

**CUSTOMER SATISFACTION ON WORLDBANK INTERNET  
SERVICE IN JHAPA, NEPAL**

A Dissertation submitted to the Office of the Dean, Faculty of Management  
in partial fulfillment of the requirements for the Master's Degree of Business  
Studies

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I also certify that this research project report was prepared by me for purpose of partial fulfillment of requirements for the MBS degree of Faculty of Management, Tribhuvan University.

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## REPORT OF RESEARCH COMMITTEE

Ms. Sushmita Tamang has defended research proposal entitled "**CUSTOMER SATISFACTION ON WORLDLINK INTERNET SERVICE IN JHAPA, NEPAL**" successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of supervisor Dr. Pitri Raj Adhikari Submit the thesis for evaluation and viva-voce examination.

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We, the undersigned, have examined the thesis entitled "**CUSTOMER SATISFACTION ON WORLDBANK INTERNET SERVICE IN JHAPA, NEPAL**" Presented by Sushmita Tamang Candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

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## ABBREVIATION

BL	Brand Loyalty
CC	Consistency of Connection
CR	Connection Response
CSR	Corporate Social Responsibility
EC	Effective Communication
Fig.	Figure
FR	Friendly Response
No.	Number
NC	Network and Coverage
OCS	Overall Customer Satisfaction
PA	Promotional Advertisement
PS	Price Satisfaction
SC	Schemes and Packages
SS	Speed Satisfaction
VS	Value of Service

## ABSTRACT

For a long time Customer satisfaction has been considered important factor for measuring Value of service on world link internet service of Jhapa, Nepal. However, research on customer satisfaction has been relatively narrowed in scope and frequently failed to link with value of service. This study sought to establish the relationship between satisfaction of users and value of service provided by world link internet around Jhapa district. The study was based on descriptive survey design. The target population consisted of customers of world link internet users residing in Jhapa district only. The study sample was selected through convenience random sampling technique. A sample of 500 respondents was picked for the study in which 407 respondents' response. A questionnaire was used to collect data.

Data was analyzed using descriptive and inferential statistics and the results presented in tables. In this study, Schemes and packages, Connection satisfaction, Consistency Connection, Speed Satisfaction, Customer Response, price satisfaction, Promotional advertisement, Friendly Response, Brand loyalty, Effective communication, corporate social responsibility, Network and coverage, and overall satisfaction are taken as independent variables and value of service is taken as dependent variable. As per the correlation analysis done in the study concludes that the customer satisfaction has moderate correlation with schemes and packages and consistency of connection. Also, Price, Promotional Advertisement, Friendly response, Effective Communication, Corporate social response and overall satisfaction has small but definite relation with the dependent variable Value of service as customer satisfaction of world link internet service.

By this study upon testing the hypothesis at the level of p value 0.05, the result shows the insignificant relationship between Schemes and packages, Connection satisfaction, Consistency Connection, Speed Satisfaction, Customer Response, price satisfaction, Friendly Response, Effective communication, corporate social responsibility, Network and coverage, and overall satisfaction and value of service. Similarly, it shows the significant relationship between Promotional advertisement, and Brand Loyalty with value of service. . Based on the findings, it is recommended that world link internet should provide different schemes and packages of internet service to increase customer satisfaction as value of service.

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Internet is a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. Computers on various networks can communicate with one another thanks to the internet. As long as both computers go by the technical guidelines for internet connection, they can communicate over the internet even though their hardware and software are frequently different. Information can be shared between connected computers anywhere, including public libraries, banks, economic sectors, military and research institutions, other organizations, and educational institutions (Goel, 2010).

Information technology (IT) and internet service expansion have a big impact on a lot of different areas. These days, utilizing information technology increases corporate efficiency and output. Additionally, the use of high-tech gadgets connected to the internet transformed how individuals entertain themselves and facilitated communication. Also internet allows students to do research and complete assignment as it is full of information. Internet is changing the way to work, socialize, create and share information, and organize the flow of people, ideas and things around the globe.

The history of the internet begins with the development of electronic computers in 1950s. Initial concepts of wide area networking were originated in several computer science laboratories in the United States, United Kingdom, and France. The US Department of Defense Advanced Research Projects Agency (DAPRA) is where computer networking first began. DAPRA created the ARPANET in the 1970s as a wide area network (WAN) to link computers and subsequently computers on various networks. Based on the designed goals, a protocol named Transmission Control Protocol/ Internet Protocol (TCP/IP) was developed for computer communication. TCP/IP has become the protocol for internet.

Many Internet applications, including newsgroups, file transfers, email, and remote login, were developed in the 1980s. In the very late 1980s, commercial internet service providers, or ISPs, started to appear. The 1990s saw the introduction of the World Wide Web (WWW), a novel program that revolutionized internet usage. The World Wide Web (WWW) is a document creation, organization, and linking system that was invented by British scientist Tim Berners Lee. The Mosaic Browser was created in 1993 by Marc Andreessen at the University of Illinois. Several web pages with links to other pages and the ability to include text, images, or audio could be created using the WWW and a browser. Goel (2010)

In 1993, Mercantile Office Systems (MOS), a commercial corporation, and the Royal Nepal Academy of Science and Technology (RONAST) jointly launched the internet in Nepal. Through the Education and Research Network (ERNET) project, the Indian Institute of Technology in Bombay was able to access the internet with funding from the UNDP. RONAST built up a system that allowed them to send and receive email messages from ERNET in Bombay on a regular basis. The RONAST community was the exclusive user base for the service. Following RONAST's termination of the ERNET project in 1994, MOS obtained the technology and launched the first email service with a connection to Australia.

In developing countries like Nepal, the quality of internet is found to be below average. According to latest Speedtest.net Global Index, Nepal ranks 111<sup>th</sup> in fixed broadband. According to speedtest.net, the average mobile download speed in Nepal is 20.28 Mbps and upload speed is 8.65 Mbps. whereas for the fixed broadband in Nepal, the average download speed is 40.11 Mbps and upload speed is 19.96 Mbps. (Nepali Telecom, 2019)

The degree to which you, as a provider of goods or services, meet the demands and expectations of your clients is known as customer satisfaction. It is the extent to which a company's goods or services live up to the expectations of a client. Stated differently, customer satisfaction is determined by how well a company's goods and services meet or exceed the expectations of its clients. In a market where firms are in

competition with one another for clients, customer happiness is considered a crucial differentiator and an essential component of company strategy.

The increasing use of internet and information technology has also increased the competition among various ISPs in the country. The most vital element in such intense competition is the level of customer satisfaction. Therefore in order to attract new ones, Internet Service Providers need to have appropriate strategies and focus on customers' need and expectation to enhance the level of customer satisfaction and achieve competitive advantages. Rising customer satisfaction may lead to customer loyalty and therefore support creating business's profitability because the cost of attracting new customers is usually greater than retaining current customers.

Several factors such as service quality, speed of internet and price are important for the choice of the customers toward Internet Service Providers (ISPs),(Laheem, 2012). These elements are also considerably relevant to satisfaction of internet users. In addition, service quality, corporate image, perceived value and trust directly influence overall customer satisfaction (Zeithamal, 1996).

Worldlink, Nepal's largest internet service provider and the third largest telecom company in the country, holds a significant share of 43% of the nation's internet bandwidth. Its coverage spans 73 districts, including remote areas such as Karnali. Worldlink is noted as the top taxpayer and the largest IT employer in Nepal, also ranking as the tenth largest contributor to VAT in the fiscal year 2076/77. In 1996, Worldlink pioneered the commercial use of Linux in Nepal and introduced dial-up internet service the following year. It expanded its operations beyond Kathmandu in 1999 and launched wireless broadband internet services, marking rapid progress in the early 2000s. Worldlink achieved notable milestones like enabling IPv6 in Nepal and providing broadband internet to the most remote parts of Karnali. Recognized with the National ICT Award by the Government of Nepal, Worldlink also secured foreign investment from CDC during this period.

In simple words, customer satisfaction is a measurement that determines how well a company's products or services meet customer expectations. It's one of the most

important indicators of purchase intentions and customer loyalty. As such, it helps predict business growth and revenue.

Customer satisfaction can seem like a vague concept, but there are concrete ways to measure it. You can source a customer satisfaction score by conducting CSAT survey, for example. These are typically short, one- to two-question surveys offered at the end of a business transaction. A classic question is “How satisfied are you with the product?” with answers ranging from “very satisfied” to “very unsatisfied.”

## **1.2 Problem Statement**

As internet is being used in almost every sector, a good quality of internet services is the basic requirement of people nowadays. Also the customers of internet services have rapidly increased over period of time. An internet service provider has been receiving many negative feedbacks in terms of speed, connectivity, response rate, customer care, schemes, quality and price. Therefore, the study is undertaken to analyze the level of customer satisfaction towards the internet services provided by World link in Jhapa.

This research attempts to answer the following questions.

- What is the relationship between customer satisfactions and the services provided by World link?
- What are the factors affecting customer satisfaction of World link internet services?

## **1.2 Objectives of the Study**

The objectives of the study are as follows:

- 1.To access the relationship between services provided by world link like price, flexibility, Brand loyalty, speed and promotion and customer satisfaction.
- 2.To analyze the effect of customer satisfaction towards internet service of World link internet.
- 3.To examine the most import attributes that highly influence the degree of customer satisfaction.

#### **1.4 Research Hypothesis**

The proposed hypotheses for the study are as follow:

- Hypothesis (H 01): There is a considerable association between price and consumer satisfaction in world link internet.
- Hypothesis (H 02): There is significant relationship between Promotional Advertisement and customer Satisfaction of world link internet.
- Hypothesis (H 03): There is significant relationship between Friendly response and customer Satisfaction of world link internet.
- Hypothesis (H 04): There is significant relationship between Brand loyalty and customer Satisfaction of world link internet.
- Hypothesis (H 5): There is considerable association between value of service and customer Satisfaction of world link internet.

#### **1.5 Rational of Study**

This research is totally done on the basis of primary data collected from the customers of Worldlink of Jhapa Nepal. This study will be beneficial for customers of internet service providers to choose among various internet service providers. It will also help the company to know about the customer taste, their expectation towards the internet services of worldlink. It also helps the major attributes that customers are focusing towards the internet services of worldlink. It will also help ISPs to identify the most important attributes that affects the level of customer satisfaction of internet users. It will specially be fruitful for Worldlink to upgrade their services and enhance the level of customer satisfaction. With the help of this study, they can improve their services in areas that are still unable to meet the expectation of customers and increase the profitability of the company.

#### **1.6 Limitations of the Study**

The limitations of the study are as follows:

- This study is concentrated on customer satisfaction on world link internet service of Jhapa only.
- This study is based on primary data.
- Jhapa district is only taken for the study.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

This chapter deals with the conceptual ideas relating to the concept of customer satisfaction and its advantages. It also reviews the literature of customer satisfaction related with its topic. Literature related to customer satisfaction, importance, advantage and the conceptual framework is explained.

#### **2.2 Conceptual Review**

##### **2.2.1 Customer Satisfaction**

Customer satisfaction is a measure of how well a company's products, services, and overall customer experience meet customer expectations. It reflects your business' health by showing how well your products or services resonate with buyers. Customer satisfaction is a term frequently used in marketing to evaluate customer experience. It is a measure of how products and services supplied by a company meet or surpass customer expectation. It encompasses the quality, value, and expectations that customers have of a business and its offerings. Businesses can collect this data by using techniques like focus groups and surveys to assist them figure out how to make improvements to their goods and services that will attract and retain more customers.

##### **2.2.2 Importance of Customer Satisfaction:**

###### **1. Reduce customer churn**

Pricing is not only the main reason for customer churn, its customer service and customer satisfaction. We know several huge companies based on price despite customer service. Customer satisfaction and customer feedback helps to reduce customer churn.

## **2. Decrease negative word of mouth**

McKinsey (2014) found that a dissatisfied consumer will tell nine to fifteen individuals about their experience. That's a lot of negative press about a poor customer experience, especially given the amount of unhappy customers you might have. Unfavorable remarks and discontent diminish the number of customers.

## **3. Repeat customers**

Satisfied customers are those customers who visit you back again. Happy customer purchase from you further which helps to get more customers from their positive feedback.

## **4. Competition differentiator**

Creating a brand is all about satisfying customers. Customer happiness needs to be the center of your customer strategy in this cutthroat world of multiple brands. If your clients are dissatisfied, no amount of marketing initiatives and promotions will make a difference.

## **2.3 Empirical Review**

Most Internet Service Providers appreciate the importance of customer's satisfaction with their service to help them promote a competitive advantage and increase brand images in consumer's eyes. Customer's satisfaction is vital and fundamental necessities in order to retain existing customers and make shareholder values, which can affect company's reputation and create customer's loyalty (Guo, 2009). According to Fe and Ikova, to fulfill the customer's needs, company's activities need to base on previous experiences with products and services which resulting in existing customers and attracting the new ones (Ikova, 2010).

Quach (2016) conducted a study on the effects of Service quality on internet service provider customer's satisfaction. The study's goals were to determine the parameters for assessing ISPs' service quality and look into the connection between customer happiness and service quality. The study used sequential exploratory method for analyze data. The findings revealed that dominant service quality dimensions for ISPs were network quality, customer service, information quality and privacy and service

quality directly influenced customer's complaining and switching costs. The study concluded that service quality directly influenced on customers choosing behavior.

Junoh and yaacob ( 2016 ) conducted a study on factors that affect how satisfied customers are with internet services. The aim of the study were to determine the customer satisfaction of broadband services in price, speed and stability and demographic factors such as education, nationality, monthly income for the study. The study used random sampling and questionnaire for analyze data. The results showed that, in the broad range, price, speed, and stability have no discernible association with customer satisfaction. The study found relationships between price components and education level, price and monthly income, price and nationality, gender and acceptable price, gender and speed, and monthly income and internet broadband usage period.

Tangjai (2016) conducted a study on internet service providers, evaluation of determinants affecting customer loyalty. The objectives of the study were to identify the loyalty level of customers for the Internet service providers. The study used Pearson correlation for analyze data. The findings revealed that customer loyalty was evaluated by internet service quality. The study came to the conclusion that, in the Internet service sector, customer happiness had the greatest impact on customer loyalty.

Kimathi (2017) conducted the study on the role of internet connectivity on customer satisfaction in Commercial Banks. The aim of the study was to establish the role of internet connectivity on customer satisfaction in commercial banks. Data was analyzed using descriptive statistics and logistic regression. The study found that increase in connectivity leads to an increase in the odds of customer satisfaction. The study concluded that customer satisfaction determines on internet connectivity.

Chakraborty (2017) conducted a study on customer satisfaction on cellular service and expectation. The objectives of this study were to explore the drivers of customer satisfaction of leading mobile network providers in a high- growth market. The study used questionnaires, regression analysis for analyze data. The finding of the study

was that generic requirements, price, and flexibility are major drivers of customer satisfaction of mobile network providers and brand wise relevance of these key determinants. The study concluded that customer satisfaction leads positively correlated with network providers.

Laeheem (2017) conducted research on the determinants of customer satisfaction with broadband services. Understanding the relationships between pricing and customer satisfaction, quality and customer satisfaction, and stability and customer satisfaction were the study's main goals. Data analysis for the study was done using a questionnaire method. The study discovered a favorable correlation between consumer happiness and pricing, stability, and quality. The study concluded that price, quality, stability network provides positive relationship between customers and internet service provider.

Joudeh and Dandis (2018) carried out research on customer loyalty, contentment, and service quality in an internet service provider. The study's goals were to determine the quality of internet service provided and to highlight the most effective methods for raising consumer satisfaction. The study used multiple regression analysis; reliability test and descriptive statistics for analyze data. The findings reveled that good service leads to customer satisfaction which leads to customer loyalty. The study concluded that positive response gives loyalty and positive satisfaction to the customers.

Dahal (2019) conducted a study on customer satisfaction in Neplease cellular networks. The objectives of the study were to identify the responsible factors that affect on customer satisfaction with cellular networks. The study used sampling and questionnaire method for analyze data. The study found that there is positive relation between customer satisfaction and price and service quality. The study concluded that price, quality, brand and loyalty, customer care, corporate social responsibility and innovation have significant influence on promoting customer satisfaction in Nepalese cellular networks industry.

Buhaljot(2019) conducted research on customer satisfaction with internet service providers. The study's goal was to find out what variables affect how satisfied

customers are with internet service. The study used SERVPERF model for analyze data influencing internet services access. The findings reveled that customer satisfaction were highly influenced by the Quality of the Service which can enhance satisfaction in customer's opinion. The study concluded that the service quality positively influence customers satisfaction on internet service providers.

Hallencreutz and Parmler (2019) conducted research on key drivers of consumer happiness, ranging from product focus to image and service quality. Gaining a comprehensive grasp of the factors influencing consumer satisfaction and perception was one of the study's main goals. The study's data analysis method was the regression model. According to the study, client satisfaction and product quality are positively correlated. The study found that one of the most important factors influencing customer satisfaction across industries and societal sectors is service quality rather than product quality. It also suggests the need for new ideas, procedures, and instruments to improve internal customer centricity and boost satisfaction and loyalty.

Mohammadoghil (2019) did research on the important elements that influence customer loyalty in ISP (Internet service provider) companies in Ardabil province, Iran. The study aimed to determine the correlation between switching costs, company image, trust, and service quality. Data analysis for the study was done using a questionnaire method. The results showed that satisfied customers are more loyal to their ISP. The research findings indicate that there is a positive correlation between customer loyalty and switching costs, trust, company image, and perceived service quality.

Shakya,(2021) conducted a study on impact of internet service quality on customer satisfaction. The objectives of the study were to explore the primary determinants in internet service quality and the impact in customer's satisfaction of users in internet. The study used Pearson correlation for analyze data. The findings reveled that internet service provider satisfies customers through efficiency, price and customer trust. The study concluded that there is a correlation between customer satisfaction and internet service providers.

Sumathisri and Muthumeenakshi (2021) did a survey to analyze customer satisfaction with internet service providers. The study's goals were to determine the variables influencing ISP selection and to assess the degree of customer satisfaction. Regression and the chi-square test were employed in the study to examine data. The results showed that positive feedback increases satisfaction with internet service. The study found that, with a strong positive and high correlation test, price and quality were important predictors of consumer satisfaction.

Nerjaku and Braimllari (2021) studied consumer happiness, price perception, and network quality in the context of internet service providers. The study's goals were to find out what customers thought about the internet service provider's network quality, pricing, and customer satisfaction. Regression modeling and non-probability sampling were employed in the study to analyze the data. The study discovered that while monthly internet service payments were adversely correlated with customer satisfaction, network quality and price perception were positively correlated with it. The study came to the conclusion that consumer happiness is correlated with network quality, price, and payment.

Hendeniya (2022) conducted a study on impact of internet service quality on customer satisfaction. The aim of the study were to identify the impact of internet service quality on price; reliability, tangibility and responsiveness. The study used Pearson correlation for analyze data. The study found that Internet Service Quality and Customer Satisfaction had a favorable association which was also able to provide insights for ISP management by emphasizing areas of ISQ that can satisfy their customer. The study concluded that internet service and customer satisfaction were positively correlated with each other.

## **2.2 Research Gap**

The relevant empirical review suggests that the customers are the important variables for influencing customers' satisfaction. There has been lots of article published on the field of customer satisfaction on internet service. The empirical review regarding internet service satisfaction of customer in context of Nepal is still lacking. These studies are conducted in internet service and customers satisfaction from different countries. There has been very limited research conducted in the field of customer

satisfaction in internet service of Nepal. Moreover, due to resource limitation of the survey, the study is conducted on world link internet with 407 customers only.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Research Methodology is an overall plan associated with the study. It is a basic framework on which the study is based. It guides the collection, analysis and interpretation of the data. The methodologies used for the research paradigm are sampling process, data collection and analysis techniques to study the customers' wants and expectation towards internet service of world link internet in Jhapa.

The main issues discussed here are the research design, research population, sample and sampling technique, source of data and data collection methods, and method of data analysis.

#### **3.1 Research design**

Research Design is a master plan that tells all the methods and procedure of collecting and analyzing the needed information (William Zikmund 2007). . A descriptive research design and Causal Comparative has been used in this research. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). A casual comparative design is a research design that helps to find relationship between independent and dependent variable. Descriptive research is used to observe and describe a research subject or problem without influencing or manipulating the variables in any way whereas casual comparative design is used to observe the relationship between independent and dependent variables. Hence, these studies are really correlational or observational, and not truly experimental. This type of research is conclusive in nature, rather than exploratory. According to the definition of descriptive research, this research design has used to obtain the representative sample for taking a population of customers of Jhapa. The common means of collecting information in such research includes the use of questionnaire, personal interviews, observation, etc.

### **3.2 Population sample and Sampling design**

Sampling is the process of selecting units from a population of interest so that by studying the sample we may relatively generalize our results back to the population. The population mean is the average of all observations in a specific population. The sampling technique used in the study is convenience sampling. A convenience sample is made up of people who are easy to reach during the research period. Sample is chosen on the basis of convenience of the researcher. The researcher distributed questionnaires to total 500 where 407 gave the response. In order to keep track of the study participants, convenience sampling was adopted. Convenience sampling is one of the types of non-probability sampling methods. Convenience sampling has appropriate for this research because this technique is best way to reach the respondents and also due to resource constraints-time and financial.

### **3.3 Nature and Sources of Data:**

In this study, the data is used in order to collect the information from the respondent using the questionnaires. The population for this study is comprised of all the people using world link internet service in Jhapa district of Nepal.

#### **Primary Data**

The primary data is defined as the information gathered through interaction with other people through meetings and survey. The questionnaire were distributed online as well as handed face to face. Online distribution was done through emails and social networking sites. Data collection was done through the questionnaire format. The format of questionnaire included closed ended questions, likert scale and multi response questions.

#### **Secondary Data**

Secondary data are the information that is gathered from different sources like Research related papers, articles, websites, journals and books. Existing work done on similar topics are also considered during the research study referring e-libraries etc. Review of literature was done through other available information from various published journals, books, newspapers etc.

### **3.4 Methods of Data Analysis**

The collected raw data was cleaned, processed, and evaluated to guarantee accuracy, consistency, and completeness. Methods for quantitative data analysis were used to examine the data. Version 23.0 of the statistical software for social science (SPSS) was used to code and enter the data from the surveys into the computer.

The structured questionnaire has been designed to conduct the survey in order to collect the information from the respondent. The questionnaires consist of likert scale questionnaire. Qualitative and quantitative data as statistical tools is used for data analysis with the significance level of 0.05. Following data analysis statistical tool is used for analysis of data.

- **Cronbach's Alpha for Reliability**

The sample collected from the research were analyzed by using SPSS software. Cronbach's alpha was calculated for the reliability of the data. After finding the reliability, the data were analyzed using different statistical tools such as frequencies and descriptive analysis which were used for the purpose of generation of results. For testing the hypothesis, correlation between dependent and independent variables were calculated and evaluated on the basis of p-value.

- **Pearson's coefficient of correlation**

In correlation analysis, Karl Pearson's Correlation coefficient has been used because it describes the non-parametric statistics for survey. Correlation statistical tool is used to identify between two or more variables. It is useful for determining the strength and direction of association between two variables. The correlation coefficient lies between +1 and -1. The two variables have perfect negative correlation (one increases while the other drops) if the correlation value is -1. In a same vein, two variables have complete positive connection and increased togetherness if the correlation value is +1.

- **Multiple regression analysis**

Multiple regression analysis is a statistical tool that predicts the unknown value of a variable using the known values of two or more variables. By using the values of two or more independent variables, one can predict the value of the dependent variable.

This method is used for studying relationship between dependent variable and two or more independent variables. Multiple regressions find the contribution of each variable and determine the best prediction variable among set of variable.

$$CS = \alpha + \beta_1 PS + \beta_2 PA + \beta_3 FR + \beta_4 BL + \beta_5 VS + \beta_i \epsilon_i \dots\dots\dots (1)$$

**Where,**

CS=Customer Satisfaction

$\alpha$ = constant

$\beta_1$  = Coefficient for independent variables

PS=Price Satisfaction

PA= Promotional Advertisement

FR=Friendly Response

BL=Brand Loyalty

VS=Value of Service

E is the error term associated with the regression model.

**Multiple Regression Model:**

- **Descriptive Statistics**

The study deals with the descriptive statistics such as mean, standard deviation and frequency distribution to analyze the data. Data presentation is done by using frequency table. Descriptive Analysis helps the feature of the data in a study. It provides simple summary and the measurement. Descriptive analysis is used to analyze the data from the respondents in a form that can be understood and interpreted easily. It explains the demographic characteristics of the customers using world link internet service.

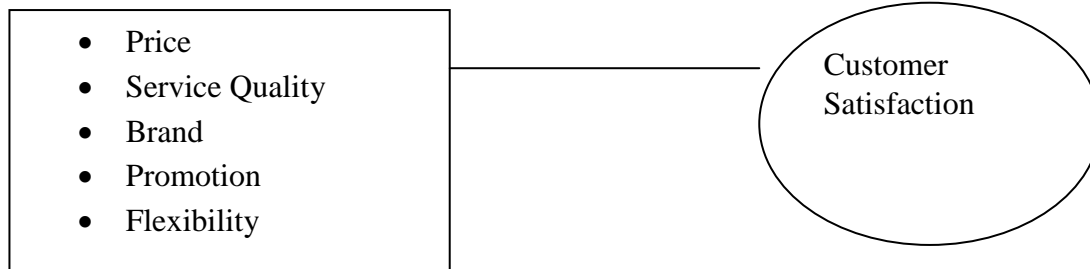
**3.5 Conceptual framework and definition of variables:**

A conceptual framework is an analytical tool with several variations and contexts. It is used to make conceptual distinctions and organize idea. Here, a conceptual framework pulls together the concepts of internet service and customers satisfaction. The independent variables of this study include price, service, brand, schemes, and value of service whereas dependent variable is customer satisfaction.

## Independent Variables

### Independent Variables

### Dependent Variable



**Fig 1 Conceptual Framework of the Determinants Of the customer satisfaction and internet service provided by world link internet.**

*(Source: Chkraborty,2014)*

Independent variables:

- **Price:** Price refers to the amount of money required to purchase a product or service. Price can also be seen as a measure of a product's value, insofar as people are willing to pay a certain monetary amount to buy it. (2023) Siddhi Kamble, Price is the value or money customers give up in exchange for a particular offering that would serve to satisfy their needs and wants.
- **Product:** Customer loyalty always remains a prime concern for business organization. Product determines the customer interest towards the service if it is as convenient to customers want or not.
- **Service:** A service is an intangible offering that provides value to a customer. Services are often described in terms of their attributes, such as reliability, responsiveness, and quality.
- **Brand:** According to Will Kenton (2023) "A brand is a product or a business that has a distinct identity in the perception of customers". The brand is created through elements of design, packaging, and advertising that, as a whole, distinguish the product from its competitors.
- **Schemes:** Scheme is a temporary discount on one or more products. Its aims are to make a product reach the right customer who needs it.
- **Promotion:** Promotion has a significant and positive effect on Customer satisfaction. By doing promotion businesses can create value for their customers and ultimately achieve their own goals.

- Flexibility: Customers always wants to be flexible with the product they purchase so that they can use it properly. Flexibility helps the customer satisfaction for the service provided by the product.

## **CHAPTER IV**

### **RESULTS AND DISCUSSION**

#### **4.1 Results**

The purpose of the study is to determine how consumers' satisfaction with World Link Internet in Jhapa is affected by the internet service they receive. This chapter covers the presentation and interpretation of primary data obtained using quantitative techniques and questionnaire surveys. The data is analyzed with the help of SPSS. Data collected from respondents are tabulated, presented and analyzed using various statistical tools. This section deals with the general information collected from the respondents. It provides specific details about the respondent's gender, age, marital status, employment, internet package, experience with internet service, reason for using it, and method of payment. The second section deals with the descriptive analysis which helps to analyze the collected data through frequency analysis and measure of central tendency. The third section describes about inferential analysis of the finding of the study. The fourth part is regression analysis. In the final section, the major finding of the study has been discussed.

##### **4.1.1 Demographic Profile of the Respondents**

This chapter consists of analysis of demographic variables like Gender, age, marital status, occupation, experience of internet service, internet package, purpose of using internet and payment mode. There are 407 responses collected from Jhapa district those who are using world link internet service. All these responses are presented and interpreted as follows:

### **Respondent's Profile by Gender:**

Table 1

#### *Frequency Distribution Based on Gender*

Gender	Frequency	Percentage
Male	188	46.2
Female	219	53.80
Total	407	100.0

The distribution based out of 407 respondents, the number of male respondents was 188 and number of female respondents was 219 which are represented by table 1. The percentage of male respondents was 46.2(%) and that of female respondents was 53.80 (%) which shows that the male users are less than female users in jhapa district of world link internet service.

### **Respondent's profile by Age:**

Table 2

#### *Frequency Distribution Based on Age*

Age	Frequency	Percentage
<b>Below 15 years</b>	50	12.3
<b>20 to 25 years</b>	101	24.8
<b>25 to 30 years</b>	146	35.9
<b>30 years above</b>	110	27
<b>Total</b>	407	100

Table2 shows the distribution of respondents based on age group which shows that majority of respondent represented of 25 to 30 years age group i.e, 35.9%. Similarly, 27% respondent where from the age group of 30 years above.

### **Respondent's profile by marital status:**

Table 3

*Frequency Distribution Based on Marital Status*

<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Single</b>	212	52.1%
<b>Married</b>	192	47.2%
<b>Separated</b>	3	0.7%
<b>Total</b>	407	100

Table 3 shows the frequency distribution of respondents based on marital status which shows the majority of single respondent 212 (52.1%) whereas married respondents are 192 (47.2%). Similarly, separated respondents are 3(0.7%).

### **Respondent's Profile by Occupation**

Table 4

*Frequency Distribution Based on Occupation*

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Business</b>	86	21.1%
<b>Agriculture</b>	41	10.1%
<b>Students</b>	132	32.4%
<b>Employees</b>	148	36.4%
<b>Total</b>	407	100

Table 4 shows the distribution of respondents based on occupation which shows the majority respondent are Employees 148 (36.4%) whereas Students respondents are 132 (32.4%). Similarly, Business respondents are 86 (21.1%) and Agriculture respondents are 41 (10.1%).

### **Respondent's Profile by Experience of using Internet service of World link**

Table 5

*Frequency Distribution Based on Experience of Using Internet Service of World link*

<b>Experience</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Less than a year</b>	16	3.9%
<b>1-2 years</b>	141	34.6%
<b>2-4 years</b>	162	39.8%
<b>4-6 years</b>	75	18.4%
<b>Above 6 years</b>	13	3.2%
<b>Total</b>	407	100

#### **Experience of using world link internet**

Table 5 shows the frequency distribution respondents based on experience of using world link internet service where majority of respondents are 2-4 years users 162 (39.8%). Less than a year users respondents are 16 (3.9%). 1-2 years users respondents are 141 (34.6%). Similarly, 4-6 years respondents are 75 (18.4%) and above 6 years respondents are 13 (3.2%).

#### **Respondent's profile by internet package**

Table 6

*Frequency Distribution Base on Internet Package Provided by World link*

Internet Package

<b>Internet package</b>	<b>Frequency</b>	<b>Percentage</b>
<b>150 Mbps</b>	195	47.9%
<b>200 Mbps</b>	40	9.8%
<b>250 Mbps</b>	167	41%
<b>300 Mbps</b>	5	1.2%
<b>Total</b>	407	100

Table 6 shows the distribution respondents based on internet package provided by world link internet whereas majority respondents are using 150 Mbps 195 (47.9%). Similarly, 250 Mbps respondents are 167 (41%). 200 Mbps respondents are 40 (9.8%) and 300 Mbps 5 (1.2%).

### Respondent's profile by purpose of using internet service

Table 7

*Frequency Distribution Based on Purpose of Using Internet Service*

<b>Purpose</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Study</b>	123	30.2%
<b>Working</b>	130	31.9%
<b>Downloading the data</b>	2	0.5%
<b>Online social networking</b>	131	32.2%
<b>Vlogging</b>	6	1.5%
<b>Playing online games</b>	15	3.7%
<b>Total</b>	407	100

Table 7 shows the frequency distribution respondents based on purpose of using world link internet service where for studying respondents are 123 (30.2%), for working 130 (31.9%), Downloading the data 2 (0.5%), online social networking 131 (32.2%), vlogging 6 (1.5%) and playing online games 15 (3.7%).

### Respondent's profile base on payment mode

Table 8

*Frequency Distribution Based on Payment Mode*

<b>Payment mode</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Esewa</b>	119	29.2%
<b>Fonepay</b>	59	14.5%
<b>Credit Card</b>	4	1%
<b>By visiting office</b>	225	55.3%
<b>Total</b>	407	100

Table 8 shows the frequency distribution respondents based on payment mode where majority of respondents prefer by visiting office 225 (55.3%). Similarly, esewa 119 (29.2%). Fonepay 59 (14.5%) and credit card 4 (1%).

#### 4.1.2 Descriptive Statistics:

Descriptive statistics simply summarize about the sample and about the observations that have been made. Here descriptive analysis incorporates the calculation of statistical measures such as mean, standard deviation. A total of 30 questions with particular mean score were obtained from SPSS output. All of the questions were asked using a 5-point Likert scale with 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neither agree nor disagree (neutral), 4 indicating agree and 5 indicating strongly agree. These values help the researcher to analyze the data with respect to frequencies and aggregation relating to research questions and variables.

#### Descriptive Analysis of value of service provided by world link internet

Table 9

*Descriptive Analysis of value of service provided by world link internet*

Code	Variable	Mean	Std. Deviation
VS	Satisfaction level towards the value of service provided by World link Internet service	4.23	.566

Table 9 shows that the response of value of service provided by world link internet are presented in a 5-point Likert scale range on a scale of 1 to 5, where 1 means strongly disagree, 2 disagree, 3 neither agree nor disagree (neutral), 4 indicate agree, and 5 indicate strongly agree. According to the above table, the mean value of the variables is more than 4. It indicates that the variable construct is important and agreed by the respondent. Here, according to the description the mean value is 4.23 which shows mostly agreed by the respondents. Additionally, the table shows the values of standard deviation which is .566, which shows the higher variability in the response.

#### Descriptive Analysis of Schemes and packages

Table 10

*Descriptive Analysis of Schemes and packages*

Code	Variable	Mean	Std. Deviation
SP	Satisfaction level towards the schemes and packages provided by world link internet service	4.24	.645

Table 10 shows that the response of schemes and packages provided by world link internet are presented in 5- Likert scale range on a scale of 1 to 5, where 1 means strongly disagree, 2 disagree, 3 neither agree nor disagree (neutral), 4 indicate agree, and 5 indicate strongly agree. According to the above table, the mean value of the variables is more than 4.. It indicates that the variable construct is important and agreed by the respondent. Here, according to the description the mean value is 4.24 which show mostly agreed by the respondents. Additionally, the table shows the values of standard deviation which is .645 which shows the higher variability in the response.

### **Descriptive Analysis of Speed**

Table 11

#### *Descriptive analysis of Speed*

<b>Code</b>	<b>Variable</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>SS</b>	Satisfaction level towards the speed	4.33	.627

Table 11 shows that the response speed of world link internet are presented in 5- Likert scale range on a scale of 1 to 5, where 1 means strongly disagree, 2 disagree, 3 neither agree nor disagree (neutral), 4 indicate agree, and 5 indicate strongly agree. According to the above table, the mean value of the variables is more than 4.. It indicates that the variable construct is important and agreed by the respondent. Here, according to the description the mean value is 4.33 which show mostly agreed by the respondents. Additionally, the table shows the values of standard deviation which is .627 which shows the higher variability in the response.

### **Descriptive Analysis of Price of internet packages**

Table 12

#### *Descriptive Analysis of Price of internet packages*

<b>Code</b>	<b>Variable</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>PS</b>	Satisfaction level towards price of the internet packages	4.16	.658

Table 12 shows that the response of price of internet packages of world link internet are presented in 5- Likert scale range on a scale of 1 to 5, where 1 means strongly disagree, 2

disagree, 3 neither agree nor disagree (neutral), 4 indicate agree, and 5 indicate strongly agree. According to the above table, the mean value of the variables is more than 4.. It indicates that the variable construct is important and agreed by the respondent. Here, according to the description the mean value is 4.16 which show mostly agreed by the respondents. Additionally, the table shows the values of standard deviation which is .658 which shows the higher variability in the response.

### **Descriptive Analysis of Brand Loyalty**

Table 13

#### *Descriptive Analysis of Brand Loyalty*

<b>Code</b>	<b>Variance</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>BL</b>	Customer has brand loyalty	4.51	.650

Table 13 shows that the response of Brand loyalty of world link internet are presented in 5- Likert scale on a scale of 1 to 5, where 1 means strongly disagree, 2 disagree, 3 neither agree nor disagree (neutral), 4 indicate agree, and 5 indicate strongly agree. According to the above table, the mean value of the variables is more than 4.. It indicates that the variable construct is important and agreed by the respondent. Here, according to the description the mean value is 4.51 which show mostly agreed by the respondents. Additionally, the table shows the values of standard deviation which is .650 which shows the higher variability in the response.

### **Descriptive Analysis of Network and Coverage**

Table 14

#### *Descriptive Analysis of Network and Coverage*

#### **Descriptive Statistics**

<b>Code</b>	<b>Variance</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>NC</b>	Network and coverage affect the customer satisfaction	4.21	.743

Table 14 shows that the response of network and coverage of world link internet are presented in 5- Likert scale range on a scale of 1 to 5, where 1 means strongly disagree, 2 disagree, 3 neither agree nor disagree (neutral), 4 indicate agree, and 5 indicate strongly

agree. According to the above table, the mean value of the variables is more than 4.. It indicates that the variable construct is important and agreed by the respondent. Here, according to the description the mean value is 4.21 which show mostly agreed by the respondents. Additionally, the table shows the values of standard deviation which is .743 which shows the higher variability in the response.

**Descriptive Analysis of Overall Customer Satisfaction**

Table 15

*Descriptive Analysis of Overall Customer satisfaction*

**Descriptive Statistics**

<b>Code</b>	<b>Variance</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>OCS</b>	Overall Customer Satisfaction of internet service	4.12	.505

Table 15 shows that the response of overall Satisfaction of world link internet are presented in 5- Likert scale range on a scale of 1 to 5, where 1 means strongly disagree, 2 disagree, 3 neither agree nor disagree (neutral), 4 indicate agree, and 5 indicate strongly agree. According to the above table, the mean value of the variables is more than 4.. It indicates that the variable construct is important and agreed by the respondent. Here, according to the description the mean value is 4.12 which show mostly agreed by the respondents. Additionally, the table shows the values of standard deviation which is .505 which shows the higher variability in the response.

## Summary of the Study Variable

Table 16

*Summary of the Descriptive Analysis*

Code	Variable	Mean	Std. Deviation
VS	<b>Value of Service</b>	<b>4.23</b>	<b>.566</b>
SP	<b>Schemes and Packages</b>	<b>4.24</b>	<b>.645</b>
CS	<b>Connectivity</b>	<b>4.19</b>	<b>.678</b>
CC	<b>Consistency</b>	<b>4.04</b>	<b>.681</b>
SS	<b>Speed</b>	<b>4.33</b>	<b>.627</b>
CR	<b>Customer Response</b>	<b>4.20</b>	<b>.723</b>
PS	<b>Price</b>	<b>4.16</b>	<b>.658</b>
PA	<b>Promotional Advertisement</b>	<b>4.39</b>	<b>.727</b>
FR	<b>Friendly and Responsive Service</b>	<b>4.22</b>	<b>.699</b>
BL	<b>Brand Loyalty</b>	<b>4.51</b>	<b>.650</b>
EC	<b>Effective Communication</b>	<b>3.88</b>	<b>.725</b>
CSR	<b>Corporate social Responsibility</b>	<b>4.03</b>	<b>.732</b>
NC	<b>Network and Coverage</b>	<b>4.21</b>	<b>.743</b>
OCS	<b>Overall Customer Satisfaction</b>	<b>4.12</b>	<b>.505</b>

Table 16 shows all the independent variables used for the research purpose. Since, all the variables have mean value more than 3, all the selected variable can be considered as important variable. Moreover, the analysis shows that the mean of Brand loyalty is higher among the other variable and can be considered as the major customer satisfaction of world link internet service. Also, corporate social responsibility seems to have less mean among the variables therefore it can be considered as the factor which is least satisfaction of world link internet service.

### 4.1.3 Inferential Analysis

#### Correlation Analysis

Correlation Analysis, using Pearson correlation was conducted on all the dependent and independent variables. Pearson's correlation analysis was carried out to identify the positive or negative correlation. Pearson's correlation coefficient will indicate the

direction, strength and bi-variate relationship among all the variables (Job performance, employee commitment, Job satisfaction and turnover). According to Hair, Money, Samouel and Page coefficient of +1 means there is perfect positive relationship between two variables, -1 means perfect negative relationship where 0 (zero) means no relationship or independence between the variables. Hair, Money, Samouel and Page (2007) proposed rules of thumb on coefficient range and strength of association as shown in table 16 Interpretation of strength of relationship between dependent and independent variables in this research study.

Table17

*Rule Of Thumb About Correlation Coefficient Size*

Coefficient Range	Strength of Association
0.91 to 1.00	Very Strong
0.71 to 0.90	High
0.41 to 0.70	Moderate
0.21 to 0.40	Small but definite relation
0.01 to 0.20	Slight, almost negative

*Source: Adapted from Hair, Money, Samouel & Page (2007). Research Methods for Business*

**Correlations**

Table 18

*Pearson Correlation Matrix*

	<b>VS</b>	<b>PS</b>	<b>PA</b>	<b>FR</b>	<b>BL</b>
VS Pearson correlation	1				
Sig (2. Tailed)					
PS Pearson correlation	.385***	1			
Sig (2. Tailed)	0.01				
PA Pearson correlation	.218***	.126***	1		
Sig (2. Tailed)	0.01	.011			
FR Pearson correlation	.261***	.220***	.186***	1	
Sig (2. Tailed)	0.01	0.01	0.01		
BL Pearson correlation	.152***	.104***	.173***	.144***	1
Sig (2. Tailed)	.002	0.35	0.01	.022	

\*\* Correlation is significant at the 0.01 level (2-tailed)

Here, VS is value of service, PS is Price Satisfaction, PA is Promotional Advertisement, FR is Friendly Response, BL is Brand Loyalty, and OCS is Overall Customer Satisfaction.

Similarly, the correlation coefficient of an independent variable Customer response with the dependent variable customer satisfaction is 0.178. This shows that there is negative relationship between customer response and customer satisfaction as per the value of the correlation. As the value of correlation falls in the range of 0.01 to 0.20. Therefore, the strength of association between customer response and customer satisfaction is negative. Similarly, the correlation coefficient of an independent variable price with the dependent variable customer satisfaction is 0.385. This shows that there is definite relationship between price and customer satisfaction as per the value of the correlation. As the value of correlation falls in the range of 0.21 to 0.40. Therefore, the strength of association between price and customer satisfaction is definite relation.

Similarly, the correlation coefficient of an independent variable promotional advertisement with the dependent variable customer satisfaction is 0.218. This shows that there is definite relationship between promotional advertisement and customer satisfaction as per the value of the correlation. As the value of correlation falls in the range of 0.21 to 0.40. Therefore, the strength of association between promotional advertisement and customer satisfaction is definite relation.

Similarly, the correlation coefficient of an independent variable friendly response with the dependent variable customer satisfaction is 0.261. This shows that there is definite relationship between friendly response and customer satisfaction as per the value of the correlation. As the value of correlation falls in the range of 0.21 to 0.40. Therefore, the strength of association between friendly response and customer satisfaction is definite relation.

Similarly, the correlation coefficient of an independent variable brand loyalty with the dependent variable customer satisfaction is 0.152. This shows that there is negative relationship between brand loyalty and customer satisfaction as per the value of the

correlation. As the value of correlation falls in the range of 0.01 to 0.20. Therefore, the strength of association between brand loyalty and customer satisfaction is negative.

#### **4.3.2 Regression Analysis:**

Regression Analysis is a form of productive modeling technique which investigates the connection between the one dependent variable and multiple independent variables. This method of analysis aids researchers in determining the extent to which the set of independent variables accounts for the variance in the dependent variable.

Here, customer satisfaction is dependent variable Price Satisfaction, Promotional Advertisement, Friendly Response, Brand Loyalty, and value of service are independent variables. It shows the relationship between customer satisfactions and value of service among the respondents and all the thirteen independent variables were studied. It was found that all the thirteen components were closely associated to satisfy value of service of world link internet service of Jhapa. In order to measure the relationship between the independent and dependent variables, the results are subject to multiple regression analysis.

#### **Multiple Regression Model:**

$$CS = \alpha + \beta_1 PS + \beta_2 PA + \beta_3 FR + \beta_4 BL + \beta_5 VS + \beta_i \epsilon_i \dots \dots \dots (1)$$

**Where,**

CS=Customer Satisfaction

$\alpha$ = constant

$\beta_1$  = Coefficient for independent variables

PS=Price Satisfaction

PA= Promotional Advertisement

FR=Friendly Response

BL=Brand Loyalty

VS=Value of Service

E is the error term associated with the regression model.

## Multiple Regression Model

### Model Summary

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#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617 <sup>a</sup>	.380	.360	.45319

a. predictors: (Constant), value of service, Brand loyalty, Friendly Response, Promotional Advertisement, Price, Satisfaction

---

Based on Multiple Regression, the value of R square equal to .380 therefore, 38 percent of the variation of effect of Customer Satisfaction is explained by the), Value of service, Brand loyalty, Friendly Response, Promotional Advertisement, Price, Satisfaction,. However, it still lives 62 percent (100-38) unexplained in this research. Similarly, the adjusted R-square is .360 which means 36 percent variation in Influence of customer satisfaction is explained by ), Brand loyalty, Friendly Response, Promotional Advertisement, Price, Satisfaction, Value of service after considering the degree of freedom (df). Model summary also indicates the standard error of the estimate of .45319 which shows the variation of the observed values of value of service from regression line is 0.45319 units.

## ANOVA

---

### ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	49.572	13	3.813	18.566	.001 <sup>b</sup>
	Residual	80.718	393	.205		
	Total	130.290	406			

a. Predictors: (Constant), Brand loyalty, Friendly Response, Promotional Advertisement, Price, Satisfaction, Value of service

b. Dependent Variable: customer satisfaction

Based on ANOVA, the p-value is .001 which is equal to alpha. Besides that the F-statistic is significant at the value 18.566. As a result, the model accurately captures the relationship between the predictor and dependent variables. Therefore, the variance in consumer satisfaction may be significantly explained by the independent variables (brand loyalty, friendly response, promotional advertisement, price, satisfaction, and value of service).

Table: 19

*Predictors of Motivation on Employee Performance*

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.798	.299		2.673	.008
Price satisfaction	.182	.039	.211	4.647	<.001
Promotional Advertisement	.027	.035	.035	.782	.435
Friendly Response	.075	.036	.092	2.056	.040
Brand Loyalty	.035	.041	.040	.853	.394
Overall Satisfaction	.108	.055	.096	1.968	.050

- a. Predictors: (Constant), Brand loyalty, Friendly Response, Promotional Advertisement, Price, Satisfaction, Value of service
- b. Dependent Variable: Customer satisfaction

As indicated in the table, the regression model is:

$$CS = \alpha + \beta_1 PS + \beta_2 PA + \beta_3 FR + \beta_4 BL + \beta_5 VS + \beta \epsilon_i$$

Based on the coefficient of regression, the regression equation for customer satisfaction and value of service = .798-.169-

$$.182 + .027 + .075 + .035 + .108$$

Based on the coefficients, the regression equation for customer satisfaction is

$$CS = .798 - .169SP$$

$$.182PS + .027PA + 0.75FR + 0.35BL + .108VS$$

Regression coefficients of price satisfaction, Promotional advertisement, Friendly Response, Brand loyalty, and Value of service are .182, .027,.075,.035,. and .108 respectively. Where, Connection satisfaction, price satisfaction, Promotional advertisement, Friendly Response, Brand loyalty and value of service are the significant independent variables ( $p>0.05$ ). Whereas price satisfaction, Promotional advertisement, Friendly Response, Brand loyalty, and value of service will increase customer satisfaction by .169,.093,.186,.103,.101,.182,.027,.075,.035, .085, .066,.126 and .108 unit respectively.

Table 19 shows beta for all of the factors used in the study to estimate their impact on customer satisfaction. Due to the consistency connection's greatest beta of 0.186, it has a significant impact on raising the value of the services offered by the internet.

Descriptive analysis was conducted on the independent variables of Schemes and packages, Connection satisfaction, Consistency Connection, Speed Satisfaction, Customer Response, price satisfaction, Promotional advertisement, Friendly Response, Brand loyalty, Effective communication, corporate social responsibility, Network and coverage, and value of service and the dependent variable customer satisfaction. The statistical analysis performed to confirm the assumptions, determine the importance of customer happiness, and determine how it affects the value of the service is covered in this phase of the analysis.

The Pearson correlation test was used to examine the relationships between the independent and dependent variables. A basic bivariate analysis was carried out for the hypotheses testing in addition to the Pearson correlation test. Customer satisfaction was used as the dependent variable, and the independent variables were the schemes and packages, connection satisfaction, consistency connection, speed satisfaction, customer response, price satisfaction, promotional advertisement, friendly response, brand loyalty, corporate social responsibility, network and coverage, and value of service. This allowed for the examination of relationships and the assessment of the relative significance of each work outcome factor in terms of satisfying customers of World Link internet service.

## **Hypothesis Testing**

In order to determine the link between the dependent and independent variables in this study, thirteen hypotheses were developed. Significance of each hypothesis is evaluated with value of service at the level of  $p < 0.05$ . And accordingly accepted and rejected the hypothesis by comparing the level of significant. Test of each hypothesis is discussed below:

### **Hypothesis (1)**

**Ho1: There is a significant relationship between Price satisfaction and customer satisfactions.**

P-value of price satisfaction is .001, which is insignificant at 5% level of significance. So, considering price satisfaction as a variable of customer satisfaction, the hypothesis is accepted.

### **Hypothesis (2)**

**Ho2: There is a significant relationship between Promotional Advertisement and customer satisfaction.**

P-value of promotional advertisement is .435, which is significant at 5% level of significance. So, considering promotional advertisement as a variable of customer satisfaction, the hypothesis is not accepted.

### **Hypothesis (3)**

**Ho3: There is a significant relationship between Friendly response and customer satisfaction.**

P-value of friendly response is .040, which is insignificant at 5% level of significance. So, considering schemes and packages as a variable of customer satisfaction, the hypothesis is accepted.

### **Hypothesis (4)**

**Ho4: There is a significant relationship between Brand loyalty and customer satisfaction.**

P-value of brand loyalty is .394, which is significant at 5% level of significance. So, considering brand loyalty as a variable of client satisfaction, the theory is rejected.

### **Hypothesis(5)**

**Ho5: There is a significant relationship between Overall satisfaction and customer satisfaction.**

P-value of overall satisfaction is .050, which is insignificant at 5% level of significance. So, considering overall satisfaction as a variable of customer satisfaction, the hypothesis is accepted.

### **4.2 Discussion**

This research is based on Customer satisfaction with reference to customers around Jhapa district. For this purpose, respondents of the study were customers of world link internet residing in Jhapa district. It has shown the analysis of demographic variable namely Gender, Age, Marital Status, occupation, experience, Internet packages, Purpose of using, and payment mode of world link internet service and the relationship between independent variable and dependent variable.

The findings indicate that high-quality internet services positively impact customer satisfaction by meeting or exceeding service expectations. Ariff et al. (2013) argued that managing service levels effectively can enhance customer satisfaction. Khan & Faish (2014) suggested that quality e-services are particularly influential in improving overall organizational performance through customer satisfaction. Selvakumar (2015) acknowledged that meeting customer service expectations increases loyalty and positively impacts the organization's brand image.

Additionally, the study revealed that promotional advertisements and service value also play roles in influencing customer satisfaction. Afshari & Esmili (2014) argued that customer satisfaction is more influenced by the quality of service and physical evidence rather than the service itself.

In general, and based on the investigation, it was discovered that customer happiness and internet service quality have a favorable impact on the degree of consumer loyalty to the internet service provider company. This was demonstrated by the findings of Siddiqi (2011), who also discovered a relationship between the concepts of customer loyalty and service quality and customer satisfaction. This can be considered a reasonable outcome

since, over time, a person's loyalty will inevitably veer toward the provider that offers the greatest level of satisfaction.

## **CHAPTER V**

### **CONCLUSION AND IMPLICATION**

This chapter presents a summary, conclusion and recommendations of the study findings, evaluates how the results position in the context of prevailing theories as specified in the research objectives. The chapter draws implications of the study research limitations are and areas of further studies identified.

#### **5.1 Summary**

An Internet service provider (ISP) is an entity that offers services for accessing and using the internet. ISPs can take various forms, including commercial, community-owned, non-profit, or privately owned. Typical services provided by ISPs encompass Internet access, Internet transit, domain name registration, web hosting, Usenet service, and collocation.

The introduction of the Internet to Nepal began in 1993 through a collaboration between the Royal Nepal Academy of Science and Technology (RONAST) and a private company called Mercantile Office Systems (MOS). A year later, World Link, another company, entered the market, offering similar services at a lower cost with a connection to Canada, primarily focusing on email services. In contrast, MOS provided a broader range of technical services targeted more towards larger organizations than individual clients.

In response to World Link's competitive pricing, MOS expanded its services by adding interactive Internet access through a permanent leased line to Australia and acquiring administration rights for the .np domain name. World Link followed suit by introducing its own Internet access services at reduced rates, primarily attracting international organizations.

Prior to 1997, telecommunications in Nepal were solely operated by His Majesty's Government (HMG), treating ISPs merely as users of telephone lines, akin to fax machine users. However, the enactment of Nepal's first telecommunications act in 1997 marked a significant shift, creating a licensing framework that allowed private ownership and operation of telecommunications services, including email and Internet services. This regulatory change enabled ISPs to obtain VSAT licenses and technology, substantially lowering Internet costs and increasing subscriptions, particularly for email services.

Early adopters of Internet services in Nepal included returning overseas students who had prior experience with email and the financial means to afford such services due to their overseas education. As demand grew, more companies entered the market, leading to the current presence of 13 licensed ISPs in the country. The user profile and usage patterns of Internet services have evolved significantly since 1997, with more than 35,000 Internet accounts currently active, of which international organizations account for only 20%.

## **5.2 Conclusion**

The most fundamental issue of marketer is to identify the needs of customers. Preferences of the customers are rapidly changing nowadays. In context of internet service the rapid change in technology leads rapid change in satisfaction level of the customers. Preference will differ from every individuals and that creates difficulty for the marketers.

The Internet is a global computer network made up of linked networks that use common communication protocols to provide a range of information and communication services. Computers on various networks can communicate with one another thanks to the internet. Information technology (IT) and internet service expansion have a big impact on a lot of different areas. These days, utilizing information technology increases corporate efficiency and output. Additionally, the use of high-tech gadgets connected to the internet transformed how individuals entertain themselves and facilitated communication. Due to its abundance of knowledge, the internet also enables students to undertake research and finish assignments. The internet is transforming how people work, interact with one another, produce and exchange information, and manage the global movement of people, ideas, and goods.

Customer satisfaction refers to how well you, as a product or service provider, fulfill the needs and expectations of your customers. It is the degree to which product or service offered by a company meet a customer's expectation. In other words, customer satisfaction is defined as a measure of how product and services supplied by the company meet or surpass the customer expectation. In a competitive market place where the businesses compete for customers, customer satisfaction is seen as a key differentiator and a key element of business strategy. The increasing use of internet and information technology has also increased the competition among various ISPs in the country. The most vital

element in such intense competition is the level of customer satisfaction. Therefore in order to attract new ones, Internet Service Providers need to have appropriate strategies and focus on customers' need and expectation to enhance the level of customer satisfaction and achieve competitive advantages. Rising customer satisfaction may lead to customer loyalty and therefore support creating business's profitability because the cost of attracting new customers is usually greater than retaining current customers.

The study has attempted to find out Customer satisfaction on value of service provided by world link internet service around Jhapa district. It has measure value of service in term Gender, Age, Marital Status, occupation, experience, Internet packages, Purpose of using, and payment mode. The study is based on 407 respondents using world link internet service. Primary data was collected by using the structured questionnaire. Data were collected through mailed questionnaire and those data were analyzed using excel and SPSS. Questionnaire was sent to the selected customers through the social media site like Facebook through email for response. Those responses were collected within a month. All the respondents were requested to fill up the Google forms and only relevant data were kept for the sake of data analysis.

The findings of the study helped to meet the objectives, literature review was carried out which lead the conclusion that there shows the significant effect of all the selected variables for customer satisfaction. The objective of the study was to examine the customers' satisfaction on value of service provided by world link internet service. Based on the conceptual framework, thirteen hypothesis were made for preparing the research. Here, customer satisfaction was taken as dependent variable and. Schemes and packages, Connectivity, Consistency, Speed, Customer Response, Price, Promotional Advertisement, Friendly and Responsive service, corporate social responsibility, Network and Coverage, and value of service was taken as independent variable. The data was collected and analyzed so as to draw the conclusions.

From the finding of the research analysis, the major numbers of Customers seek schemes and packages and consistency of connection as a positive motivating factor among the factor considered in this research. Schemes and packages and consistency of connection of world link internet service have satisfied most to the users of world link internet.

Also, Price, Promotional Advertisement, Friendly response, Effective Communication, Corporate social response and value of service has small but definite relation with the dependent variable customer satisfaction as customer satisfaction of world link internet service.

Customer satisfaction determines how satisfied customers are with a company's products, services, and capabilities. It reflects your business' health by showing how well your products or services resonate with buyers. Customer satisfaction is a term frequently used in marketing to evaluate customer experience. It is a measure of how products and services supplied by a company meet or surpass customer expectation. It encompasses the quality, value, and expectations that customers have of a business and its offerings. Businesses can collect this data by using techniques like focus groups and surveys to assist them figure out how to make improvements to their goods and services that will attract and retain more customers.

### **5.3 Implications**

The implications are based on the findings regarding the Customer satisfaction on Value of service provided by world link internet service in terms of various variables that satisfy users to enhance their performance and increase the customers more. Based on the findings, it is recommended that world link internet should provide different schemes and packages of internet service to increase customer satisfaction as value of service. Price, Promotional Advertisement, Friendly response, Effective Communication, Corporate social response are also the major factor to increase the customers. Frequent disconnections, no internet access for several days and inconsistency in internet speed should be improved. Attractable schemes and packages should be introduced for convenience of customers. It should provide the service as desired by customers at reasonable rate. It should bring more up gradation for the betterment of the customer.

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## APPENDIX

### SURVEY QUESTIONNAIRE

I am a student of Master of Business Studies (MBS) program at Shanker Dev Campus, Tribhuvan University. I am conducting my final dissertation project entitled to Customer Satisfaction on WorldLink Internet Service Reference to Jhapa” as partial fulfilment of the requirements for the degree of MBS. For this I would like to request you to assist me by providing information by filling out the following questionnaire.

The survey is conducted purely for academic purposes and the researcher assures to maintain strict confidentiality of the responses received from the questionnaire. Your responses are voluntary and will be confidential. Responses will not be identified by individuals.

Regards,

Sushmita Tamang

Master of Business Studies (MBS)

Shanker Dev Campus Tribhuvan University

**Please tick one  for each criteria group.**

#### Gender

Male

Female

#### Age

Below 15 years

20 to 25 years

25 to 30 years

30 years above

#### Marital Status

Single

Married

Separated

### **Occupation**

Business

Agriculture

Student

Employee

### **Experience of using internet service**

Less than a year

1-2 years

2-4 years

4-6 years

Above 6 years

### **Types of Internet Packages**

150Mbps

200 Mbps

250 Mbps

300Mbps

### **Subscription**

1 month

3 Month

6 Month

12 Month

### **Purpose of Using**

Studying

Working

Downloading the data

Vlogging

Online social networking

Playing

## Payment Mode

Eswea

Fonepay

Credit card

By visiting

office

Please indicate the level of satisfaction or dissatisfaction based on your opinion.

(1=strongly disagree, 2=Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree)

Code	Statement	1	2	3	4	5
SP	Rate the satisfaction level towards the schemes and packages of Worldlink					
CS	Rate the satisfaction level towards the connectivity of world link					
CC	Rate the satisfaction level towards the Consistency of connection of world link					
SS	Rate the satisfaction level towards the Speed of world link					
CR	Rate the satisfaction level towards the customer response of world link					
PS	Rate the satisfaction level towards the Price of world link					
PA	Rate the satisfaction level towards the promotional advertisement of world link					
FR	Rate the satisfaction level towards the Friendly response of world link					
BL	Rate the satisfaction level towards the					

	Brand loyalty of world link					
EC	Rate the satisfaction level towards the Effective communication of world link					
CSR	Rate the satisfaction level towards the Corporate social responsibility of world link					
NC	Rate the satisfaction level towards the Network and coverage of world link					
OS	Rate the satisfaction level towards the Overall Satisfaction of world link					

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ABSTRACT For a long time Customer satisfaction has been considered important factor on world link internet service of Jhapa, Nepal. However, the scope of customer satisfaction research has been rather limited, and it has often failed to establish a connection with service value. The purpose of this study was to determine how user satisfaction with World Link Internet in the Jhapa district related to one another. A descriptive survey approach served as the study's foundation. Customers of World Link internet users who only lived in the Jhapa district made up the target population. Convenience sampling was used to choose the study sample. For the study, a sample of 500 respondents was chosen, and 407 respondents provided responses. To get the data, a questionnaire was employed.

**Descriptive and inferential statistics were used to analyze the data** , with **the**

results shown in tables.. In this study, Schemes and packages, Connection satisfaction, Consistency Connection, Speed Satisfaction, Customer Response, price satisfaction, Promotional advertisement, Friendly Response, Brand loyalty, Effective communication, corporate social responsibility, Network and coverage, and value of service are taken as independent variables and Customer satisfaction is taken as dependent variable. As per the correlation analysis done in the study concludes that the customer