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## AN EMPIRICAL STUDY OF THE EFFECTS OF CUSTOMER SATISFACTION AND LOYALTY IN THE TELECOMMUNICATION INDUSTRY IN BANGLADESH

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### ABSTRACT

The primary objective of this study is to examine the impact of customer satisfaction within the specific setting of Bangladesh. The present study examined six key aspects: interactions, price structure, added value service, convenience, sales promotions, and customer service. The study utilized a combination of primary and secondary data sources to evaluate the predetermined hypotheses. The findings indicate that five characteristics, including communication, cost structure, value-added services, convenience, and customer service/care, have positive associations with consumer loyalty. Finally, the concept of telecommunication services in Bangladesh has recently been combined with ecological management in business. Therefore, this notion has lately taken into the customer satisfaction and survey with good and sound loyalty on this services. This study is based on customer responses to monitor their satisfaction against the major mobile operators in the country: Grameen Phone, Banglalink, Robi, and Teletalk. In order to determine satisfaction, we will ask questions to respondents about different criteria (such as network, Internet service, call rate price and value-added services, reliability, customer support etc.). This research aims to determine customer satisfaction with a wide range of services supplied by operators, as well as the correlation between service satisfaction (communication, price, value-added service, convenience, sales promotion, and customer service) and customer loyalty.

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### INTRODUCTION

We live in an era characterized by globalization, which has ushered in an age of intense rivalry. Companies are constantly grappling not only for their survival but also for their prosperity. Corporations have shifted their focus towards prioritizing consumer welfare over shareholder interests in the current struggle for existence. In addition, maintaining customer satisfaction and fostering long-term loyalty among existing clientele has proven to be a significantly more formidable endeavor than acquiring new clients. However, it should be noted that the level of rivalry varies across different businesses. The telecom business is currently experiencing intense rivalry on a global scale, making it one of the few industries in this position. The usage of telecommunications services is increasing on a daily basis, accompanied by a corresponding growth in the number of service providers. These providers continuously introduce novel ideas to intensify the competition. The economic development observed in Bangladesh has played a crucial role in enhancing the living and purchasing capacity of a growing proportion of the populace. In contemporary society, telephony has become integral to our daily existence. In addition to landline telephones, mobile phones have become increasingly crucial in facilitating communication across different locations in contemporary times. In addition to its primary role of voice communication, the phone serves various other purposes, including text messaging, multimedia messaging, and internet connectivity, facilitating diverse forms of communication. The telecommunications sector has many prospects, with a growing need for wireless communication systems contributing to the global expansion of this industry. Actors within the entertainment industry are actively pursuing the most financially lucrative markets globally (Ali et al., 2020; Ali et al., 2021).

A majority of the population in Bangladesh is actively utilizing mobile phone services. The extensive market penetration of the Wireless Telecom Industry demonstrates that, despite Bangladesh being a developing economy with a

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relatively low per-capita income, the purchasing power of customers has not hindered their use of cellular communication technology services offered by operators in this sector. The wireless infrastructure for distant voice communication in the Bangladesh market has predominantly comprised of two primary methods named Code-Division Multiple Access (CDMA) and Global System for Mobile Communications (GSM) (Chowdhury et al., 2020; Chowdhury et al., 2021a; S. Chowdhury et al., 2021b)

The telecommunications business is significant in developing nations with emerging economies (Hussain & Suchy, 2013). Bangladesh is a highly advantageous market for telecommunications service providers. Despite Bangladesh's current status as a low-income country with limited purchasing power, a low per capita income, and a substandard standard of living, it is experiencing significant advancements in its use of telecommunications services. Currently, the number of individuals utilizing telecommunications services in Bangladesh exceeds 100 million, accounting for a significant portion of the country's overall population of 150 million. Mobile phones are not solely utilized for voice communication but serve as a platform for other value-added services such as messaging, video-calling, entertainment, banking services, healthcare services, e-commerce, and internet surfing. The telecommunications industry is exerting a significant influence on the growth potential of Bangladesh, and the authorities of this nation are actively promoting the expansion of this sector. In contemporary Bangladesh, the mobile cellphone has transitioned from a luxury item to a fundamental necessity for its populace. Hence, the acquisition and retention of clients have become increasingly challenging yet promising for operators within this market. The contribution and interest of employees are the most association of the realization and the concept of networking in Bangladesh. Further research might the new findings and information on this side and regards (Iqbal et al., 2021; Kader et al., 2019).

### LITERATURE REVIEW

Numerous studies have been conducted worldwide to investigate customer satisfaction with cell phone operators. According to customer satisfaction can be defined as the "customer's accomplishment reaction." The pleasure of clients with an organization's products and services is regarded as the most crucial factor contributing to the organization's strength and success. According to Jahanzeb et al. (2011), in a study conducted by Shaon and Rahman (2015), the researcher investigated the impact of the quality of service on client satisfaction and behavioral intention within the mobile telecommunication business. The researcher employed structural equation modeling as the analytical framework for the study. Various studies have consistently demonstrated a noteworthy positive correlation between customer satisfaction and loyalty or retention (Mannan et al., 2017; Kader et al., 2021a; Kader et al., 2021b; Kabir et al., 2021; Nayeem et al., 2020; Nahar et al., 2021; Rahman et al., 2021a).

The impact of telecommunications on economic development has attracted the attention of many researchers for many years. Many researchers have tried to favor the telecom effect over the economic effect development of a country. Take a look at the eight-year-old track at 24 international venues found that improving telecommunications has a strong positive impact on proximity to GDP. Investigated the existence of informal dating between the continuous development telecommunications and Bangladesh's economic growth. As a result, it has a good and necessary significant impact on the growth of the economy. The best price of the supply of telecommunications providers to the general population can be greatly reduced long using Wi-Fi technologies In Another, discovered that telecommunications certainly have a significant impact on the growth of an economy (Rahman et al., 2021b; Shahriar 2021a; Shahriar 2021b; Zayed et al., 2021a; and Zayed et al., 2021b; Ahmed et al., 2022).

Indeed, the perception of customer satisfaction has been recognized as a significant factor influencing the customer's choice to either remain loyal to or discontinue their association with a firm. Consumer satisfaction can be defined as the "fulfillment response of the customer. The experience of either satisfaction or dissatisfaction arising from an assessment, coupled with an emotional reaction to a service, is a subjective sentiment (Joudeh, 2017). This evaluation compares the anticipated services and the services provided to the customer. Various techniques. This study has successfully established the positive impact of Tangibles, Customer Relations, Real Network Quality, and Image quality on customer happiness within Ghana's mobile telecom business (Al-Quraan et al., 2022; Faisal-E-Alam et al., 2022; Mia et al., 2022; Rubi et al., 2022; Zayed et al., 2021a; Zayed et al., 2021b; Zayed et al., 2022a; Zayed et al., 2022b; Zayed et al., 2022c; Zayed et al., 2022d; Bhuiyan et al., 2022; Shayery et al., 2022).

Furthermore, it has been determined that customer satisfaction subsequently influences behavior intention. The study reveals a robust correlation between service quality, customer satisfaction, and behavioral intentions. Additionally, the study highlights the significant impact of satisfaction with service on behavioral intentions. In their seminal study on customer satisfaction, Khizindar et al. (2015) found that a strong sense of consumer loyalty leads to repeated visits to stores, frequent purchases of products, and positive word-of-mouth recommendations to friends. Conversely, dissatisfied customers tend to express discontent by lodging several complaints with service providers.

Pricing, service quality, item quality, and promotional offers play a significant role in consumers' decision-making when selecting a telecommunication service provider. According to a previous study by a company must prioritize improving service quality and establish appropriate pricing strategies to satisfy customers, ultimately contributing to customer retention effectively. Consumer loyalty can provide significant competitive benefits, increasing profitability and corporate growth. According to Ashraf and Niazi (2018), conducted a study to identify the key factors that corporate clients deem essential when deciding whether to continue with their current service provider or completely switch to a different one. The investigation revealed that the belief that cost or low prices are the primary determinant of customer loyalty was not supported in this case. Instead, the most significant factor for all parties involved was the added value provided to the customer.

Wu (2013), examined customer happiness within the telecom business. They discovered that dissatisfied customers often provided valuable insights and sought to identify the key elements influencing customer satisfaction in the Pakistani telecom industry. The study revealed that many factors exert an impact on customer satisfaction. Pricing fairness emerged as the most significant factor, followed by coverage and customer services. These three variables were found to have a substantial influence on consumer satisfaction. In a study conducted an analysis was performed to examine the effects of quality of service on customer happiness and behavioral intentions within the mobile telephony business. This study identified that the dimensions of service quality, namely Tangibles, Customer Relations, Real Network Quality, and Image Quality, significantly impacted customer happiness in the mobile telecom business in Ghana. Consequently, customer satisfaction plays a crucial role in shaping behavioral intentions. The findings prove a strong correlation between service quality, customer enjoyment, and customer satisfaction.

Customer happiness is a crucial and primary objective of marketing endeavors undertaken by service providers (Alamgir et al., 2017). Companies prioritize customer satisfaction due to its impact on customers' future purchase intentions and their likelihood to engage in positive or negative word-of-mouth communication about the service. Satisfied consumers are expected to exhibit behaviors such as making repeat purchases, visiting the establishment frequently, engaging in positive word-of-mouth advertising, and demonstrating a reduced inclination to switch to other alternatives. Conversely, dissatisfied clients will exhibit contrasting behaviors such as lodging complaints, switching to alternative options, and disseminating unfavorable experiences about the service provider. Hence, ensuring customer satisfaction has emerged as a fundamental requirement, serving not only to foster client loyalty but also to safeguard the organization's reputation. Customer satisfaction can be categorized into two conceptual frameworks: transaction-specific and cumulative (Almossawi, 2012). According to Saroha and Diwan (2017), satisfaction can be associated with attribute-specific and overall performance.

Customer happiness is widely recognized as crucial for success in the highly competitive telecommunication industry. Nevertheless, it is essential to note that customer pleasure is a dynamic concept. Organizations may need a sense of security regarding their currently perceived satisfied clientele. Organizations must possess the knowledge and skills necessary to maintain customer satisfaction, as contented clients may seek superior services from alternative sources. Some clients may avoid switching service providers due to the lack of better alternatives while not being content with their current supplier (Rind et al., 2018). Customers tend to experience higher levels of satisfaction when they receive the maximum value and benefit from their purchase while paying a minimal price. In a study conducted by an explanatory approach was employed to discover the features that corporate clients deem significant when making decisions regarding the retention of their present service provider or the total migration or move to another provider. The study revealed that the prevailing notion that price, specifically low cost, is the primary determinant of customer loyalty was not applicable in this context. Instead, the most significant element across all categories was the provision of value-added benefits to the consumer. Furthermore, it was shown that the significance of the factors varied among the user groups.

In a study undertaken by Khan and Hossain (2016), the objective was to examine the significance, factors influencing, and outcomes associated with customer satisfaction within the mobile telecommunications sector in Bahrain. The survey revealed a lack of substantial correlation between customer satisfaction and loyalty, as evidenced by the fact that 88% of mobile customers expressed their intention to switch providers if presented with a more favorable offer. Once again, the study also unveiled a negligible correlation between customer retention and loyalty since 86% of individuals who expressed their intention to stay with their current service providers indicated that they would move if presented with a more favorable proposition.

According to Setiawan and Sayuti (2017), the authors believe that dissatisfied customers can provide valuable insights for learning purposes. They conducted a study to examine the key aspects that can impact customer satisfaction within the telecommunications business of Pakistan. The study revealed that various aspects influence customer satisfaction. Among these elements, pricing fairness was the most significant, followed by coverage and customer services. These three factors were identified as major contributors to consumer satisfaction. In their study, investigated the impact of customer satisfaction and the switching barrier on customer loyalty within the Korean mobile telecommunication services business. The researchers also sought to establish the structural relationship between these variables. The study revealed a positive correlation between elevated call quality levels, value-added services, customer support, and heightened levels of customer happiness. Conversely, the study found no significant impact on customer satisfaction from factors such as the pricing structure, mobile device, and procedure convenience.

In a study conducted by Al Karim (2019), the researcher investigated the impact of service quality on satisfaction among consumers and behavioral intention within the mobile telecommunication business. The study utilized structural equation modeling techniques to analyze the data. The findings revealed a positive correlation between service quality and customer satisfaction, influencing customer behavior intention. The study's results indicate a robust correlation between service quality, customer satisfaction, and behavioral intentions.

Additionally, the study highlights the significant impact of satisfaction and quality of service on behavioral intentions. In their study, Nyan et al. (2020) researched mobile phone users in Nigeria, intending to examine the impact of customer service on maintaining clients. The researchers examined intention from multiple perspectives, including customer service, satisfaction, value, and behavioral intention. The findings of this study have demonstrated a robust correlation between consumers' perceived level of quality and their contentment. The study further demonstrates that customer retention is contingent upon customers' perception of receiving effective, high-quality services.

In a study conducted by Kant and Jaiswal (2017), the researcher examined the impact of the SERVQUAL model on customer loyalty within the communications sector in Jordan. The impact of this concept was evaluated by implementing a regression model. The research revealed a robust and affirmative association between the SERVQUAL model and

customer loyalty within the telecoms sector. The researchers concluded that this particular model exerts a substantial influence on client loyalty. Yuan et al. (2019), aimed to assess the level of effective implementation of customer relationship management (CRM) by Indian telecom businesses and its subsequent influence on service quality and customer loyalty. The research revealed that two service providers demonstrated complete efficiency. In contrast, the remaining providers should assess the input and output parameters of the efficient frontiers to identify their areas of weakness. By addressing these weaknesses appropriately, these providers can enhance their performance and achieve an efficient frontier.

In their study, Ahmad et al. (2011) emphasized the service quality and customer satisfaction of a telecommunications service provider operating in Malaysia. The researchers analyzed the effects of reliability, responsiveness, assurance, empathy, and tangible features on customer satisfaction. The present study revealed that factors such as reliability, responsiveness, assurance, and empathy greatly influenced consumer attitudes, specifically concerning satisfaction and loyalty. Additionally, a notable disparity was observed between the reported level of satisfaction and the perceived level of importance across all service quality categories. In their study, Ahmed et al. (2010) investigated the determinants of consumer satisfaction and loyalty within the mobile telephony business in Bangladesh. The researchers aimed to investigate the correlation between service quality and customer happiness and the influence of service quality, switching cost, and trust on customer loyalty.

Additionally, the study has determined that service quality, switching cost, and trust are crucial in predicting customer loyalty. Trust has been identified as the primary determinant of consumer loyalty, with other contributing elements. In their study, Sagib and Zapan (2014) analyzed the influence of brand image, service quality, and pricing on customer satisfaction within the telecommunications sector in Pakistan. The present investigation revealed a significant correlation between brand image, service quality, price, and customer satisfaction. Among these factors, it was found that there was a negative link between customer contentment and pricing. In contrast, a positive correlation was observed between customer satisfaction, brand image, and service quality.

The study by examined the correlation between service quality and customer satisfaction within the communications business. The study's findings indicate a favorable correlation between the level of service quality provided and the level of customer satisfaction experienced. It is additionally suggested that firms should allocate greater emphasis towards the enhancement of service quality. In their study, Shahzad et al. (2021) investigated factors contributing to customer turnover within the mobile telecommunications service market. The study's findings have demonstrated that the drivers of call quality are closely associated with parameters connected to customer engagement in membership card programs. However, customer status alterations might elucidate the connection between factors influencing turnover and the likelihood of churn occurring. Conducted a study to examine the correlation between service quality and customer retention and the association between customer satisfaction and retention within the mobile phone business in Ghana. The investigation unveiled a correlation between the provision of high-quality service and customer satisfaction, identifying customer satisfaction as a significant factor in determining client retention.

Aslam et al. (2013) conducted a study to examine the impact of customer satisfaction on customer loyalty within Bangladesh's telecommunications sector. This study examined six elements: communication, price structure, value-added service, convenience, sales promotions, and customer service. The findings revealed that, except for sales promotion, all five characteristics exhibited positive connections with customer loyalty. In their study, conducted an empirical analysis with 210 young adult cellular customers in Canada. The purpose of their research was to analyze the factors that influence customer happiness and loyalty. This study provided valuable information for service providers, legislators, and subscribers by using the American Customer Satisfaction Model. Based on technology and telecommuting network and green environment aims into the organizations largely to impact goals to help to reach a good management in the world.

Additionally, it established the groundwork for subsequent evaluations of wireless network operators' performance with consumer happiness and loyalty. The study conducted by examined the influence of customer satisfaction on client loyalty within Bangladesh's telecommunications sector. This study focused on six components: communication, price structure, value-added service, convenience, sales promotions, and customer service. The findings revealed that, with the exception of sales promotion, all five of these components exhibited positive associations with customer loyalty.

The literature listed above pertains to customer satisfaction, primarily focusing on the satisfaction levels within the mobile telecommunications industry across different countries. The outcomes of these studies indicate a combination of results. Several studies have demonstrated favorable associations between service provision and user happiness, while only a few articles have revealed negative links. This study examines consumer satisfaction levels for cell phone brands offered by major mobile phone providers in Bangladesh.

## METHODS

The present investigation was undertaken utilizing the perspectives of clients in Bangladesh. The participant group of this study consisted of all users of mobile providers operating in this city. The researchers employed a convenience sampling technique to pick the desired number of participants as an appropriate representative sample from the wider population. A sample of three hundred subscribers was initially selected and interviewed. These subscribers were explicitly chosen from a population of master-level students with a business background in the discipline of Business Administration in Bangladesh. This is a subjective research and depends on extensive surveys of existing part of telecommunication literature. The current research papers are needed identify the current situation. A comprehensive sample size of 300 participants was selected for this study, and they were administered structured questionnaires to collect data for subsequent analysis. A systematic questionnaire was developed using information from a prior study. As previously said, client loyalty holds great significance for all firms, particularly those operating in the service sector, such as telecommunications. The segmentation of mobile telecommunications markets can be categorized based on the services offered and the type of telecommunications network

utilized. This study examines the impact of six service factors on customer loyalty. This research analyzed six constructs (communication, price structure, value-added service, convenience, sale promotion, and customer service/care) to assess customers' loyalty in the telecommunications market of Bangladesh. Among the five variables examined, namely communication, price structure, value-added service, convenience, and customer service/care, positive correlations were observed with customer loyalty. Conversely, no discernible association was found between sales promotion and customer loyalty. The factors that exhibit the highest correlation with loyalty to clients in Bangladesh's telecom market are communication, price structure, and value-added service.

## DISCUSSIONS

### Customer Satisfaction and Loyalty Model

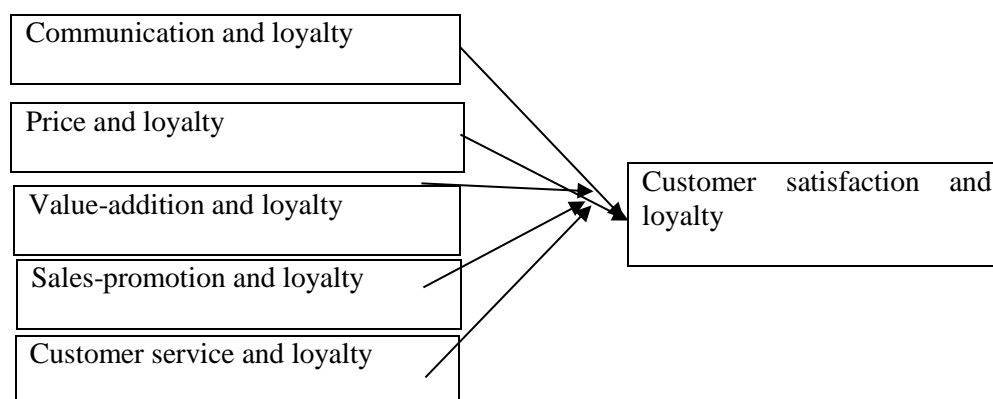


Figure 1. Customer satisfaction and loyalty model prepared by author.

### Communication and Loyalty

The data demonstrates a positive and significant association between satisfaction with communication and user loyalty. Most participants have placed importance on factors such as communication reliability and negotiable call failure rates as determinants of customer loyalty. Factors such as network coverage, signal quality, uninterrupted communication, and international roaming services play a crucial role in fostering customer loyalty within the telecommunications market of Bangladesh. Therefore, telecom operators must prioritize communication assurance since customers' exhibit heightened sensitivity towards network coverage, signal quality, uninterrupted call connectivity, and the availability of international roaming services operators provide. Most participants reported encountering subpar network connectivity and signal strength in communication. Therefore, service providers must enhance their skills and technology and expand network coverage in rural and remote areas of Bangladesh.

Communication and loyalty are interdependent in multiple domains of human existence, encompassing interpersonal interactions, commercial enterprises, and organizational structures. This analysis aims to examine the interconnectedness between communication and loyalty. The practice of effective communication facilitates the establishment of trust. Establishing open and honest communication inside individuals or organizations cultivates a sense of trust among team members, consumers, and stakeholders. The trust serves as a fundamental basis for fostering loyalty. Individuals have a higher propensity to maintain allegiance to entities. They have established confidence in it (i.e. a brand, a leader, or a companion). Effective communication is crucial in comprehending individuals' needs, expectations, and concerns. A comprehensive of this concept is crucial in establishing robust interpersonal connections. Individuals are more inclined to cultivate a sense of loyalty when they have a sense of understanding and connection. This phenomenon is observable in both interpersonal relationships and consumer brand loyalty. Frequent communication facilitates the exchange of feedback. Whether it pertains to constructive comments inside a professional setting or customer feedback, providing feedback presents a valuable opportunity for enhancement.

Organizations that proactively seek and promptly respond to feedback exhibit a solid dedication to continuous development, fostering increased loyalty among employees and customers. Effective communication has a pivotal role in times of crisis. How individuals or organizations engage in communication during difficult circumstances can be a significant influence on the level of loyalty exhibited by stakeholders. Transparent and effective communication during times of crisis can play a vital role in upholding trust and fostering loyalty, even in challenging situations. Effective communication from leadership in a business has found to foster a healthy work environment. In this way, it contributes to the pleasure and loyalty of employees. Research suggests that employees are more inclined to exhibit loyalty towards a business that effectively communicates its core beliefs and objectives and demonstrates appreciation for their contributions.

Effective and coherent communication of a brand's values, mission, and product benefits inside the realm of business can positively impact the development of brand loyalty. Brands effectively conveying authenticity and interacting with their target audience frequently cultivate a devoted customer following. Effective communication plays a pivotal role in establishing and sustaining customer relationships. The provision of regular updates, personalized communication, and the delivery of excellent customer service are foster of customer loyalty. A loyal customer will persist in utilizing a product or service. A loyal customer may evolve into a brand champion. Effective communication plays a crucial role in fostering loyalty. How individuals and businesses engage in communication significantly impacts the establishment of trust,

comprehension, and rapport, which serve as the fundamental pillars of loyalty in both personal relationships and corporate encounters. Consistent, clear, and genuine communication cultivates long-term loyalty.

### **Price and Loyalty**

The relationship between price and loyalty is a complex and ever-changing interaction impacted by many elements within customer behavior and corporate operations. The perceived value of a product or service frequently influences the customer's loyalty. The establishment of a perception of value among customers is facilitated when they see a unity between the price of a product or service and the associated benefits, quality, or distinctive attributes. This perception of value can cultivate enduring loyalty over an extended period. The issue of competitive pricing is of utmost importance, as customers engage in price comparisons among similar offerings within the market. The ability to sustain a competitive advantage by offering cheaper pricing or providing additional value can significantly impact customer retention. Nevertheless, it is essential to note that not all consumers exhibit the same level of sensitivity towards price changes. Specific individuals place a high value on cost savings, making, utilizing, discounts, promotions, and loyalty programs efficient in fostering customer loyalty.

In addition to the immediate transaction, brand loyalty assumes a substantial role. Robust brands can impose higher pricing. Since, customers are willing to pay a premium based on their loyalty and confidence in the brand. The successful transmission of the value proposition is crucial. Customers must comprehend the rationale behind the pricing of a product or service and the extent to satisfy their requirements. The customer experience encompasses a broader scope than the mere act of making a purchase. Various factors are including customer service, post-purchase support, and overall satisfaction, influence loyalty. A favorable encounter has the potential to rationalize elevated prices, cultivating a bond that transcends the mere of economic exchange (Arslan et al., 2014).

The price-loyalty relationship is subject to external factors, such as economic conditions and market dynamics, which exert an additional effect. During periods of economic recession, consumers tend to exhibit heightened sensitivity toward prices. In contrast, during periods of stability, other criteria, such as brand recognition and product quality, tend to assume greater importance. The complex interplay between price and loyalty entails the delicate equilibrium of implementing competitive pricing tactics while fostering perceived value, brand resilience, and a favorable customer experience. In corporate operations within a multifaceted environment, organizations must comprehend the many motives and preferences exhibited by their client demographic. This comprehension is essential for the establishment of long-lasting connections and the cultivation of customer loyalty (Saad, 2021).

The research findings indicate that pricing and tariffs significantly impact the communications industry, particularly for mobile service providers. The relationship between price and customer loyalty elucidates that the contentment of customers in the telecommunications market of Bangladesh is contingent upon various aspects, such as appealing call rates, internet browsing fees, and fluctuations in pricing schedules, among others. The price structures implemented by operators significantly influence users' loyalty. The cost of a product or service is a crucial determinant in achieving customer satisfaction and fostering customer loyalty. In this context, operators must exercise caution when setting and upholding of the pricing framework for calls and the range of consumer services. Please do to avoid escalating of customers' inclination to transfer between operators, thereby diminishing customer loyalty (Karim & Chowdhury, 2014).

### **Value-Addition and Loyalty**

The correlation between value-added services and products and client loyalty is a complex and interconnected phenomenon observed across various industries. Providing supplementary value by businesses, extending beyond the fundamental product or service, which can augment consumer happiness and cultivate enduring loyalty. Value-added products extend beyond fulfilling fundamental requirements, bestowing customers with supplementary elements that augment their overall experience. They may be demonstrated through diverse manifestations, including incorporating further functionalities, providing tailored services, disseminating educational materials, or granting special privileges. Customers' perception of added value is frequently seen as an indication of the company's dedication to enhancing their overall welfare or achievement (Nath et al., 2015).

In the present setting, customer loyalty is not exclusively based on transactions but on a framework of trust, contentment, and a perception of mutual benefit. The likelihood of customers exhibiting long-term loyalty towards a firm is positively influenced when they see a continual provision of value in their lives by said company. The effective transmission of the value-added aspects is of utmost importance. It is imperative for companies to clearly express how these improvements effectively target and resolve specific client requirements or challenges, hence contributing to a more comprehensive and satisfying customer experience. Openly displaying the value-added elements fosters trust and strengthens the customer's commitment to maintaining loyalty.

The correlation between value-added services and customer loyalty encompasses the domain of brand perception. Brands that regularly deliver additional value have a strong association with excellence and customer-centricity, hence reinforcing customer loyalty. Establishing a favorable brand connection results in advocacy, as loyal customers tend to endorse the brand to others.

The incorporation of value-added elements into goods and services is of significant importance in fostering consumer loyalty. Beyond rudimentary offers, organizations are fulfill client expectations and establish a distinctive and noteworthy encounter that serves as the foundation for long-lasting connections. The comprehension and proficient dissemination of the supplementary benefits are crucial in establishing a devoted clientele and maintaining a competitive advantage within the market.

Value-added services refer to a range of additional features and functionalities, such as SMS, MMS, GPRS facilities, caller ringtones, and alarms, provided by telecom service providers. These services have gained significant attention and also regarded as crucial by customers in building loyalty towards telecom operators in the Bangladeshi market. Bangladesh's mobile telecommunications service providers should be considered Value-Added Services (VAS) as a promising opportunity. This is due to the increasing number of consumers experiencing high levels of satisfaction through utilizing various VAS offerings. Furthermore, these customers significantly impact their choice of mobile operators. However, the services and information providing as Value-Added Services (VAS) must be sensible and justified following customers' preferences. Convenience in usage and customer loyalty are significant factors when assessing consumer satisfaction within the telecommunications business of Bangladesh. The findings of the study indicate a weak yet positive correlation of 0.179. Hence, it is apparent that the accessibility of customer support centers and the availability of recharge points and vouchers might impact in consumer loyalty.

### **Sales-Promotion and Loyalty**

In Bangladesh, mobile telecommunications companies are increasingly enhancing their sales promotions, such as delivering bonuses and price reductions, to entice current and potential clients. However, the study has yielded a notable finding indicating a need for more correlation between sales promotion strategies and client loyalty within Bangladesh's telecommunications sector. Due to excessive promotional strategies, operators could not effectively cultivate client loyalty. Sales promotion strategies are frequently utilized as temporary measures to increase sales and generate quick attention. When effectively applied, these strategies can substantially influence consumer loyalty. Sales promotions have the potential to capture initial attention by offering discounts, special deals, or time-limited offers. However, the enduring effect of these promotions on consumer loyalty is contingent upon many circumstances.

Customers conduct the assessment of the value proposition offered during sales promotions. The perception of genuine value in discounted items or services has the potential to exert a beneficial influence on customer loyalty. The perceived advantage should encompass a broader scope than immediate expense reduction. Effective and open communication regarding the terms and conditions of promotions is utmost importance. The presence of ambiguity or false information has the potential to undermine confidence. Effective and transparent communication is crucial in establishing credibility and strengthening client loyalty.

Customizing sales promotions to cater to distinct consumer segments or preferences amplifies its effectiveness. The implementation of personalized promotions exemplifies a comprehension of individualized requirements, cultivating a sentiment of gratitude and augmenting the probability of sustained allegiance. Sales promotions must be congruent with the overarching brand image and values. The maintenance of consistent branding practices serves to strengthen trust and guarantees that promotional endeavors make a favorable impact on the brand's image, hence affecting the long-term customer loyalty (Sarbabidya, 2018).

Sales promotions can be incorporated into more comprehensive loyalty programs. Businesses employ a comprehensive plan to foster client loyalty by implementing tactics such as incentivizing repeat purchases and offering unique bargains to devoted patrons. The post-purchase customer experience holds significant importance. Providing efficient order processing, quick delivery, and exceptional customer service is significant in fostering a favorable post-purchase experience, strengthening consumer loyalty beyond the particular period. The long-term viability of sales promotions is a crucial determinant. The regular and anticipated provision of promotions can condition customers to expect discounts, which might reduce the sense of urgency and affect the customer loyalty. The examination of the competitive landscape is crucial. When businesses face constant aggressive promotions from competitors, they may need to proactively organize their promotional activities to maintain competitiveness and ensure consumer loyalty (Lie et al., 2019).

The efficacy of sales promotions in generating immediate sales is contingent upon their alignment with customer expectations, brand values, and long-term plans, influencing their enduring impact on customer loyalty. When implemented deliberately, with an emphasis on openness and the provision of customer benefits, sales promotions can foster the development and maintenance of client loyalty. Sales-promotion services redirect focus towards monetary incentives and stimulate consumer behavior that involves switching brands. Additionally, they enhance price sensitivity, diminishing the significance of quality as a criterion. Therefore, sales promotion offerings do not significantly foster client loyalty.

### **Customer Service and Loyalty**

In Bangladesh, the primary focus of customer care pertains to how an organization's image is perceived through its interactions with customers. The study demonstrates a positive association between customer service/care and loyalty. Customer service is defined as activities encompassing customer assistance systems, the convenience and quickness of processing complaints, and the friendliness exhibited while reporting complaints. The timeliness of these actions serves as a basis for fostering consumer loyalty towards the service provider in the telecommunications market of Bangladesh. Furthermore, within the mobile telephony business, intense rivalry among service providers necessitates the implementation of diverse customer service strategies aimed at satisfying and retaining consumers. The study's findings indicate these strategies are closely linked to cultivating customer loyalty (Othman & Kamarohim, 2022).

While customer service in the mobile communication industry is a relatively recent development in Bangladesh. Its impact on client loyalty has been significant. Enhancing customer retention for a specific telecommunications operator can be achieved by implementing comprehensive training programs to cultivate a more generous and knowledgeable service approach among people. This is crucial as employees' service attitude and work efficiency significantly contribute to the overall quality of service provided. The following factors impacted customer loyalty: 1. communication and customer loyalty, 2. price/tariff structure and customer loyalty, 3. value-added service and customer loyalty, 4. convenience and

customer loyalty, 5. customer service and customer loyalty. To cultivate and augment client loyalty, mobile operators should be prioritized to providing the services deemed significant by customers. Companies should prioritize assessing user needs and adapt their marketing strategy accordingly to enhance customer retention (Baset et al., 2019).

The relationship between customer service and client loyalty is crucial for any commercial enterprise's overall prosperity and sustainability. The provision of outstanding customer service extends beyond resolving immediate issues. It establishes a basis for enduring client loyalty through cultivating favorable encounters, establishing trust, and displaying dedication to ensuring customer contentment. The prompt and efficient response to client complaints is fundamental. Providing prompt responses to inquiries, effective handling of difficulties, and a steadfast commitment to resolving concerns are vital factors that lead to customer satisfaction and foster customer loyalty. Customizing interactions based on each consumer's unique demands and preferences contributes to a personalized experience. Implementing personalization strategies fosters a perception of individual worth, thereby enhancing the emotional bond between the consumer and the brand, ultimately resulting in heightened customer loyalty. Ensuring the delivery of consistent service experiences across several channels, including in-person interactions, internet platforms, and social media, is of utmost importance. The implementation of a consistent brand image and the enhancement of client loyalty are facilitated by the adoption of a seamless, Omni channel customer service approach.

The presence of empathy and a cheerful disposition in customer service professionals plays a significant role in fostering an outstanding client experience. These encounters are not only address and resolve concerns but also can leave customers with a positive impression, influencing their loyalty level. Demonstrating foresight and effectively managing possible challenges before their escalation exemplify a proactive stance toward customer service. Even before customers' awareness, demonstrating a proactive approach to problem-solving signifies a dedication to client welfare and fosters loyalty (Akroush & Abu ELSamen, 2012).

Maintaining a steadfast dedication to continuous enhancement in customer service processes and procedures is imperative. The active solicitation and utilization of client feedback is imperative in improving service quality since it demonstrates the recognition of customer viewpoints and fosters enduring loyalty. Customer service teams that have received comprehensive training and given the authority to make decisions are more capable of effectively managing a wide range of scenarios. Enabling employees with the authority to make autonomous decisions and address challenges can result in expedited problem-solving processes and enhanced customer satisfaction and loyalty. Regularly assessing client satisfaction through using surveys, feedback mechanisms, and various other instruments is of utmost importance. Monitoring satisfaction levels enables organizations to find potential areas for enhancement and evaluate the efficacy of their customer service endeavors in fostering client loyalty.

Client service plays a crucial role in establishing and sustaining client loyalty. Cultivating responsiveness, personalization, consistency, empathy, and continual improvement is pivotal in facilitating favorable customer experiences and building a robust connection between customers and the brand beyond isolated transactions. Organizations establish the foundation for cultivating long-lasting client loyalty and advocacy by allocating resources toward developing excellent customer service.

## CONCLUSIONS

Numerous telecommunications businesses have undertaken a strategic endeavor to establish their place in the market by using communication channels to cultivate robust client loyalty and ensure long-term viability against intense competition. The ability to maintain existing consumers and cultivate brand loyalty is a crucial concern for the sustained success of service-oriented organizations. It has been observed that loyal consumers tend to engage in behaviors such as increased purchasing, willingness to pay higher prices, and actively recommending the business to others through positive word of mouth. These cumulative actions contribute to the growth and sustainability of the firm. Hence, examining client loyalty within telecommunications services holds significant scholarly relevance. The present study elucidates the impact of service qualities on the development of client loyalty, hence facilitating telecom businesses in expanding their market share. The mobile service providers in Bangladesh should address many issues to attract and retain clients over an extended time effectively. The significance of consumers' perceived service quality and satisfaction as key determinants of company rivalry has been widely acknowledged in both the manufacturing and service sectors. The examination of customer satisfaction with services has been extensively researched as a significant indicator of client loyalty. Which can influence the retention and acquisition of customers. Hence, customer satisfaction holds excellent relevance for telecommunications firms operating in Bangladesh.

The present study examined the correlation between customer loyalty and satisfaction with diverse services within the mobile telecommunication business in Bangladesh. The mobile telecommunications market in Bangladesh is characterized by intense competition. Which is making it one of the most fiercely contested sectors within the service industry. In this context, the pleasure of customers assumes a crucial role. There is a prevalent argument that the loyalty of customers holds significant importance for companies to produce profit. In the given circumstance, knowing the impact of telecom providers' services on user loyalty is crucial. This study's results indicate a positive relationship between customer loyalty and various factors, namely communication, price, value-added service, convenience in usage, and customer service. Notably, the study findings indicate a need for more association between sales-promotion efforts and client loyalty. The situation can be elucidated by the overarching attributes of Bangladesh's mobile phone market.

Bangladesh is classified as a low-income developing nation. However, this nation is making significant strides in implementing several contemporary technologies. The citizens of this nation are progressively to adopting more liberal ideologies and displaying a growing inclination toward exploring novel products, notably in the realm of technology. The telecommunication sector plays a significant role in integrating new technology within Bangladesh. The emergence of the



telecommunications business in Bangladesh can be traced back to 1971 and 1989, with the establishment of mobile telecom providers. However, this industry's rapid expansion and intense competition have only become prominent recently. The rivalry within the telecommunications industry has catalyzed this research. This study aimed to identify the factors influencing customer satisfaction in the Telecommunication Industry using data collected from Khulna City, Bangladesh. For this reason, a causal model was devised and deployed, which involved collecting data from Grameen Phone, Robi, and Tele Talk users.

The present study has identified a positive relationship between factors and customer satisfaction, except for customer service. In Bangladesh, customer satisfaction is determined by several aspects, including market considerations, the perceived quality of the company's service, the perceived value added to customers, and the image of the telecom service provider. However, it has observed that the customer services has offered by firms have little impact on customers. The findings about these variables in the present study are hold significant value for the overall success of telecom service providers in Bangladesh. Companies may be effectively recruit new customers, retain existing ones, and foster loyalty by focusing on the precise factors that it can be positively impact consumer satisfaction.

Additionally, organizations might achieve cost and resource savings by allocating less attention to less significant matters. According to research findings, market factors and perceived quality significantly which is influence customer satisfaction. Consequently, it is advisable for organizations to enhance their service quality and innovate new offerings to consumer satisfaction. Furthermore, organizations must prioritize identifying value-added opportunities across various client segments within their marketing and advertising strategies. Telecom service providers must prioritize the reputation of their products, services, and the entire corporate image. This study is limited to the geographical area of Khulna City and focuses on the users of Grameen Phone, Robi, and Tele Talk. However, other telecom operators in the country can gain a general understand of the elements influence in customer satisfaction and adjust their strategies accordingly.

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