

**STUDY ON THE LEVEL OF CUSTOMER SATISFACTION OF  
DIALOG 3G BROADBAND IN BATTICALOA DISTRICT**



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## ABSTRACT

At present many telecommunication industries are actively developing new strategies, tricks and methodologies in order to retain their existing customers as well as attracting new customers in the competitive environment. Customer satisfaction, however, is when the customer is satisfied with a product/service that meets the customer's needs, wants, and expectations. Customer satisfaction is widely recognized as a key influence in the formation of consumers' future purchase intentions. Therefore society and customers expect to be satisfied in each and every aspect of their newly emerged needs by marketers. Thus it becomes necessary for the market orientated businesses to satisfy the customers through fulfill their expectations.

This study examined the research problem of whether there is a gap between the customer expectation and customer satisfaction regard of Dialog 3G Broadband; and if so, what is the most basic factor that contributes for customers' satisfaction toward the selection of Dialog 3G Broadband in Batticaloa District. This research was carried out with the objective of evaluating customer satisfaction level, for this purpose, Three research questions were formed to test the level of customers satisfaction on Dialog 3G Broadband. Furthermore conceptual model has been developed to understand the satisfaction level of five research variables on customer satisfaction.

Quantitative methodology has been applied for this research and questionnaires were used to collect data. The collected data were analyzed using the univariate method and SPSS11.0. 150 questionnaires were issued to the Dialog 3G Broadband users in Batticaloa District and collected data were analyzed and evaluated as low, moderate, and high level of customer satisfaction.

So this research study come to the conclusion that Product, Place, Price, were moderately satisfied and Promotion, Customer Relationship management were highly satisfied by the Dialog 3G Broadband users. Finally, when consider the overall analysis customers were moderately satisfied on the Dialog 3G Broadband. Out of 150 respondents, 143 were moderately satisfied and 07 were highly satisfied on Dialog 3G Broadband. So this study recommends regarding these variables and Dialog Telekom gives more attention on price, speed, coverage, availability of packages, prompt technology as regards of Dialog 3G Broadband in Batticaloa District.

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