

## **MEASURING THE CUSTOMER SATISFACTION LEVEL OF LED TELEVISION: DHAKA SCENARIO**

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### **ABSTRACT**

LED Television is the invention of modern technology for the replacement of CRT and LCD Television. It is one of the best quality display device which has created a new horizon in home entertainment arena for the people. It has received immense acceptance from people of Dhaka, Bangladesh since its launch. The paper is developed to study about the customer satisfaction of LED Television among consumers of Dhaka city. A total of 15 variables are selected from prior studies and primary data is collected from 68 respondents through survey. Factor analysis is conducted reduce the number of variables and pinpoint effective factors responsible for customer satisfaction. It has been found that ONE, TWO, THREE, FOUR, and FIVE are the key factors. It means the perception factor and judgment factors have taken place like other part of the world. But still few gaps in terms of satisfaction has been identified to address better scenario of customer satisfaction. Further researches are welcome with new variables in new geographic locations. Statistical package SPSS 16 and Excel are used to synchronize the collected data.

**KEY WORDS:** Consumer Satisfaction, LED Television, Factor Analysis, Dhaka