

Customers' Satisfaction of Banglalink and Grameen Phone: A Comparative Analysis

Mohammad Kamrul Ahsan

Assistant Professor, Department of Business Administration, Metropolitan University, Sylhet, **BANGLADESH**

Corresponding Contact:

Email: ahsan404243@gmail.com

ABSTRACT

This is a comparative study. Here the researcher has made a comparison of customers' satisfaction of Banglalink and Grameen Phone. A structured questionnaire is prepared to collect primary data from 200 customers (100 GP and 100 BL) in the Sylhet City of Bangladesh by using judgmental and convenience sampling methods. Having literature review, the researcher has selected 15 variables to measure the satisfaction. The researcher has used MS excel 2007 to analysis the data, i.e. descriptive statistics and t-statistics. The findings have shown that the BL customers are more satisfied than GP customers in every respect. It seems that the GP customers expect more from their operator. Important variables for BL customers are 1. Availability of Recharge Point, 2. Numbers of FnF, 3. Tariff: On-Net and 4. Tariff: FnF. Important variables for GP customers are 1. Tariff: On-Net, 2. Internet Services, 3. Network Coverage, and 4. Numbers of FnF.

Keywords: Customers, satisfaction, tariff, and FnF

4/22/2017

Source of Support: Nil, **No Conflict of Interest:** Declared

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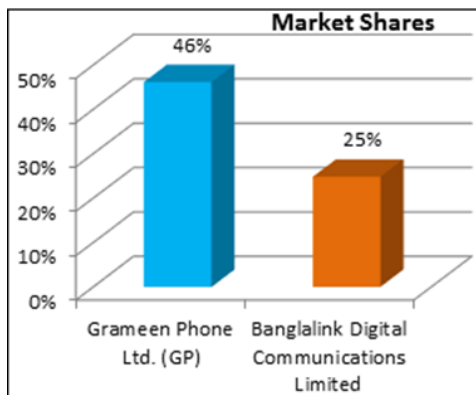
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INTRODUCTION

Versatile media transmission industry has ended up being greatly aggressive in wherever all through the world. By and by a-days customers consider distinctive components before picking an organization executive. Just in the wake of looking, amassing and surveying information on these parts, they pick the enrollment (Shah, 2012). The circumstance is not distinctive in Bangladesh. Banglalink and Grameen Phone are the biggest media transmission organizations in Bangladesh. As indicated by the Bangladesh Telecommunication Regulatory Commission, there are 120.728 million supporters in Bangladesh (BTRC, 2017), of them Grameen Phone has 55.736 million endorsers and Banglalink has 29.98 million endorsers. They hold the market shares as like following figure of market share.

'Consumer loyalty' is both an objective and an advertising instrument for client-focused organizations (Kotler and Keller, 2012). By virtue of media transmission, purchase dependability is customer's post-purchase judgment and energetic answer or contribution to the general things or organizations shared the trait in a convenient telecom condition (Lin and Wang, 2006). The versatile market of Bangladesh is exceptionally appealing at this point.



The enthusiasm of the clients towards cell phone is expanding step by step. Along these lines, organizations are attempting to catch the most extreme share of the market by giving different administrations to fulfill the client (Haque, et al., 2011). In this review, Grameen Phone and Banglalink have been considered to make a correlation with their clients' fulfillment. So that, a thought might be produced about the level of fulfillment of the clients to their administrators.

OBJECTIVES

The goal of this paper is to make examinations and distinguish significant reasons for contrasts of the level of fulfillment of clients of Grameen Phone and Banglalink.

METHODOLOGICAL ISSUES

Some Clarifications:

Full Name of the Company	Short Form	Color
Banglalink Digital Communications Limited	BL	Orange
Grameen Phone Limited	GP	Blue

Here, the specialist has utilized the short type of Banglalink Digital Communications Limited as BL, and Grameen Phone Limited as GP, and utilize these hues to distinguish these articles effectively.

Data collection period: December 2016 to January 2017.

Data collection area: Sylhet City, Bangladesh.

Population: All the customers of Sylhet City are addressed as the population in this paper.

Sampling size: The sample size of this study is 200 (100 GP and 100 BL).

Sampling procedures: The researcher has used the combination of judgmental and convenience sampling methods in this study.

Sample characteristics: The respondents were picked paying little mind to sex, age, compensation, preparing, occupation, religion, zone.

Instruments: The essential information has been gathered by utilizing an organized poll from the 200 clients among them, BL Customers are 100 and GP Customers are 100 in numbers. The poll has two sections: 1. Statistic data and 2. Chosen factors. Here the analyst has chosen fifteen factors to gauge the youngsters' fulfillment and one variable is

reliant variable i.e., general fulfillment. These factors are evaluated by Five Points Likert Scale. These are 1=Strongly Dissatisfied, 2=Dissatisfied, 3=Average, 4=Satisfied, 5=Strongly Satisfied. The researcher has utilized MS Excel 2007 to examination the information i.e., illustrative measurements and t-insights. Factors are spoken to by bar and segment outlines with the rate to look at fulfillments of BL and GP of clients.

The analyst has alluded to different books, diaries, and periodicals as the indispensable wellspring of auxiliary information.

Hypothesis:

H₀: There is no significant difference between the Satisfaction of the young customer of BL and GP.

H₁: There is a significant difference between the Satisfaction of the young customer of BL and GP.

Limitations: Respondents are restricted in numbers. Additionally, here the vast majority of the clients are extremely youthful i.e.; 97 percent of respondents are beneath 25 years of age. Along these lines, it may not demonstrate the real picture. This review is essentially in view of the clients of Sylhet city; hence, it may not demonstrate the genuine photo of all over Bangladesh. These are the primary impediments of this paper.

ANALYSIS AND FINDINGS

Table 1: Demographic Profile

Demographic Profile	BL	GP
Gender		
Male	61	77
Female	39	23
Age (Years)		
Less than 20	30	20
21 to 25	65	79
26 to 30	4	1
Over 30	1	0
Education		
HSC	27	17
Bachelor	62	76
Masters	8	7
Others	3	0
Religion		
Muslim	74	77
Hindu	22	21
Christian	3	1
Buddhists	1	1
Marital Status		
Married	12	8
Unmarried	88	92

From the above table, it has seen that 77% GP customer is male and 23% is female where 61% BL Customer is male and 39% is female. 79% GP customer is the age limit of 21 to 25 whereas BL has 65%. 76% GP customer has education qualification of bachelor degree whereas BL has 62%. 77% GP customer is Muslim whereas BL has 74%. 92% GP customer is unmarried whereas BL has 88%.

Table 2: Basic Operator and Satisfaction Information

Basic Operator Information	BL	GP
Experience of Use Phones (Years)		
Less than 1	12	2
1-3	34	31
3-5	31	31
5-7	14	18
7-9	6	18
Over 9	3	
Type of SIM		
Pre-paid	88	97
Post-paid	12	3
SIM 1 (Mostly Use)		
Banglalink-Grameen Phone	100	100
You Like Most		
Grameen Phone	18	72
Banglalink	59	9
Robi/Airtel	12	19
Teletalk	11	0
Your Recommendation for the First User		
Grameen Phone	22	70
Banglalink	51	6
Robi/Airtel	14	21
Teletalk	13	3

From the above table, it has seen that experience of using phone between 1 to 5 years is 65% of BL customers and 62% of GP customer. 97% GP customers use prepaid and 88% BL customers use prepaid SIM card. The researcher has asked a question to the customers that 'You Like Most: which operator:' Amazing result is found 59% BL customers like their own operator and 18% of BL customers like GP and 72% of GP customers like their own operator and 9% like BL. Figure 1 shows this result.

Figure 1: You Like Most

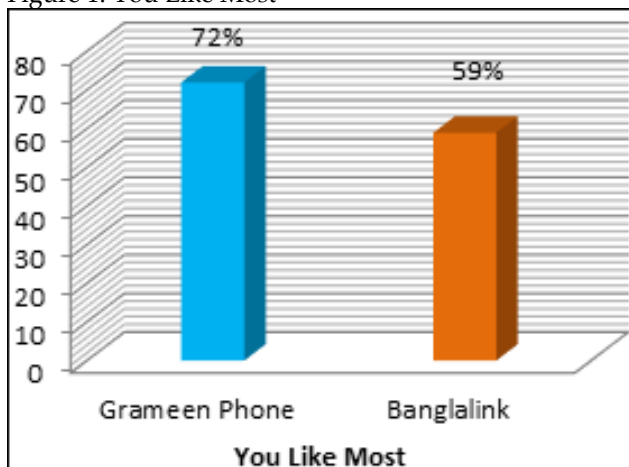
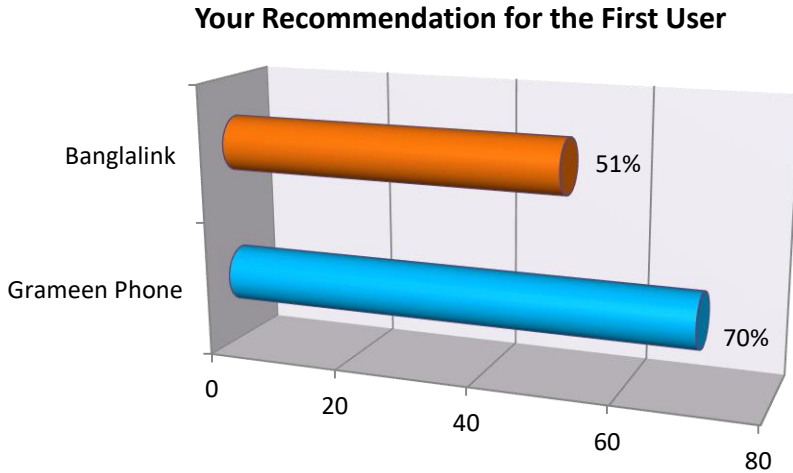


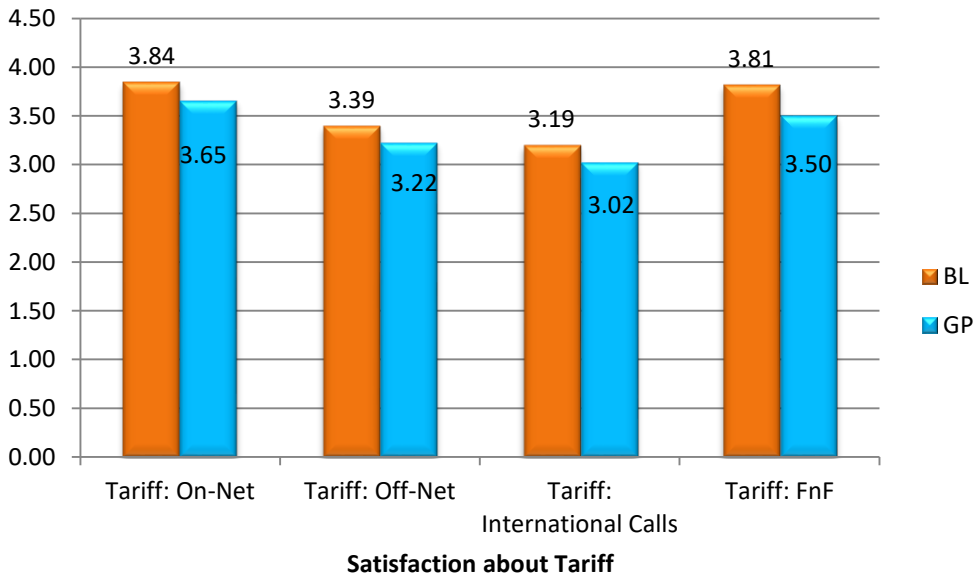
Figure 2: Your Recommendation for the First User



The researcher has asked a question to the young customer that ‘Your Recommendation for the First User:’ Amazing result is found again 70% GP customer recommends for GP but 51% BL customer recommends for BL. 6% GP customer recommends for BL where 22% BL customer recommend for GP.

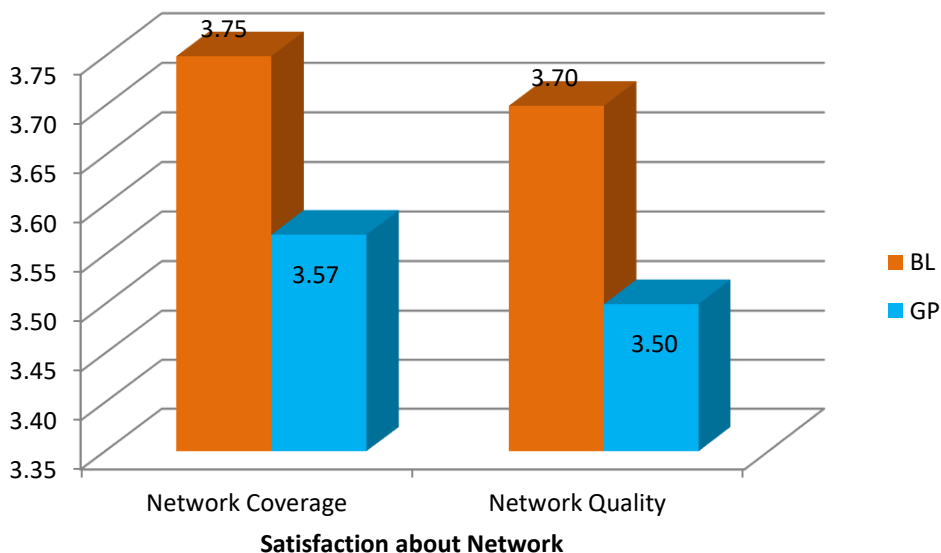
Variables for Measuring Satisfaction

Figure 3: Satisfaction about Tariff



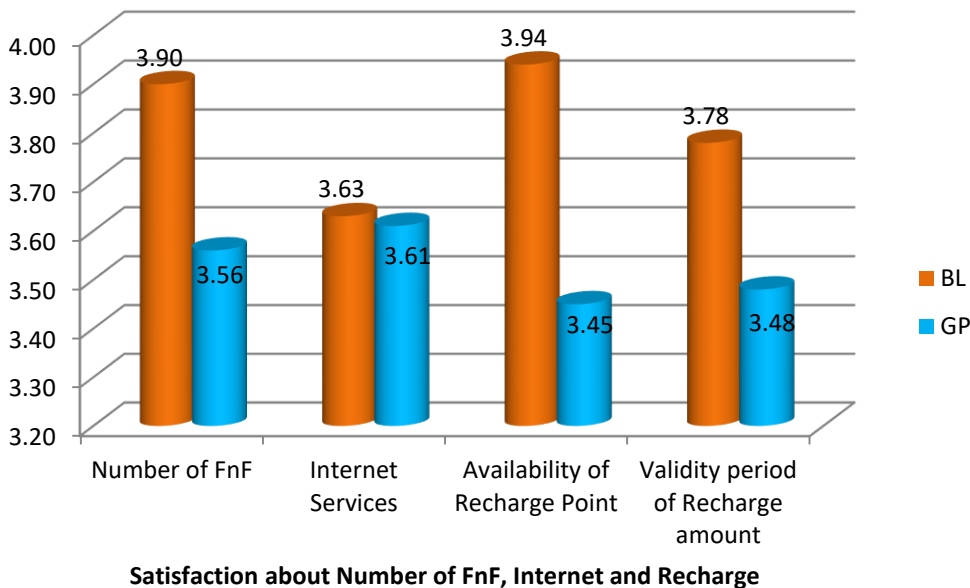
From the above figure, it very clear that the customers of BL are more satisfied than GP on the tariff rate. Every item of the tariff is greater for BL customers, i.e., Tariff on-net, tariff-off-net, tariff-on-international calls and tariff-on-FnF numbers. Thus customers of BL are enjoying better tariff rate than GP.

Figure 4: Satisfaction about Network



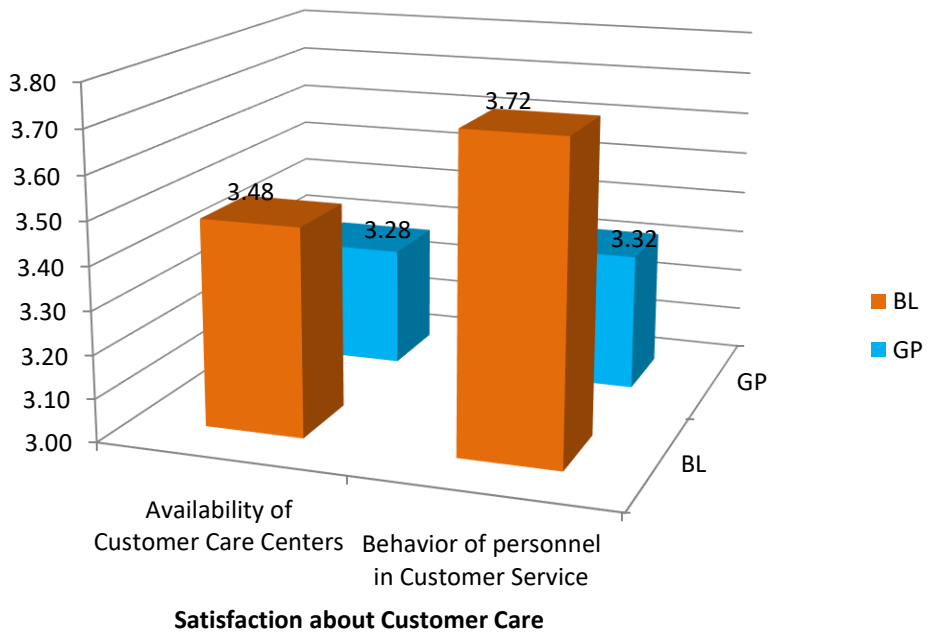
From the above figure shows that the customer of BL is more satisfied relating the network coverage and quality than the customer of GP.

Figure 5: Satisfaction about Number of FnF, the Internet, and Recharge



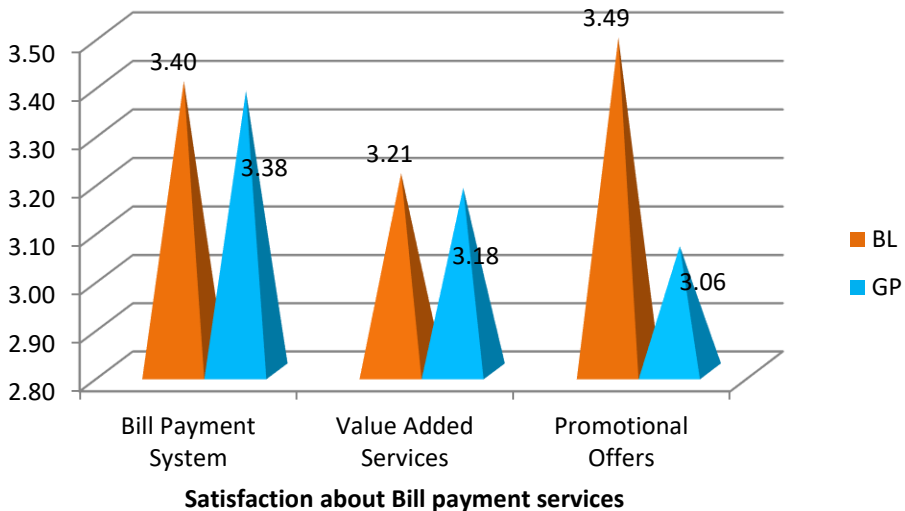
From the above figure, it is clear that the number of FnF is favorable for BL customer than GP. At the point of internet facilities, BL customer is more satisfied than GP. The customer of BL is more satisfied relating the available recharge point and validity period of recharge amount than GP.

Figure 6: Satisfaction with Customer Care



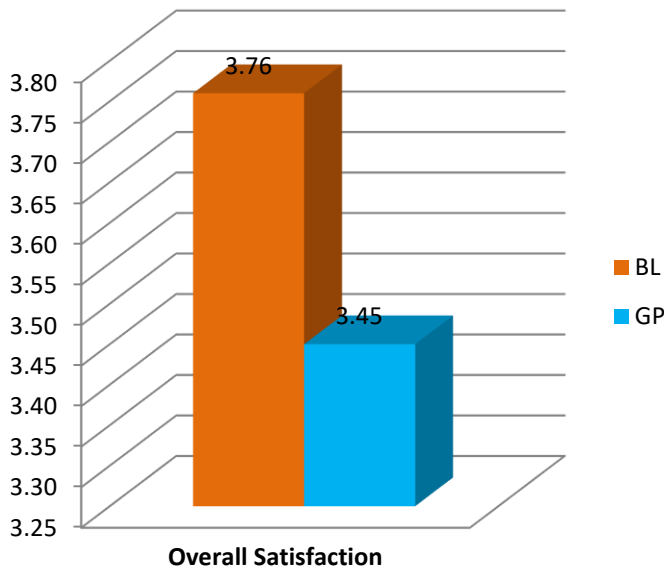
From the above figure, it is seen that here also BL customer is more satisfied than GP relating to the availability of customer centers and behavior of personnel in customer service.

Figure 7: Satisfaction with Bill payment services



From the above figure, it is seen that BL customer is more satisfied regarding the bill payment systems than GP customer.

Figure 8: Overall Satisfaction



From the above figure, it is clear that the overall satisfaction of BL customers is more than GP customers. So there is a question relating to overall satisfaction for their operator, here it is seen that BL is more satisfied.

Here we show the descriptive statistics at a glance to show the comparative satisfaction of BL and GP.

Table 3: Descriptive Statistics

Variables	BL		GP	
	Mean	SD	Mean	SD
T_O Net	3.84	0.98	3.65	1.20
T_Off-Net	3.39	1.02	3.22	1.12
T_I_Calls	3.19	1.32	3.02	1.18
T_FnF	3.81	1.22	3.50	1.24
N_FnF	3.90	1.04	3.56	1.22
N_Coverage	3.75	1.11	3.57	1.03
N_Quality	3.70	1.00	3.50	1.03
I_Services	3.63	1.15	3.61	1.14
A_C_C_Centers	3.48	1.15	3.28	1.17
B_C_Service	3.72	1.05	3.32	1.10
A_R_Point	3.94	1.06	3.45	1.04
V_R_amount	3.78	1.12	3.48	1.05
B_P_System	3.40	1.21	3.38	1.11
V_A_Services	3.21	1.21	3.18	1.17
P_Offers	3.49	1.10	3.06	1.17
O_S	3.76	0.84	3.45	1.12

Test of Hypothesis

t-Test: Two-Sample Assuming Unequal Variances

	BL	GP
Mean	3.6244	3.3894
Variance	0.0556	0.0368
Observations	16	16
Hypothesized Mean Difference	0	
df	29	
t Stat	3.0912	
P(T<=t) one-tail	0.0022	
t Critical one-tail	1.6991	
P(T<=t) two-tail	0.0044	
t Critical two-tail	2.0452	

From the test, it is seen that 't' value (3.0912) is greater than the critical value (2.0452, 2-tail; 1.6991, 1-tail) and the 'P' value (0.0044, 2-tail; 0.0022, 1-tail) is less than 0.05. Thus, the null hypothesis is rejected. That means there is a significant difference between the satisfaction of customers of BL and GP.

CONCLUSION

As per Haque, et al., (2011) the clients of Banglalink are more fulfilled than the Grameen Phone (GP). This review likewise bolsters their discoveries. The primary objective of a media transmission organization is to make fulfill their clients. So the administrators can take some think about these matters. The researcher has found that the clients of BL are more fulfilled than GP. The researcher has attempted to discover reasons for these distinctions. The causes are the desire of GP clients are more than that they have. Really, they are not completely fulfilled by the offer of their administrator. So the specialist of GP can take a few activities with respect to these matters. Also, here has an examination hole that the analyst has taken specimens in Sylhet City. Here has the chance to take all classifications of clients of everywhere throughout the nation. At that point, the outcomes may differ. This is additionally a noteworthy impediment of this specialist paper.

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