FACTORS EFFECTING SATISFACTION LEVEL OF GSM TECHNOLOGY USERS IN KABUL, AFGHANISTAN

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ABSTRACT:
Telecommunication remained the need of modern human population since the start of the 20th century. It is a powerful tool in connecting people to each other from long and short distances. This study was conducted on the telecommunication sector of Afghanistan in the city of Kabul and two factors were taken as a parameter for customer satisfaction that is customer care services and price impartiality. It can be concluded that both customer care service and price impartiality are two efficient tools to satisfy the customers. But price impartiality has more influencing power (2.367>1.487) than customer care. It can be said Kabul citizens are more price sensitive in compare to other factors. There is a gap of 24% in the model in terms of explaining the variability, for which other factors are responsible.

KEYWORDS: Telecommunication, technology, satisfaction, kabul.

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