Innovations

The Effects of Marketing Mix on Customer Satisfaction on Kabul Based Mobile Network Operators

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Abstract: The purpose of this study is to investigate the effect of marketing mix elements on customer satisfaction in Kabul based Telecommunication Companies. This research is a survey type and simple random sampling method has been used. The statistical population includes all customers who have used the services of the of five Telecommunication Service providers in Kabul province Afghanistan. The number of statistical sample sizes was obtained by pre-test and using Cochran's formula equal to 400 people, for more reliability and to avoid error the researcher added 30% more in sample size. SPSS 22. IBM software is used for data analysis. The reliability of Cronbach's Alpha is calculated for overall questionnaire became 0.924 for 47 items, which presents the internal consistency of the data and it is excellent with respect to Lee Cronbach. Furthermore, for data analysis both factor analysis and correlation measurement is used. The results confirmed the main hypothesis of the research and showed that the elements of marketing mix have an effect on customer satisfaction. However, among the sub-hypotheses, the effect of product, price, distribution and promotion on customer satisfaction had positive and strong correlation and accepted all the alternative hypotheses.

Keywords: Elements of marketing Mix, Product/services, Price, Promotion, Distribution and Customer Satisfaction

1.1 Introduction:

The marketing mix is one of the most popular terms in the marketing world. The term marketing synthesis has been used around the world over the past seven decades in the context of performance management and is still the framework for some management and marketing textbooks and marketing and sales curricula in large and higher education institutions. A set of marketing strategies that a company utilizes to achieve its marketing goals in the target market is known as integrating marketing elements. McCarthy (1948) has suggested 4Ps marketing as a four-factor classification of these tools that comprises product or product, price, place (distribution), and promotional activities. Further, Companies utilize 4p marketing to identify some key factors in their business; the article focuses like what customers want from them, how their product or service is seen throughout the market, how they can outperform their competition, and how they engage with their customers.

In general, manufacturing, non-manufacturing, agriculture, textiles, and mineral-based businesses are all seen as the backbone of economic development of a country. Furthermore, firms generating goods and services in the market are intimately tied to tangibles and intangibles as manufacturing businesses and service providers. Collins English Dictionary (1998) define manufacturing business as the processing or manufacturing (a product) from raw materials, particularly on a large scale with machinery With time, however, the definition of a manufacturing organization grew to include the creation of products from raw materials employing a variety of processes, equipment, activities, and labour in accordance with a precise plan. However, Chan, et al. (2010) defines service as ‘‘a (market) offering by one party (the provider) to create value for another party (customer) through interaction in a co-production process (with the consumer)’’. Growing market complexity and intensity of competition are pushing traditional product manufacturers to shift their position in the goods–services universe by expanding their service businesses. Today, service businesses have established a variety of consumer services that will have a significant impact on people's purchasing decisions, such as education, transportation, health, banking, post, and telecommunication services, and other.

Furthermore, an organization must create an appropriate mix of marketing communications in the era of telecommunications and rising mobile technology. Due to unrivalled technological advancements, the communication sector has evolved significantly during the previous few decades. Broadband's emergence has revitalized and enhanced the wireline sector by using existing wireline

infrastructure. All Mobile Network Operators (MNOs) and Internet Service Providers are in tough competition (ISPs). This market has encouraged service providers to think beyond the concept of providing a service and to consider other variables such as ensuring customer satisfaction.

Despite the country's multiple conflicts, Afghanistan has a highly competitive mobile market that continues to grow. From 2012 to 2018, the mobile market grew at a reasonable rate from a tiny starting point. In comparison to other Asian countries, mobile broadband penetration has remained relatively low during the last five years. Over the next few years, strong growth is expected, with market penetration expected to reach 30 Percent (comms update, 2018).

Afghanistan is now one of the region's developing countries in the telecommunications sector. One state and four private telecommunications service providers have begun to provide services to Afghan citizens throughout the country since 2003. According to the Afghanistan Telecommunication Regularity Authority ATRA (2020), telecommunication services are used by over 22,580,071 million active subscribers in all 34 provinces of the country; this sector also covers 90 percent of the country's population, and total investment in the telecommunication sector has reached to 182 billion Afghanis.

As the previous researcher gathered market research cases from both manufacturing and non-manufacturing businesses, these marketing functions became increasingly apparent for market investigation. So, the primary goal of this research was to identify common characteristics of marketing mix factors on customer satisfaction in the Afghan telecommunications sector. As a result, Telecom companies aspire for long-term success through establishing long-term relationships with their customers. Because the market is so competitive, Telecom businesses in Afghanistan must re-examine the level of service they provide to customers and understand the essential marketing and service characteristics that have the most impact on customer satisfaction in order to get higher benefits. The study's main goal is to examine the effect of marketing mix elements on customer satisfaction in the telecom sector, with a focus on the Kabul-based telecommunications industry.

1.2 Literature Review:

This section includes a literature review, identifying key factors and highlighting key findings from prior research studies in order to establish a solid conceptual framework (Sekaran and Bougie, 2010) for the research under consideration.

1.2.1. Marketing Mix

As James Culliton6 (1948) defined marketing mix as a "mixture of ingredients." Further, Borden (1964) describes the marketing mix aspects in 12 elements as product planning, price, brand, distribution methods, personal sales, advertisements, promotions, packing, displays, serving, physical handling, and fact finding and analysis. This was developed further, and the marketing mix was described as a mixture of all the factors available to a marketing manager in order to satisfy the target market. McCarthy (1964) reorganized and simplified Borden's 12 elements into the four most common 4Ps: Product, Price, Promotion, and Place. By analysing consumers' buying capacity and appealing customers through particular communication measures, the marketing mix strategy is used to analyse the psychological condition of buyers in order to entice them to rely on corporate products. Furthermore, product, price, promotional activities, and distribution networks are the four elements that make up the marketing mix (Dharmesta, 2008). Because the four aspects of the marketing mix are intertwined and influence one another, efforts must be made to develop a marketing strategy that results in effective service and customer satisfaction. According to Zeithaml et al., (2008), when applying the 4Ps to services, some modifications are required, and service marketers have incorporated the expanded mix concepts of humans, process, and physical proof in addition to the standard 4Ps.

1.2.1.1 Products/services

According to Kotler and Armstrong (2010) is ‘‘anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want.’’ Hyungoh LEE and Sang-Young HAN (2002) have been noticed the CDMA and GSM groups are actively competing in the global digital mobile telecommunications business. The CDMA provides 1G service and 2G services and moving towards advanced technology such as 3G and 4G services. Further, According to Kumar et al. (2010), first generation (1G) services provide basic mobile services such as voice and SMS, second generation (2G) provides capacity and coverage, third generation (3G) technology focuses on broadband services, and fourth generation (4G) technology is fully based on IP addresses and provides a wide range of data services based on customer demand.

Afghanistan Mobile Network Operators (MNOs) offers innovative telecom service products to customers. Afghanistan Wireless Communication Company (AWCC) was established in 2002, Roshan Telecom began operations in 2003, MTN Afghanistan was granted a GSM licence in 2005, Etisalat Afghanistan was granted a GSM licence in 2006, and Salaam Network, a government-owned firm, began GSM service in

2013. These mobile network operators products services includes post-paid, pre-paid, voice, SMS, MMS, GPRS, national and international roaming services, e-banking services, 2G,3G,4G, wifi services, YahClick, VSAT, WiMAX, fiber landline services others value-added services to Afghan citizens (ATRA,2020).

1.2.1.2 Price

According to Kotler and Armstrong (2011), the price of a product or service is the quantity of money exchanged for it. Furthermore, by owning or utilizing a product or service, consumers exchange a certain amount of value for a variety of benefits. Further, According to Stephen Hoch et al., (1995) observed that pricing decisions are influenced by market attractiveness, including the intensity of competition. According to Biggs and Kelly (2006) revealed that broadband pricing schemes have major implications for future telecommunication market evolution in terms of subscriber growth, online behaviour, market transparency, and service provider choice. The study of Juha Munnukka (2008) indicates that customers' price fairness are positively related to buy intentions, and their satisfaction with service pricing influences their price perception development.

Moreover, Youngsoo Kim et al., (2009) examined the relation between voice and data services and determined that SMS and voice services are minor substitutes, and that an increase in the price of phone minutes would result in a minor increase in SMS demand. A mobile phone's price dropped in Afghanistan by nearly 70% between September 2003 and March 2005(Gupta and Bhatia, 2006). In 2002, SIM cards cost 12500AFN, however they are currently commonly available for less than 100AFN through service providers. Local mobile phone calls have dropped over 97 percent in price, from 18 AFN per minute in 2003 to 3.5 AFN in 2012, and 2.5 AFN in 2018. In 2018, the international call tariff dropped from 100 AFN to an average of 15 AFN per minute (ATRA Statistic Directorate, 2020). The prices for product/services are still higher compared to neighbouring countries.

1.2.1.3 Place/ Distribution

Amini et al., (2012) found that good channel performance improves corporate image on the effectiveness of marketing strategies and corporate image on brand equity as a sustainable competitive advantage. According to them, effective distribution systems attract new customers' attention and preferences, leading to favourable publicity. The distribution channel of telecommunication services is required to have well developed outlets and trained sales network and it is influenced by telecom network coverage. In Afghanistan's urban areas, telecom service providers have a

number of outlets and franchises, however in rural areas; just a few outlets have been built for sales and customer care.

1.2.1.4 Promotion:

Aisha Khan and Ruchi Chaturvedi (2006) investigated the various promotional methods used by India's mobile network operators. They discovered that to grab youth segments, prominent promotional tactics such as celebrity endorsement, loyalty programmes, discount offers, special season offers, festival discounts, and lunched diverse advertising campaigns were established. The data demonstrates that between 1999 and 2005, the number of subscribers increased from 1.2 million to 42.12 million in just six years. The promotional strategies of Afghanistan's mobile network operators are mostly focused on on-net voice packages, SMS, friends and family packages, sales promotion, pricing fairness international call rates, and international roaming.

1.2.2 Customer satisfaction

Customer satisfaction is primarily a psychological state; special attention should be paid to initiatives that support in its quantitative measurement. According to Tjiptono (2007), customer satisfaction is determined by two factors: complaints and consumer expectations of the services provided. According to K. A. Silva (2009) customer satisfaction is influenced by factors such as delivering products and services on time, solution to complaints, assurance, reliability, and responsiveness. Customer satisfaction is a significant factor of customer retention (Ranaweera and Prabhu, 2003). Further, Ruth N. Bolton (1998) discovered that overall customer satisfaction has a favourable impact on the duration of a customer's connection with mobile service provider. Customer satisfaction is favourably influenced by company image, perceived value, and perceived quality (Zaim, Turkyilmaz, Tarim, Ucar, and Akkas, 2010). Moreover, Khuhro, Azahr, Bhutto, Imran, and Shaikh (2011) discovered that call clarity, value added services, price, and customer support have a significant impact on consumer satisfaction in Pakistan's telecom service industry.

1.3 Objective of the Study:

- To know the effect of product/service on customer satisfaction in the Afghanistan telecommunication market
- To identify the effect of price on customer satisfaction.
- To determine the effect of distribution strategies on customers satisfaction
- To find the effect of promotional strategies on customer satisfaction.

1.4 Research Methodology

To achieve this aim, a survey via questionnaire is conducted. In Afghanistan, there are 5 telecom companies, which make up the study's population. Respondents for the study are telecom customers who use the services of one of Afghanistan's telecom service providers. The research is in the exploratory stage and uses quantitative methods. Non-probability sampling was used in the sampling, which was done using a judgemental sampling method. Gender, age, marital status, and the service provider that clients are currently utilising are all required in the first section. We shall use the Likert scale in our survey (1 for strongly disagree, 2 for disagree, 3 for neither, 4 for agree and 5 for strongly agree). second part consists of questions about marketing mix variables regarding telecom services while In the third part of the questionnaire related to customer satisfaction going to be is measured. The response of survey questionnaire is analysed quantitatively using SPSS 22.0. Finally, a factor analysis and correlation analysis statiscale tools are used for data analysis.

1.5 Results and Discussion

This study focuses on customers who used telecom services and have had positive experiences. The questioner was self structure and modified from the previous research. Total 520 questionnaires were distributed and administered 487 questionnaires for this research. The rest 18 questionnaires were not returned back and 15 of them were counted uncompleted. Cronbach Alpha's method was used to calculate this alpha coefficient, which ranges from 0 to 1; a number closer to 1 indicates greater reliability. The finding shows the reliability of Cronbach Alpha's for demographic variables is 0.473, which consists of eight items; product reliability of Cronbach Alpha's is 0.833, which includes nine items; the reliability of Cronbach Alpha's for price is 0.829, including nine items; the reliability of Cronbach Alpha's for distribution is 0.831, including nine items; the Cronbach Alpha's for promotion is 0.781, including six items; and the reliability result of Cronbach Alpha's for customer satisfaction is 0.790, which includes six items. Overall, the reliability of Cronbach's Alpha is calculated for overall questionnaire became 0.924 for 47 items, which presents the internal consistency of the data and it is excellent with respect to Lee Cronbach.

1.5.1 Respondents Profile

The majority of responders in this study are men, according to the findings (69.9 percent). Their average age is 18-25 years old (46.6%), most of the respondents qualification undergraduate (39.6 percent). The majority of

respondent's occupation as students (31%), and their monthly income is less than 16,000 AFN (50.7 percent). Furthermore, the majority of respondents (23.6%) favour Etisalat service provider services and 34.1 percent use SIM cards for a period of 2 to 3 years. Finally, the majority of respondents (33.1%) had monthly expenses ranging from 200 to 400 AFN.

Table 1 Demographic profile of the Respondents

S.N	Categories	Demographic	Total Frequency	Percentage
1	Gender	Male	339	69.6
		Female	148	30.4
2	**Age**	18-25 years	227	46.6
		26-30 years	164	33.7
		31-39 years	65	13.3
		40-49 years	22	4.5
		50 & Above years	9	1.8
3	**Qualification**	Primary school	34	7.0
		Baccalaureate	60	12.3
		Post Baccalaureate	163	33.5
		Undergraduate	193	39.6
		Graduate	32	6.6
		PhD	5	1.0
4	**Occupation**	Student	151	31.0
		Lecturer	53	10.9
		Government employee	128	26.3
		Self- employment	92	18.9
		Workers	36	7.4
		Any others	27	5.5
5	**Monthly Income**	Less than 16,000 AFN	247	50.7
		16,000 to 25,000 AFN	118	24.2
		26,000 to 35,000 AFN	59	12.1
		36,000 to 45,000 AFN	36	7.4
		46,000 AFN & above	27	5.5
6	**Your Mobile Network Operator**	AWCC Mobile Network	87	17.9
		Roshan Mobile Network	92	18.9
		MTN Mobile Network	109	22.4
		Etisalat Mobile Network	115	23.6
		Salaam Mobile	84	17.2

		Network		
7	**SIM Card Using Duration**	Less than 1 year	75	15.4
		2-3 year	166	34.1
		4- 5 year	101	20.7
		6-7year	69	14.2
		More than7 year	76	15.6
	Per month spending charges	50 to 100 AFN	106	21.8
		200 to 400 AFN	161	33.1
		500 to 700 AFN	120	24.6
		More than 800 AFN	100	20.5
		50 to 100 AFN	106	21.8

Source: Primary Data

1.6 Descriptive Statistics (Factor Analysis)

1.6.1 Product

According to SPSS version 22 findings of factor analysis, the KMO value on product variables is 0.900 (KMO value > 0.5), and the significance value of Bartlett's Test of Sphericity is 0.000 (significance value < 0.5). As a result, the products with variables is less than 0.5 and all the values of the Measure of Sampling Adequacy (MSA) are greater than 0.5, both are acceptable. As a result, these variables are appropriate for further analysis. Furthermore, the component consists of 9 variables with a variance of 43.077 percent. Similarly, all of the variables on the component matrix have values greater than 0.05. Therefore, these variables are correlated to the factors. Moreover, Approx. Chi-Square values of product are1141.073 and an Eigen value of product is 3.877 with 43.077% variance. This suggests that these factors can explain 43.077 percent of the variance in the variables diversity.

Table 2 Factor Analysis of Product

Variables	KMO	Barlett's Test	Approx. Chi-Square	Component		
				Factor Loading	Eigen Values	% Variance
MNOs provide unique services	.900	.000	1141.073	.635	3.877	43.077
New product development				.704		
Products and features are always available				.669		

Product has a consistent and easy operation				.701		
Regularly review the performance				.616		
Offer services by customer expectation				.647		
favourite celebrity endorsing this brand				.694		
transmission quality is outstanding				.683		
offers better Value-added services				.543		

Source: Primary Data

1.6.2 Price

As per finding of the research, the KMO value of pricing variables is .862 (KMO value > 0.5), while the significance value of Bartlett's Test of Sphericity is 0.000 (significance value < 0.5). As a result, the price with variables is less than 0.5 and all Measure of Sampling Adequacy (MSA) values are larger than 0.5, which are acceptable values. As a consequence, these factors are suitable for further analysis. Similarly, the component matrix variables all have values greater than 0.05. Therefore, these variables have a relationship with the factors. Furthermore, the approximate Chi-Square value of price is 1189.48, and the Eigen value of price is 3.845, with a variance of 42.721 percent. This means that these factors can account for 42.721 percent of the variance.

Table 3 Factor Analysis of Price

Variables	KMO	Barlett's Test	Approx. Chi-Square	Component		
				Factor Loading	Eigen Values	% Variance
Provider offer high quality services at low price	.862	.000	1189.48	.705	3.845	42.721
Charges for national call service is always reasonable				.727		
Charge for international calls services is always fair				.696		
Transparent in billing				.680		

Higher price does not affect to switch my services				.530		
provide service charges detail upon Customers request				.579		
provide SIM Card at free of cost				.575		
service provider usually charge low tariffs				.674		
Value Added Services Charges are low				.686		

Source: Primary Data

1.6.3 Distribution

Table 4 shows that the distribution KMO value is.890 and the Barlett's Test of Sphericity significance value is 0.000. The fact that the Bartlett's Test result is less than p-value 0.05 demonstrates that the KMO value is high. Furthermore, all Measure of Sampling Adequacy (MSA) values are acceptable because the value of each variable is greater than 0.05. As a result, these variables are recommended for further analysis. Moreover, the component matrix variables all have values greater than 0.05. Therefore, these variables have a relationship with the factors. Furthermore, the approximate Chi-Square value of the distribution is 1166.47, and the Eigen value of the distribution is 3.868, with a variance of 42.97 percent. This means that these variables can explain 42.97 percent of the variance.

Table 4 Factor Analysis of Place/ Distribution

Variables	KMO	Barlett's Test	Approx. Chi-Square	Component		
				Factor Loading	Eigen Values	% Variance
Provider have numbers of outlets	.890	.000	1166.47	.697	3.868	42.975
Provider provide day - night customers care services				.711		
Provider present on time services to customers				.702		
Recharge services is almost available at each store				.537		
Delivering the best				.567		

customer service online						
Provider is committed in providing coverage				.641		
Provider registering SIM Card before to use				.618		
Provider franchise offer better quality of service				.705		
Provider provides update knowledge about latest products				.695		

Source: Primary Data

1.6.4 Promotion:

Table 5 indicates the promotion KMO value is 0.890, and the significance value of the Barlett's Test of Sphericity is 0.000. However, the Bartlett's Test result is less than p-value 0.05 suggests that the KMO value is excellent. Next, all Measure of Sampling Adequacy (MSA) values are acceptable because each variable's value is greater than 0.05. As a result, these variables are recommended for further research. Furthermore, all the component matrix variables are greater than 0.05. As a result, these variables are linked to the factors. Additionally, the distribution's estimated Chi-Square value is 1166.47, and its Eigen value is 2.867, with a variance of 47.778 percent. This suggests that these factors can account for 47.778 percent of the variance in the data.

Table 5 Factor Analysis of Promotion

Variables	KMO	Barlett's Test	Approx. Chi-Square	Component		
				Factor Loading	Eigen Values	% Variance
Offers seasonal special bundles	.890	.000	1166.47	.721	2.867	47.778
Offers attractive daily, weekly, and monthly promotions				.764		
advertisements are frequently seen in e-media & press media				.672		
Ideal sport player is the brand ambassador				.648		
Provider is very much involves CSR activities				.662		
Running best and attractive advertisement campaigns				.675		

Source: Primary Data

1.6.5 Customer Satisfaction:

Table 6 shows that the dependent variable KMO has a significance value of.832, and the Barlett's Test of Sphericity has a significance value of 0.000. In this case, the KMO value is good because the Bartlett's Test result is less than p-value 0.05. All Measure of Sampling Adequacy (MSA) values are acceptable because each variable has a value larger than 0.05. As an outcome, four variables have been identified for further research. In addition, customer satisfaction has a total Eigen value of 2.934 and is separated into six variables, each having a variance of 48.895 percent. This suggests that these factors could account for 48.895 percent of the variance in variation. Furthermore, the efficiency of every component in the component matrix was greater than 0.05. As a result, these factors are clearly linked to each other.

Table 6 Factor Analysis of Customer Satisfaction

Variables	KMO	Barlett's Test	Approx. Chi-Square	Component		
				Factor Loading	Eigen Values	% Variance
Satisfied with the On-net and Off-net service charges	.832	.000	714.30	.681	2.934	48.895
Satisfied with voice packages and data bundles				.718		
Satisfied with network quality				.734		
Satisfied with the transparency of the billing and services				.720		
Satisfied with the accessibility				.607		
Overall, I am satisfied with the performance of my MNO				.728		

Source: Primary Data

1.7 Inferential Statistics (Correlation):

Correlation between Customer Satisfaction and Product/Services, Price, Distribution/Coverage, Promotion, Tangibles, Reliability, Responsiveness, Assurance and Empathy.

1.7.1 Alternative Hypothesis H_{A1}: There is a significant relationship between telecom products/service and customer satisfaction in the Afghan telecom market.

1.7.2 Alternative Hypothesis H_{A2}: There is a significant relationship between price and customer satisfaction in the Afghan telecom market.

1.7.3 Alternative Hypothesis H_{A3}: There is a significant relationship between distribution/coverage and customer satisfaction in the Afghan telecom market.

1.7.4 Alternative Hypothesis H_{A4}: There is a significant relationship between promotion and customer satisfaction in the Afghan telecom market.

Table 7 below indicates the result of correlation between Customer Satisfaction and Product/Services, Price, Distribution and Promotion. The correlation between telecom products and customer satisfaction: Since the p value is less than 0.05 at 1% level of significance,rejectH_{01} and accept alternative hypothesis H_{A1}. Hence conclude that there is significant correlation between telecom products and customer satisfaction. It is 0.567 which is positive and strongly correlated.

The correlation between price and customer satisfaction: Since the p value is less than 0.05 at 1% level of significance,rejectH_{02} and accept alternative hypothesis H_{A2}. Hence conclude that there is significant correlation between telecom products and customer satisfaction. It is 0.616 which is positive and strongly correlated.

The correlation between service distribution/coverage and customer satisfaction: Since the p value is less than 0.05 at 1% level of significance, reject H_{03} and accept alternative hypothesis H_{A3}. Hence conclude that there is significant correlation between service distribution and customer satisfaction. It is 0.593 which is positive and strongly correlated.

The correlation between promotion and customer satisfaction: Since the p value is less than 0.05 at 1% level of significance, reject H_{04} and accept alternative hypothesis H_{A4}. Hence conclude that there is significant correlation between promotion and customer satisfaction. It is 0.534 which is positive and moderately correlated.

Table 7: Correlations between the dependents and independents variables

Variables		Customer Satisfaction	Products /Services	Price	Distribution / Coverage	Promotion
Customer Satisfaction	Pearson Correlation	1	.567**	.616**	.593**	.534**

	Sig. (2-tailed)		.000	.000	.000	.000
	N	487	487	487	487	487
Products / Services	Pearson Correlation	.567**	1	.669**	.693**	.583**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	487	487	487	487	487
Price	Pearson Correlation	.616**	.669**	1	.661**	.540**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	487	487	487	487	487
Distribution / Coverage	Pearson Correlation	.593**	.693**	.661**	1	.710**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	487	487	487	487	487
Promotion	Pearson Correlation	.534**	.583**	.540**	.710**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	487	487	487	487	487

Source: Primary Data

Conclusion:

The marketing mix is a significant tool for Kabul-based telecommunication service providers to strengthen their marketing strategy, according to the results of factor analysis. The majority of variables are found to be satisfactory, with good correlation to the factors. Product is the most important aspect in the marketing mix, with a KMO score of 0.900. Meanwhile, the KMO score ranges from.832 to.890 for other variables such as price, distribution, promotion and customer satisfaction, which is adequate and has a good correlation with factors.

Furthermore, correlations between the dependents and independents variables, all variables (product, price, distribution and promotion) with customer satisfaction p-values are less than 0.05 at 1% level of significance. Therefore, the research accepts all the alternative hypotheses and rejects null hypotheses. It means that there is a positive strong correlation between marketing mix variables and customers satisfaction.

Finally, the study primarily focused on the four P's (Product, Price, Place, and Promotion), with customer satisfaction in Kabul-based telecommunication service providers. Different marketing and management methods are used by different telecom service providers. As a result, future studies could include Service as one of the criteria. Furthermore, based on the customer's perspective, this research can be more exploratory for any telecommunication service providers.

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