarity of message of the communication received	☐	☐	☐	☐	☐
31. Language familiarity of the communication received	☐	☐	☐	☐	☐
32. What is your perceived service quality about your operator	☐	☐	☐	☐	☐
Recommendation if any					

-----Thank You-----

Grameenphone

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One-Sample Statistics_GP

	N	Mean	Std. Deviation	Std. Error Mean
Purchase_XP	50	1.8160	.69733	.09862
Network	50	1.7714	.62103	.08783
CCC	50	1.8500	.62270	.08806
CSC	50	1.8320	.62904	.08896
VAS	50	1.8600	.60643	.08576
promo	50	1.8867	.63392	.08965
Other	50	1.8267	.68756	.09724
Perceived	50	1.7200	.60744	.08590

One-Sample Test

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase_XP	-1.866	49	.068	-.18400	-.3822	.0142
Network	-2.603	49	.012	-.22857	-.4051	-.0521
CCC	-1.703	49	.095	-.15000	-.3270	.0270
CSC	-1.888	49	.065	-.16800	-.3468	.0108
VAS	-1.632	49	.109	-.14000	-.3123	.0323
promo	-1.264	49	.212	-.11333	-.2935	.0668
Other	-1.783	49	.081	-.17333	-.3687	.0221
Perceived	-3.259	49	.002	-.28000	-.4526	-.1074

Correlations_GP

		Purchase_X P	Networ k	CCC	CSC	VAS	prom o	Othe r	Perceive d
Purchase_X P	Pearson Correlatio n	1	.764**	.830**	.745*	.778*	.817**	.826*	.839**
	Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
Network	Pearson Correlatio n	.764**	1	.891**	.855*	.877*	.883**	.904*	.909**
	Sig. (2- tailed)	.000		.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
CCC	Pearson Correlatio n	.830**	.891**	1	.935*	.940*	.964**	.903*	.966**
	Sig. (2- tailed)	.000	.000		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
CSC	Pearson Correlatio n	.745**	.855**	.935**	1	.911*	.900**	.803*	.878**
	Sig. (2- tailed)	.000	.000	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
VAS	Pearson Correlatio n	.778**	.877**	.940**	.911*	1	.940**	.895*	.930**
	Sig. (2- tailed)	.000	.000	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50	50	50
promo	Pearson Correlatio n	.817**	.883**	.964**	.900*	.940*	1	.916*	.958**
	Sig. (2- tailed)	.000	.000	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50	50	50
Other	Pearson Correlatio n	.826**	.904**	.903**	.803*	.895*	.916**	1	.956**
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50	50	50
Perceived	Pearson Correlatio n	.839**	.909**	.966**	.878*	.930*	.958**	.956*	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50	50

Model Summary_GP

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.986 ^a	.972	.968	.10912

a. Predictors: (Constant), Other, CSC, Purchase_XP, Network, VAS, promo, CCC

ANOVA^a_GP

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.580	7	2.511	210.926	.000 ^b
	Residual	.500	42	.012		
	Total	18.080	49			

a. Dependent Variable: Perceived

b. Predictors: (Constant), Other, CSC, Purchase_XP, Network, VAS, promo, CCC

Coefficients^a_GP

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.027	.052		-.518	.607
	Purchase_XP	.010	.043	.011	.229	.820
	Network	.038	.068	.038	.548	.587
	CCC	.508	.126	.521	4.025	.000
	CSC	-.070	.083	-.072	-.846	.402
	VAS	.018	.090	.018	.197	.845
	promo	.106	.106	.111	1.003	.322
	Other	.339	.078	.383	4.349	.000

a. Dependent Variable: Perceived

Banglalink

One-Sample Statistics_Banglalink

	N	Mean	Std. Deviation	Std. Error Mean
Purchase_X P	50	2.2680	.65229	.09225
Network	50	2.1057	.71272	.10079
CCC	50	2.0950	.69416	.09817
CSC	50	2.1720	.71942	.10174
VAS	50	2.2450	.68417	.09676
promo	50	2.1667	.62904	.08896
Other	50	2.0867	.72784	.10293
Perceived	50	2.0600	.73983	.10463

One-Sample Test_ Banglalink

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase_X P	24.586	49	.000	2.26800	2.0826	2.4534
Network	20.891	49	.000	2.10571	1.9032	2.3083
CCC	21.341	49	.000	2.09500	1.8977	2.2923
CSC	21.348	49	.000	2.17200	1.9675	2.3765
VAS	23.203	49	.000	2.24500	2.0506	2.4394
promo	24.356	49	.000	2.16667	1.9879	2.3454
Other	20.272	49	.000	2.08667	1.8798	2.2935
Perceived	19.689	49	.000	2.06000	1.8497	2.2703

Correlations_ Banglalink

		Purchase_ XP	Networ k	CCC	CSC	VAS	prom o	Other	Perceive d
Purchase_ XP	Pearson Correlati on Sig. (2- tailed) N	1	.890**	.887**	.931**	.936*	.917**	.847**	.956**
Network	Pearson Correlati on Sig. (2- tailed) N	.890**	1	.955**	.955**	.902*	.920**	.962**	.939**
CCC	Pearson Correlati on Sig. (2- tailed) N	.887**	.955**	1	.970**	.928*	.925**	.946**	.962**
CSC	Pearson Correlati on Sig. (2- tailed) N	.931**	.955**	.970**	1	.949*	.940**	.943**	.969**
VAS	Pearson Correlati on Sig. (2- tailed) N	.936**	.902**	.928**	.949**	1	.946**	.889**	.978**
promo	Pearson Correlati on Sig. (2- tailed) N	.917**	.920**	.925**	.940**	.946*	1	.909**	.957**
Other	Pearson Correlati on Sig. (2- tailed) N	.847**	.962**	.946**	.943**	.889*	.909**	1	.912**
Perceived	Pearson Correlati on Sig. (2- tailed) N	.956**	.939**	.962**	.969**	.978*	.957**	.912**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Model Summary_ Banglalink

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.994 ^a	.989	.987	.08471

a. Predictors: (Constant), Other, Purchase_XP, promo, CCC, VAS, Network, CSC

ANOVA^a_ Banglalink

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.519	7	3.788	527.914	.000 ^b
	Residual	.301	42	.007		
	Total	26.820	49			

a. Dependent Variable: Perceived

b. Predictors: (Constant), Other, Purchase_XP, promo, CCC, VAS, Network, CSC

Coefficients^a_ Banglalink

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.412	.047		-8.719	.000
	Purchase_XP	.276	.064	.243	4.317	.000
	Network	.091	.079	.088	1.160	.253
	CCC	.411	.082	.386	4.993	.000
	CSC	-.066	.099	-.064	-.667	.508
	VAS	.410	.072	.379	5.695	.000
	promo	.109	.070	.092	1.553	.128
	Other	-.105	.069	-.104	-1.519	.136

a. Dependent Variable: Perceived

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
S_Exp	50	2.4800	.91874	.12993
Network	50	2.3971	.88877	.12569
CCC	50	2.4400	.83690	.11836
CSC	50	2.4760	.88515	.12518
VAS	50	2.4950	.81518	.11528
Promo	50	2.4667	.83571	.11819
Other_fac	50	2.4200	.87238	.12337
Percived	50	2.4000	.92582	.13093

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
S_Exp	19.087	49	.000	2.48000	2.2189	2.7411
Network	19.072	49	.000	2.39714	2.1446	2.6497
CCC	20.616	49	.000	2.44000	2.2022	2.6778
CSC	19.780	49	.000	2.47600	2.2244	2.7276
VAS	21.642	49	.000	2.49500	2.2633	2.7267
Promo	20.871	49	.000	2.46667	2.2292	2.7042
Other_fac	19.615	49	.000	2.42000	2.1721	2.6679
Percived	18.330	49	.000	2.40000	2.1369	2.6631

Regression_airtel

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.988 ^a	.976	.972	.15542

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a. Predictors: (Constant), Other_fac, S_Exp, CSC, Network, VAS, Promo, CCC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.985	7	5.855	242.380	.000 ^b
	Residual	1.015	42	.024		
	Total	42.000	49			

a. Dependent Variable: Percived

b. Predictors: (Constant), Other_fac, S_Exp, CSC, Network, VAS, Promo, CCC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.316	.073		-4.357	.000
	S_Exp	.101	.063	.100	1.608	.115
	Network	.222	.077	.213	2.896	.006
	CCC	.269	.114	.243	2.359	.023
	CSC	.030	.093	.029	.326	.746
	VAS	.182	.099	.160	1.846	.072
	Promo	.200	.109	.180	1.824	.075
	Other_fac	.106	.086	.100	1.236	.223

a. Dependent Variable: Percived

Correlations_airtel

		Purchase_ XP	Netwo rk	CCC	CSC	VAS	prom o	Othe r	Perceiv ed
Purchase_ XP	Pearson Correlati on	1	.856**	.913*	.874*	.875**	.843*	.850*	.907**
	Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
Network	Pearson Correlati on	.856**	1	.921*	.916*	.908**	.914*	.915*	.951**
	Sig. (2- tailed)	.000		.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
CCC	Pearson Correlati on	.913**	.921**	1	.948*	.932**	.936*	.904*	.967**
	Sig. (2- tailed)	.000	.000		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
CSC	Pearson Correlati on	.874**	.916**	.948*	1	.938**	.928*	.888*	.948**
	Sig. (2- tailed)	.000	.000	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
VAS	Pearson Correlati on	.875**	.908**	.932*	.938*	1	.940*	.914*	.956**
	Sig. (2- tailed)	.000	.000	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50	50	50
promo	Pearson Correlati on	.843**	.914**	.936*	.928*	.940**	1	.942*	.958**
	Sig. (2- tailed)	.000	.000	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50	50	50
Other	Pearson Correlati on	.850**	.915**	.904*	.888*	.914**	.942*	1	.942**
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50	50	50
Perceived	Pearson Correlati on	.907**	.951**	.967*	.948*	.956**	.958*	.942*	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Robi

One-Sample Statistics_Robi

	N	Mean	Std. Deviation	Std. Error Mean
Purchase_XP	50	2.5560	.96746	.13682
Network	50	2.7543	.99144	.14021
CCC	50	2.5600	.96304	.13619
CSC	50	2.6040	.96001	.13577
VAS	50	2.5850	.91697	.12968
promo	50	2.6933	.93760	.13260
Other	50	2.6400	.98478	.13927
Perceived	50	2.5400	.99406	.14058

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One-Sample Test_Robi

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase_XP	4.064	49	.000	.55600	.2811	.8309
Network	5.380	49	.000	.75429	.4725	1.0361
CCC	4.112	49	.000	.56000	.2863	.8337
CSC	4.449	49	.000	.60400	.3312	.8768
VAS	4.511	49	.000	.58500	.3244	.8456
promo	5.229	49	.000	.69333	.4269	.9598
Other	4.595	49	.000	.64000	.3601	.9199
Perceived	3.841	49	.000	.54000	.2575	.8225

Model Summary_Robi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993 ^a	.986	.983	.12836

a. Predictors: (Constant), Other, promo, Network, VAS, CSC, CCC, Purchase_XP

ANOVA^a_Citycell_Robi

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.728	7	6.818	413.837	.000 ^b
	Residual	.692	42	.016		
	Total	48.420	49			

a. Dependent Variable: Perceived

b. Predictors: (Constant), Other, promo, Network, VAS, CSC, CCC, Purchase_XP

Coefficients^a_Robi

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.153	.060		-2.553	.014
	Purchase_XP	.386	.137	.376	2.822	.007
	Network	.236	.070	.235	3.374	.002
	CCC	.118	.137	.115	.865	.392
	CSC	.261	.114	.252	2.287	.027
	VAS	-.095	.096	-.087	-.993	.326
	promo	.004	.042	.004	.103	.918
	Other	.116	.121	.115	.963	.341

a. Dependent Variable: Perceived

Correlations_Robi

		Purchase_X P	Network	CCC	CSC	VAS	promo	Other	Perceived
Purchase_X P	Pearson Correlation	1	.948**	.980*	.959*	.960*	.777**	.976*	.984**
	Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
Network	Pearson Correlation	.948**	1	.961*	.927*	.934*	.777**	.920*	.963**
	Sig. (2- tailed)	.000		.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
CCC	Pearson Correlation	.980**	.961**	1	.972*	.971*	.802**	.965*	.983**
	Sig. (2- tailed)	.000	.000		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
CSC	Pearson Correlation	.959**	.927**	.972*	1	.969*	.848**	.973*	.973**
	Sig. (2- tailed)	.000	.000	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
VAS	Pearson Correlation	.960**	.934**	.971*	.969*	1	.822**	.954*	.962**
	Sig. (2- tailed)	.000	.000	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50	50	50
promo	Pearson Correlation	.777**	.777**	.802*	.848*	.822*	1	.838*	.809**
	Sig. (2- tailed)	.000	.000	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50	50	50
Other	Pearson Correlation	.976**	.920**	.965*	.973*	.954*	.838**	1	.974**
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50	50	50
Perceived	Pearson Correlation	.984**	.963**	.983*	.973*	.962*	.809**	.974*	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Citycell

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One-Sample Statistics_ Citycell

	N	Mean	Std. Deviation	Std. Error Mean
Purchase_XP	50	3.0440	.79621	.11260
Network	50	3.2729	.76683	.10845
CCC	50	3.1600	.77387	.10944
CSC	50	3.2160	.80594	.11398
VAS	50	3.2600	.84055	.11887
promo	50	3.1200	.80745	.11419
Other	50	3.1600	.85513	.12093
Perceived	50	3.2200	.86402	.12219

One-Sample Test Citycell

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase_XP	27.034	49	.000	3.04400	2.8177	3.2703
Network	30.180	49	.000	3.27286	3.0549	3.4908
CCC	28.874	49	.000	3.16000	2.9401	3.3799
CSC	28.216	49	.000	3.21600	2.9870	3.4450
VAS	27.424	49	.000	3.26000	3.0211	3.4989
promo	27.323	49	.000	3.12000	2.8905	3.3495
Other	26.130	49	.000	3.16000	2.9170	3.4030
Perceived	26.352	49	.000	3.22000	2.9744	3.4656

Correlations_citycell

		Purchase_ XP	Netwo rk	CCC	CSC	VAS	promo	Other	Perceiv ed
Purchase_ XP	Pearson Correlati on	1	.885**	.898*	.906**	.879**	.883**	.915**	.917**
	Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
Network	Pearson Correlati on	.885**	1	.944*	.920**	.916**	.915**	.899**	.922**
	Sig. (2- tailed)	.000		.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
CCC	Pearson Correlati on	.898**	.944**	1	.920**	.927**	.916**	.922**	.938**
	Sig. (2- tailed)	.000	.000		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
CSC	Pearson Correlati on	.906**	.920**	.920*	1	.938**	.913**	.928**	.939**
	Sig. (2- tailed)	.000	.000	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50
VAS	Pearson Correlati on	.879**	.916**	.927*	.938**	1	.890**	.937**	.938**
	Sig. (2- tailed)	.000	.000	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50	50	50
promo	Pearson Correlati on	.883**	.915**	.916*	.913**	.890**	1	.931**	.917**
	Sig. (2- tailed)	.000	.000	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50	50	50
Other	Pearson Correlati on	.915**	.899**	.922*	.928**	.937**	.931**	1	.955**
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50	50	50
Perceived	Pearson Correlati on	.917**	.922**	.938*	.939**	.938**	.917**	.955**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972 ^a	.945	.935	.21974

a. Predictors: (Constant), Other, Network, Purchase_XP, promo, CSC, CCC, VAS

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ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.552	7	4.936	102.222	.000 ^b
	Residual	2.028	42	.048		
	Total	36.580	49			

a. Dependent Variable: Perceived

b. Predictors: (Constant), Other, Network, Purchase_XP, promo, CSC, CCC, VAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.150	.139		-1.079	.287
	Purchase_XP	.123	.110	.113	1.121	.269
	Network	.093	.144	.082	.646	.522
	CCC	.194	.149	.174	1.302	.200
	CSC	.154	.140	.143	1.099	.278
	VAS	.119	.138	.116	.865	.392
	promo	-.008	.127	-.008	-.064	.949
	Other	.386	.146	.382	2.651	.011