

THE INFLUENTIAL FACTORS OF CUSTOMER'S SATISFACTION OF SUPERSTORES IN BANGLADESH: A STUDY ON BCL SUPERSTORE, BOGURA, BANGLADESH

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ABSTRACT

In Bangladesh people are going to superstores at a large number now-a-days, so superstore owners should focus on the continuous improvement of the superstores. The present study focuses on the factors which determines customer satisfaction of superstores in Bangladesh. Customer satisfaction is one of the indicators by which it can be found that why customers are going to superstores rather than the local shops. For the study customers of BCL superstore, Bogura were interviewed. From the results, it was found that the model used in this study explains four factors should be focused by the owner and manager of the superstore where customer satisfaction was considered as dependent variable. This study reveals that product quality and responsiveness are the most important factors of customer's satisfaction.

KEYWORDS: *Bogura, Bangladesh, Customer Satisfaction, Product Quality, Regression Analysis, Superstore*

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