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| Title | Factors Influencing Customers' Satisfaction On Bangladeshi Telecommunication Service Providers | | |
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| Abstract |  |
| In the twenty-first century telecommunication, services have become a basic requirement for every individual and organization. This industry transforms human life significantly. The telecommunication industry provides ease in human communication. Hence, satisfying customers becomes the paramount concern for every telecom service provider across the world. Despite having an enormous amount of research in customer satisfaction, very few researchers have empirically examined important determinants for customers’ satisfaction emphasizing on telecommunication industry. Hence, this study tries to investigate crucial important factors for customers’ satisfaction focusing on Bangladeshi telecommunication industry. By giving one-month extensive effort, this study managed to obtain 1562 respondents from six different states in Bangladesh. Regression results revealed very interesting findings by falsifying the importance of quality in the telecom industry. Results evident from the results that price and brand image are the two most important factors in the telecom industry to satisfy customers. This study is one of the few that identifies that quality is not important for satisfying customers, which can provide a new, thoughtful idea for telecom managers. | |

**Please specify which Sustainable Development Goal (SDG) (s) falls under your research:**

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| Goal 1 | No Poverty | Goal 2 | Zero Hunger |
| Goal 3 | Good Health and Well-Being | **Goal 4** | **Quality Education** |
| Goal 5 | Gender Equality | Goal 6 | Clean Water and Sanitation |
| Goal 7 | Affordable and Clean Energy | Goal 8 | Decent Work and Economic Growth |
| Goal 9 | Industry, Innovation and Infrastructure | Goal 10 | Reduced Inequalities |
| Goal 11 | Sustainable Cities and Communities | Goal 12 | Responsible Consumption and Production |
| Goal 13 | Climate Action | Goal 14 | Life below Water |
| Goal 15 | Life on Land | Goal 16 | Peace, Justice and Strong Institutions |
| Goal 17 | Partnerships for the Goals |  |  |

**Goal 9- Industry, Innovation and Infrastructure**