

# **IMPACTS OF TELECOMMUNICATION SERVICES ON CUSTOMERS SATISFACTION**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University  
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of the MBA degree



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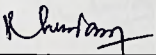
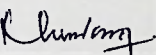
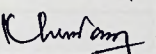
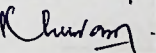
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## MBA Thesis

### 1<sup>st</sup> Half-semester Progress Report & Thesis Approval

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#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	12-10-2017	Teacher's Room	First two chapters checking	
2	15-10-2017	Teacher's Room	Data analysis learning	
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KEY WORDS: Customer Satisfaction, Customer Service, Price, and Service Quality

## ABSTRACT

The purpose of this study is to investigate those factors that can influence customer's satisfaction in cellular industry in Karachi region of Pakistan. In real, every organization wants to maximize the number of customers through customer satisfaction. Therefore this research work is conducted for the reason to find the factors which has a major influence on customer satisfaction. The study has identified major seven hypotheses which are responsible for customer satisfaction in telecom industry. For analysis part of the study a structured questionnaire was distributed. For the study university students were targeted. On random basis 150 students of five universities were targeted. The statistical part of analysis is based on descriptive statistic, Correlation and regression analysis. Results were conducted through SPSS version 21. Results indicate that price fairness, customer services and coverage are major factors which can highly affect the customer satisfaction. The results of paper proved that there is positive and significant relationship between dependent variable (customer satisfaction) and independent variables (customer service, price fairness, sales promotion, coverage, signal strength & promotion).

**KEY WORDS:** Customer Satisfaction, Customer Service, Price, and Service Quali