

Marketing-Mix and Customer Satisfaction in MTN Rwanda-cell: Kicukiro District, Rwanda

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Abstract: This study aimed at finding out the contribution of marketing-mix on customer satisfaction. An analysis of data collected by means of self-administered questionnaires to 164 respondents revealed that there was an inverse relationship between marketing-mix and customer satisfaction ($r = -0.082$). Though most of the MTN marketing plan has progressively increased the satisfaction of its subscribers, many other measures were to be taken. This study suggests that reducing price per second would be one of the keys to attract and maintain customers. The marketing initiative to put in the market cheaper and affordable handsets not only Nokia, would ensure easy access to MTN products/services. Increasing the willingness to understand customers would continue to positively impact on customer satisfaction of MTN Rwanda-cell. In order to remain the market leader in the telecommunication industry in Rwanda, MTN Rwanda-cell has to thoroughly revise its marketing policy minding that the market is overflowing competitors of higher caliber like TIGO.

Keywords: Marketing, Marketing-mix, Customer, Customer Satisfaction