

Understanding Customer Knowledge and Satisfaction With Ncell Services in Chitwan, Nepal

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ABSTRACT

Customer satisfaction indicates the level of customer happiness on the other hand, customer knowledge indicates awareness about product services and usage of the Company's offerings. The ultimate growth and development of cellular service providers like Ncell create challenges to achieve success by satisfying customers. This study aims to investigate customers' knowledge and satisfaction among Ncell users in Chitwan. This study is critical because it contributes to the literature on learning and satisfaction with Ncell services in Chitwan. The study employs descriptive research design by distributing survey questionnaires to two hundred and fifty- two selected through convenience sampling. The survey study was used to collect data because it helps us understand the views and ideas of customers. Descriptive statistics and binary logistics regression is used for data analysis. The findings show that customer knowledge is moderate to high, indicating customers are aware of the services. The study demonstrates that service quality is the most significant determinant of satisfaction, while higher levels of knowledge and expectations can reduce satisfaction if services fail to meet informed users' standards. The study benefit Ncell, which can use these insights to enhance service delivery, educate customers about service features, and align performance with user expectations.

Keywords: *Customer knowledge, customer satisfaction, customer expectancy, experience, opinion*

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1. INTRODUCTION

Customer satisfaction as an experience-based assessment indicates a customer's level of happiness with the company's products and services. It measures whether products or services meet customer expectations not which vary as per their needs, objectives, and past experiences (Dahal, 2019). Customer satisfaction is the core element of service industries that determines the failure, success, and sustainability. Telecommunications is one of the fastest evolving services sectors, which has become a key driver of worldwide economic progress. In Nepal, the rapid growth and development of cellular service providers like Ncell ultimately create a challenge to achieve success by satisfying customers. In many research studies, service quality has been considered a key factor of satisfaction, but recent studies highlight the growing importance of customer knowledge. It indicates awareness about products, services, and usage of company offerings. In telecommunication, it includes awareness about calls, rates, internet data packages, network coverage, and complaint handling procedures. Studies indicate that when customers are aware, they are likely to experience higher satisfaction (Paulrajan & Rajkumar, 2011). Although Ncell has been a dominant player in Nepal's telecom industry, there have been concerns regarding customer dissatisfaction due to fluctuating service quality, pricing structures, and customer support inefficiencies this study aims to investigate customer knowledge and satisfaction among Ncell users in the Chitwan district. It examines the influence of customer knowledge, customer expectations, and service attributes on users satisfaction among Ncell users. This investigation also provides deep insights for telecommunication to enhance customer satisfaction. Previous studies in Nepal and abroad have examined customer satisfaction, mostly focused on service quality, pricing, and loyalty (Paulrajan & Rajkumar, 2011) and corporate social responsibility (Magar et al., 2019). Limited research has focused

on how customer knowledge influences satisfaction in Nepal's telecom sector. Moreover, most studies are concentrated in Kathmandu Valley, leaving a gap in understanding localized contexts such as Ncell users in Chitwan. This study addresses that gap by integrating customer knowledge with expectations and service quality to explain satisfaction outcomes.

2. RELATED WORKS

2.1. Reviews of Theories

A. Expectancy-Disconfirmation Theory

The Expectancy-Disconfirmation Theory (EDT) suggests that customer satisfaction is shaped by comparing what customers expect from a service and how well the service actually performs. In the case of Ncell's services, customers have certain expectations about factors like network coverage, service quality, and pricing based on their prior experiences, advertising, or -information they've received. For example, if a customer expects fast mobile data and Ncell delivers reliable, high-speed service, they will likely feel satisfied. On the other hand, if the network coverage is poor or slow, their expectations will not be met, leading to dissatisfaction (Shrestha, 2020).

B. SERVQUAL Model

The SERVQUAL Model is a prominent tool used to evaluate service quality and its influence on customer satisfaction. This model will help assess how well Ncell performs in these areas and how these factors affect customer satisfaction. Research has shown that customer satisfaction is largely driven by service quality within the telecom sector (Pahari et al., 2017).

2.2 Empirical Review

Niure (2025) analyzed the essential determinants affecting customer satisfaction in Chitwan with reference to Nepal Telecom (NTC). The study employed an analytical and descriptive research design. A structured questionnaire was developed and circulated to one hundred and two respondents, selected using a systematic sampling approach. Statistical Package for the Social Sciences (SPSS)

was used for the data analysis. This research revealed key factors affecting customer satisfaction, including service quality, effective customer support, competitive pricing, and perceived value for money. Sharma et al (2023) investigated the relationship between customer relationship marketing (CRM) and customer loyalty (CL) in the telecommunication industry in Nepal. A descriptive and causal comparative research design has been adopted to identify the main variable. A structured questionnaire was designed and distributed to 450 respondents using a convenience sampling method. Descriptive and inferential statistical analysis techniques were used to analyze the collected data. The study showed that there was a positive relationship between cl and its variables: trust, communication, commitment, and conflict handling. Goet and Kharel (2023) conducted study to determine the level of customer satisfaction with Nepal telecom and Ncell services. A descriptive causal comparative research design has been used to analyze the satisfaction level. A survey questionnaire was distributed to 400 respondents. Using correlation and linear regression, the study assessed the effect of independent variables such as tangibles, assurance, reliability, responsiveness, empathy, convenience, complaint handling, and network quality on dependent variables, which were found to be significant. Dahal (2022) aimed to examine the technological and innovation capabilities of Nepal's cellular telecommunication (NCT) industry. A qualitative method was adopted, collecting data through a survey of customers associated with NCTI. Data for the study were collected from 385 users of Nepal's cellular telecommunication industry. Regression analysis was used for data analysis. Findings revealed a positive association between technological and innovation capabilities. Dahal (2022) investigated the impact of learning and growth performance indicators for achieving the organizational success, with Nepal Telecom

selected as the sample organization and its employees as respondents. The results revealed that Nepalese organizations are still in early stages in the adoption of non-financial metrics.

Shrestha (2021) described five dimensions of service quality - tangibles, reliability, assurance, empathy and responsiveness, as proposed by Parasuraman, Berry and Zeithaml (1991 analyzed the influence of service quality factors, including tangibles, reliability, assurance, empathy, and responsiveness, on customer satisfaction of NTC. The results show positive impacts of service quality on customer satisfaction and customer loyalty.

Adhikari and Chalise (2021) conducted a study to examine the existing performance measurement practices in the Nepalese telecommunication industries. The study conducted using descriptive and analytical research design. A purposive sampling technique and primary data collected using a self-structured questionnaire and telephone interviews. Descriptive statistics was employed to analyze. This study concludes that Performance measurement has been a key managerial instrument in the Nepalese telecommunications industry.

Dahal (2021) employed a descriptive research approach. This study's population included all the global system for mobile (GSM) examined the influence of non-financial customer perception (CP) measures on non-financial organization performance (NFOP) in the Nepalese cellular telecommunication industry (NCTI). The research applied a descriptive approach using structured questionnaire. The total of 385 customers were selected using non-probability sampling techniques. using SPSS and analysis of moment structure (AMOS), the analysis indicates a significant positive relationship between CP and NFOP in the NCTI.

Shrestha and Ale (2020) conducted study to examine the influence of service quality on the perceived performance if Nepal telecom user within Kathmandu. Questionnaire was designed and distributed to 200 respondents using probability



sampling technique. Descriptive and inferential statistics were used for analysis. Findings suggest that customer satisfaction is influenced by customer services, promotional offers, and network coverage. The study Shrestha (2020) explored the link between customer satisfaction and customer retention. The investigation gathered data through structured questionnaires and survey methodology from Bhaktapur, Kathmandu, Lalitpur, Kaski, and Kavre District. Study reveal that all factors of customer satisfaction have a significant and positive impact on customer retention. Magar et al., (2019) conducted study to explore Corporate Social Responsibility (CSR) activities of the different companies for building brands in Nepal. a semi-structured questionnaire distributed to the public using convenience sampling. The results indicate that most of the respondents show positive responses. Dahal (2019) explored the responsible factor of customer satisfaction. This study relied on primary data gathered through a structured questionnaire using a judgmental sampling method, involving 816 customers. A research study investigated essential elements affecting customer satisfaction in Nepal's mobile network services, encompassing pricing and service quality, brand loyalty, corporate responsibility initiatives, network coverage, and customer service and innovation. The research indicated that telecommunications service providers should concentrate on the elements that affect customer satisfaction and emphasize those with a substantial impact on improving customer satisfaction in Nepal's cellular network industry. The study was examined by Pahari et al.(2017) for study, a major challenge facing telecommunication companies is effectively managing their services and enhancing quality, which plays a crucial role in ensuring customer satisfaction. . The study highlights that the majority of the respondent were satisfied with their service provider. .

This research by Arokiasamy and Abdullah (2013) highlights the need for strong relationships between management and customers to ensure long-term sustainability. To achieve this, management should prioritize strategies that enhance customer responsiveness, which in turn can foster greater loyalty. Vranakis (2012) indicate that company image is the main factor affecting not only customer satisfaction, but also perceived value, service quality and customer loyalty. Paulrajan and Rajkumar (2011) indicates that communication and price were most influential and most preferential factors in selecting telecommunication service provider. Turel and Serenko (2006) offers insight and for foundation for future benchmarking of the performance of wireless network operator in terms of user satisfaction and loyalty.

3. METHODS

3.1 Study Design, Sample, and Population

This study employed a descriptive research design to explore how customer knowledge, expectations, and service quality influence satisfaction with Ncell services in Chitwan. A total of 252 responses were collected through convenience sampling from Ncell users, enabling an efficient exploration of customer perceptions and behaviors.

3.2 Method of Data Collection and Analysis

Primary data were gathered via a structured survey, and descriptive statistics were used to summarize customer responses. Binary logistic regression was applied to assess the impact of customer knowledge, expectations, and service quality on satisfaction. Reliability was assessed using Cronbach's alpha, with values of 0.891 for customer expectations, 0.821 for service quality, and 0.769 for customer knowledge, indicating acceptable reliability for further analysis (Goet & Kharel, 2023).

Table 1: Reliability check

Factors	Items	Cronbach's Alpha	Decision
Customer Expectation	5	0.891	Reliable
Service Quality	5	0.821	Reliable
Customer Knowledge	5	0.769	Reliable

3.3 Theoretical Background

The study is grounded in Kano et al. (1996) model of customer satisfaction, focusing on the relationship between customer expectations, service quality, and customer knowledge. This theoretical approach underscores the importance of understanding customer perceptions and experiences in shaping overall satisfaction with services.

4. RESULTS

4.1. Descriptive analysis

This section presents the results and analysis of the descriptive statistics of the variables under investigation in tabular formats.

Table 2: Demographic Profile and Service Usage Duration of Respondents

Variables	Categories	Respondents	Percent
Gender	Male	120	47.6
	Female	132	52.4
Age	Below 18	105	41.7
	18-25	111	44.0
	26-35	22	8.7
	36-45	5	2.0
	46 and above	9	3.6
Education Level	Primary	3	1.2
	Secondary	62	24.6
	Higher-Secondary	118	46.8
	Undergraduate	36	14.3
	Bachelor's Degree	23	9.1
Occupation	Other	10	4.0
	Student	193	78.5
	Employed	23	9.3
	Self-employed	21	8.5%
	Unemployed	5	2.0%
	Retired	4	1.6%
Duration of service usages	Others	0	0.0%
	3 Months to 1 year	66	26.2%
	1-3 years	88	34.9%
	More than 3 years	98	38.9%

The study's sample comprises 252 participants. The gender distribution indicates a slight female majority with 52.4% of females and 47.6% male participants. There is a notable predominance of youth: 85.7% are below 25 years, and only 14.3% were above 26 years old. In terms of education majority of respondents have completed higher secondary (48.6%), whereas as only 9.1% had a bachelor's degree. Similarly, most of the respondents are students (78.5%) and 1.6% represented the retired respondents. Regarding the duration of usage. Most of the respondents had been using Ncell services for more than three years (38.9%), and only 26.2% are relatively new users (Table 2).

Table 3: Summary of mean and standard deviation

Variable	Mean	SD
Customer Expectation	4.20	0.85
Service Quality	3.21	0.84
Customer Knowledge	3.57	0.84

Findings shows that customer expectation is high with the mean score of 4.20. In the same way, service quality is moderate, with a mean value of 3.21, indicating moderate satisfaction towards Ncell services. Likewise, the mean score of customer knowledge, 3.57, indicates that customers have moderate to high knowledge (Table 3).

Table 4: Model Fit Summary

Omnibus Tests of Model Coefficients			Model Summary		
Chi-square	df	P-value	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
53.569	3	<0.001	271.233 ^a	0.192	0.264
53.569	3	<0.001			
53.569	3	<0.001			

The fitness of the logistic regression model is evaluated to assess the linkage between customer expectation, service quality, and customer knowledge on satisfaction with Ncell service. The test results suggest that model is significant (Omnibus $\chi^2 = 53.569, p < 0.001$) and explained approximately 26% of the variance in customer satisfaction (Nagelkerke $R^2 = 0.264$). The cumulative classification accuracy



of the model is 73.8% (Table 4), which indicates that the logistic regression model provides a reasonably good fit to the observed data (Sperandei, 2014).

Table 5: *The Logistic Regression Coefficients P-values for significance test with odds ratios*

Predictor	B	OR	P-value
Customer expectation	0.361	1.435	0.47
Services quality	1.011	2.749	<0.01
Customer knowledge	0.424	1.528	0.30
Constant	-5.489	242.136	<0.01

This table show the results of binary logistic regression analysis that examine the factors influencing customer satisfaction. All the variable have a p-value below the 0.05 confirming that they are statistically significant. Among them service quality is the strongest predictor of customer satisfaction with the coefficient value (B=1.011, $p < 0.001$) indicating a highly significant positive relationship. The odds ratio 2.749 explain that with a unit increase in service quality, the odd of customer satisfaction increase by 2.75times. In the same way customer knowledge also has a significant positive relationship with the odd ratio 1.528. This mean that as customer knowledge increase, users becomes 1.5 times more likely to evaluate service performance. Although customer expectation remains statistically significant, its odds ratio 1.435 implies that satisfaction increases when expectation matches actual service quality.

5. DISCUSSION

The findings reveal that service quality is the most important factor influencing customer satisfaction. The results show that with every unit increase in service quality, the chance of a customer being satisfied increases by nearly 2.75 times. This finding is in line with previous research by Goet and Kharel (2023), who found that service quality is the major driver of satisfaction for mobile users in Nepal. Since the service quality score in the survey was moderate, but the expectation was high, it clearly indicates that when Ncell improves its

network and services, it directly leads to happier customers. This supports the SERVQUAL model, which states that better service performance leads to higher satisfaction levels. In the same way, the study reveals that customer knowledge has a positive and significant effect on satisfaction. The analysis indicates that as customers learn more about the products and services, they are about 1.5 times more likely to be satisfied. This supports the findings of Paulrajan and Rajkumar (2011), who proposed that aware customers are pre-critical about the service performance. Likewise, customer expectation was found to be a significant predictor of satisfaction. According to the Expectancy-Disconfirmation Theory, which explain satisfactions directly influenced by the disconfirmation of beliefs and perceived performance (R. Shrestha & Bahadur Ale, 2020). The study reveal customer have high expectations with a mean score of 4.20. however there is a notable gap between high expectations and actual services delivered aligning with (Dahal, 2019).

6. CONCLUSION

The study concluded that Ncell users in Chitwan district retain a moderate to high level of customer knowledge, with the majority of young students who are well aware of the service features, packages, and usage. However, there is a noticeable gap between expectation and actual service received. Likewise, regarding the influencing factors, service quality has the strongest impact on overall satisfaction, indicating that network reliability, speed, and overall performance are of prime importance to the users. Furthermore, customer knowledge was found to be a significant positive influencer, suggesting informed users are more likely to evaluate the service performance. Therefore, Ncell must move beyond basic awareness and focus on actual service reliability.

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