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Research Article

Role of Service Quality and Product Differentiation in Customers Satisfaction

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Abstract

For businesses to thrive, customers must be satisfied. As a result, the researchers concentrate on customer satisfaction in a select few private companies in Kabul. The Hayat Group of Companies study looked at the relationship between customer satisfaction and product differentiation and service excellence. 73 participants provided quantitative cross-sectional data. Most survey participants concurred that customer satisfaction is influenced by product originality and service excellence. Product differentiation and service quality have a relatively favorable correlation with customer satisfaction. The experts advise management of the Hayat Group of Companies to enhance product innovation and quality. Second, the researchers recommend that the Hayat Group of Companies prioritise and put in place methods for evaluating service quality in order to satisfy customers.

Keywords: Customer Satisfaction, Hayat Group, Product Differentiation, Service Quality.

Background of the Study

Nguli (2016) contends that assessing customer happiness is impracticable without acknowledging its essential components. A telecom business's customers' satisfaction levels are affected by several things, both inside and outside the organisation. Internal business events have an effect on how happy customers are. There are things that Hayat Group of Companies can't control that affect how happy customers are. A telecommunications company's products, management, and customer service all affect how happy and loyal a customer is. Internal problems have a big effect on how well telecom companies work and how happy their customers are. The two sets of criteria include ways to improve service and ways to make products stand out from the competition.

According to Auka, Bosire, and Matern (2013), a service company's competitiveness is greatly influenced by the quality of its offerings. Providing excellent customer service can make a Hayat Group business stand out. Customers will not purchase or retain the telecom provider's services or goods if this condition is not satisfied. Because the Hayat Group of Companies provides superior services, customers will continue to remain loyal to them. Clients that receive excellent service feel content and powerful. In order to boost performance and promote growth, managers in the fast-paced and cutthroat telecommunications sector must devise strategies to differentiate their goods. The telecom and ISP sectors have contributed a minor portion of the company's expansion. The majority of marketers and consumer researchers have believed that customer satisfaction is a significant theoretical and practical concern for the past forty years. Total customer satisfaction, according to Bitner and Hubber (1994), is a comprehensive assessment of a business's performance in relation to the standards established by various interactions between consumers and enterprises. Business scholars have been studying customer satisfaction and customer-focused firms since the beginning of the "customer service revolution" almost two decades ago. Commercial advisors, businesses, and other groups have always been able to determine what makes an organisation excellent at providing excellent customer experiences. Additionally, they have established feedback-based systems for continuous quality improvement and enhanced their techniques for gauging consumer

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satisfaction. Despite specific research by and for the corporate world, customer service and satisfaction are not exclusive to the private sector (Gatari, 2016).

Customer satisfaction is crucial in the global economy, as dissatisfied customers may be unable to seek assistance (Gatari, 2016). Narteh and Kuada (2014) assert that telecommunications companies may provide exemplary customer service only if they have established regulations, standards, and procedures for service quality. The calibre of services significantly influences consumer satisfaction. Munari et al. (2013) assert that the industry evaluates the Hayat Group of Companies' client interactions based on customer satisfaction levels. Consequently, telecommunications companies regard customer satisfaction as a critical component of their management strategy. An enterprise in Afghanistan cannot thrive without providing exceptional customer service. Three years ago, customers stated that their sole motivation for engaging with the Hayat Group of Companies was its financial stability. Currently, they exhibit a heightened interest in the products and services provided by their telecommunications provider. It is essential to recognise that financial stability is a significant element for more than 25% of Afghan clients, despite being the second most critical reason for maintaining an account with the Hayat Group of Companies. The increase of 2.5 percent in individuals citing financial stability as a criteria from 2013 to 2016 necessitates modifications to certain aspects of the company's structure. The migration of individuals away from financial stability indicates the strengthening of Afghanistan's markets and regulatory framework. This is also propelled by increased competition among providers and a heightened awareness of consumer rights, primarily stemming from effective national financial inclusion initiatives. Afghans residing overseas returning home and business travellers possess elevated expectations for their telecommunications providers. This indicates that telecommunications firms in Afghanistan possess significant ability to differentiate themselves from competitors by providing exceptional customer service. This should assist the organisation in retaining existing clients and acquiring new ones. Nearly one-third of individuals contemplating a change in telecom providers indicated that service quality was significant to them (KPMG, 2016).

Dissonance theory was first introduced by Festinger in 1957. According to this notion, buyers base their evaluation of a product's performance on their expectations. By making sure that what they expect from a product matches what they receive, customers try to lessen cognitive dissonance. If the products fall short of the customers' expectations, they will not be happy. The consumer will modify their perception of the product's effectiveness in order to ease this strain. In 1963, Carl Smith and Aronson created the notion of negativity. It was a quite significant idea. According to this theory, subpar performance results in self-loathing and the creation of "negative energy." The extent of the gap was inversely correlated with the enjoyment and emotional reactions connected to a good or service. Relevant to the current study is the theory's examination of the variables affecting customer satisfaction in commercial telecoms companies. To keep clients and boost revenue, Hayat Group of Companies employees must meet or surpass client expectations.

Problem Statement

Numerous researchers and specialists from around the globe have discussed the significance of customers. A financial organization's prosperity is contingent upon its customers, who are its lifeblood. In this situation, consumers are not limited to a single perspective. The telecommunications industry should not presume that its consumers will "depart" and should not take their safety and future security for granted. The telecom industry is currently prioritising customer satisfaction, loyalty, and repeat business for the following reasons. Despite the fact that numerous carriers are striving to enhance their customers' satisfaction, there is still evidence that customers' satisfaction is influenced by concerns regarding the quality of their service and the uniqueness of their products. These, in conjunction with the telecom company's ethos and consumer feedback, have contributed to the retention of Hayat Group customers. The primary goal of the investigation is to evaluate the extent to which the satisfaction of customers is influenced by the emphasis of private firms on service excellence and product innovation.

Purpose of the Study

The purpose of this study is to establish factors that Affecting customer satisfaction in Hayat Group of Companies.

Research Objectives

1. To evaluate the influence of service quality on customer satisfaction in Hayat Group of Companies.
2. To examine the effect of product differentiation on customer satisfaction in Hayat Group of Companies Mazar-e-Sharif.

Research Questions

1. To what degree service quality influence customer satisfaction in Hayat Group of Companies Mazar-e-Sharif?

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2. To what degree does product differentiation in Hayat Group of Companies influence customer satisfaction?

Scope of the Study

The Hayat Group of Companies will be the primary focus of this poll, with an emphasis on consumer satisfaction. In 2025, this investigation will be implemented as a cross-sectional survey. The study will be conducted in Kabul with a primary concentration on the Hayat Group of Companies Mazar-e-Sharif.

Significance of the Study

One purpose of the study is to investigate the factors that influence how satisfied consumers are with the Hayat Group of Companies. To ensure that clients in Mazar-e-Sharif are satisfied with the Hayat Group of Companies' services, the company may develop, test, and implement policies and procedures that are consistent with what the study discovered. This include the marketing staff, key stakeholders, and management. Other firms may investigate what makes consumers happy at the Hayat Group of Companies in Mazar-e-Sharif in order to boost customer happiness in their own operations.

Literature Review

Johnston (1995) asserts that service excellence depends on customers' perceptions of a company's offerings. Moreover, it is essential to incorporate service quality into a continuous improvement framework by surpassing and fulfilling client expectations (Lloyd-Walker and Cheung, 1998). Lloyd and Cheung assert that the service quality would not only meet but exceed the client's expectations and requirements if a continuous improvement process is employed. The definition of "quality" has significantly transformed due to the profits produced in the past. The term "quality" derives from the Latin word "qualitates," which signifies "the attributes of an object or individual." Historically, excellence was linked to precision and perfection. Quality is a critical concern that we consider daily. The majority of individuals regard quality as a strategic tool for businesses. Furthermore, it is essential to evaluate the quality of service organisations, as they must always enhance their products and service organisations. This resource assesses the advancement of quality and lays the foundation for future enhancement (Al Dararkah, 2002).

It has been suggested by Gronroos (1990) that customers evaluate telecommunications firms based on their capacity to communicate successfully, build relationships with other people, and establish rapport with other people. According to Bloemer et al. (1998), the quality of service is evaluated by calculating the difference between the actual delivery of the service and the expectations of the telecom company before to the encounter. As indications of service excellence, Parasuraman advocated for the utilization of tangibles, certainty, responsiveness, empathy, and reliability within the service industry. According to Parasuraman et al. (1988), these characteristics are the main building blocks for determining the quality of the service. There is a correlation between service delivery and tangibles, responsiveness, assurance, and empathy, according to Parasuraman et al. (1991a). On the other hand, service outcomes are connected with dependability. When it comes to the process of acquiring a service, customers consider a variety of factors in addition to reliability and correctness. The difference between the perceived availability of a service and its real availability under the circumstances in which customers require it is referred to as service reliability. The reason for this disparity is commonly linked to the fact that companies may provide particular services to their customers, but they are unable to guarantee that these services will be accessible at all times (Consuegra, Molina, & Esteban 2008). The term "responsiveness" was coined by Gritti and Foss (2010), who defined it as the process of swiftly adjusting to the needs and requirements of the consumer in a manner that is in line with their expectations and is well-planned. According to Gupta and Dev (2012), the term "responsiveness" refers to the actions that are specifically planned by a company in order to guarantee that the expectations of the client are met on time. In order to accomplish this, it is necessary to immediately reply to the requests and concerns of customers.

Jiang and Wang (2008) characterize "assurance" as the capacity to engender trust and confidence in customers. The term "competence" is commonly utilized by telecommunications companies to evaluate the quality of their services. Arasli, Smadi, and Katircioglu (2009) indicate that the Hayat Group of Companies can cultivate client trust by employing individuals who possess both qualifications and expertise in delivering essential services. Jayaraman, Shankar, and Hor (2010) employed the term "tangibility" to characterize the physical attributes of a product or service. The physical attributes of the Hayat Group of Companies encompass the structure, lobby, office furnishings, and aesthetic of its corporate locations, along with the accessibility of these sites. Rahman (2014) posits that empathy is a form of compassion directed towards another individual. Furthermore, empathy is described as the capacity to comprehend and share in another individual's experiences while also assisting them in achieving emotional relief.

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Research Design

Epetimehin and Ekundayo's (2011) research design serves as the foundation for the study that a researcher conducts. This encompasses the processes and standards that are utilized in order to ascertain the suitable quantity of data for the intended research. The investigation that is being conducted will serve as an expository probe. Additionally, it enables the collecting of data through the utilization of both descriptive and inferential statistics, which in turn supports objective analysis. Individuals, events, and conditions are identified through the use of descriptive research. Customer happiness serves as the dependent variable, while product distinctiveness and service quality, which are independent factors, are the independent variables. The investigation makes use of quantitative methods in addition to cross-sectional and longitudinal data. In their 2014 article, Copper and Schindler define a study population as a collection of objects or elements that are used as the foundation for a statistical sample. According to Saunders et al. (2014), a study population is defined as the complete collection of things and components from which a researcher intends to draw conclusions. It is the primary branch of the Hayat Group of Companies that is the focus of the research that is being conducted for the company's customers. Due to the lack of openness that exists inside the Hayat Group of Companies, it is difficult to precisely identify the number of clients, which in turn makes it impossible to collect data from the entire population.

3.2.1 Sample Size

A Sample size is the sample unit that proportionally represents the entire population. (Copper & Schindler, 2014). According to the nature of the target population where numbers of the target population are many, a sample will be taken.

Sampling criteria

Due to the limited awareness of the business, client accounts established post-2017 will be excluded from the sample. Account holders from other nations will be excluded from the sample due to the limited availability of their services. Researchers may employ the Cronbach's population proportion calculation to determine the requisite sample size when the population size is unknown and the precise sample size cannot be ascertained. The population percentage method may be employed when the exact population size cannot be determined. Mensah (2014) contends that the standard normal deviation set can be utilized to determine the sample size necessary for precise percentage estimations at a 95% (1.96) confidence level.

Table 3.1: Sample Distribution

Hayat Group of Companies	Sample
Customer Service Sector	36
Service Quality Sector	37
Total	73

3.2.2 Sampling Technique

A sampling strategy is the process by which a researcher selects or identifies the specific sample units that will serve as the respondents for the study, as defined by Cox and Hassard (2010). A non-probability sampling procedure, purposive sampling, was implemented in this investigation. The sampling method was employed by the researchers to identify individuals within the target group who provide correct data or information. Purposive sampling is implemented by researchers to identify community members who they anticipate will furnish trustworthy information from their personal experiences (Essays, UK, 2013).

Research Instrument

Research tools used to collect initial data include inventories, structured interview protocols, surveys, and evaluations (Seaman 1991). Polit and Hungler (1997) state that surveys are a way to gather data about people's feelings, opinions, knowledge, and beliefs. Walter Nyariki Ongoto (2010) and Eva Nyawira Gatari (2016) validated a questionnaire that would be used in this research.

3.3.1 Validity and Reliability of the Instrument

The dependability of an instrument denotes its reliability in quantifying a variable (Mugenda & Mugenda, 1999). For validation, it is important to show that a tool's questions and items accurately measure the skills and attributes it claims to measure (Mutai, 2000). This data tool makes it easier to understand the goals and problems of the study. The researchers will carefully evaluate the content validity index of the questionnaire. Horgas, Yoon,

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Nichols, and Marsiske (2008) characterize content validity as the degree to which an instrument accurately reflects the subject matter through the selection of relevant elements. We will use a Cronbach's alpha value of 0.7 to check how reliable the study is.

3.4 Data Collection Methods

To gather primary data, researchers used closed-ended, structured questionnaires. According to Cox and Hassard (2010), research questionnaires are a way to collect data from study participants by asking them structured questions. According to Copper and Schindler (2014), questions in a closed structured questionnaire have predetermined parameters or a limited range of Likert scale options for respondents to choose from. A four-part questionnaire was sent out by the study's researchers. While Section 2 examines the relationship between customer satisfaction and service quality, Section 1 examines demographic data. How does customer satisfaction relate to product differentiation? We will learn in Section 3. The study's dependent variable, customer satisfaction, will be the main focus of the data collection in Section 4. A five-point Likert scale will be used to ask participants to rate their agreement with the following statements: strongly disagree, disagree, agree, natural, or strongly agree.

Demographic Information

There are five parts to this section that include background information about the study's subjects. Based on their age, gender, level of education, and job status in the telecom industry, the participants are divided into four groups. The respondent's principal telecom provider is the last demographic variable. In order to determine the demographics of the study's subjects and their geographic dispersion, this contextual data was used. You can see how these things are distributed in the table below.

Table 4.1.1: Demographic Information

VARIABLE		Frequency	Percentage
Gender			
	Male	73	100%
	Female	0	0%
	Total	73	100%
Age			
	Less than 30 years	40	55%
	Between 30-34 years	18	25%
	Between 35-39 years	13	18%
	Between 40-44 years	1	1%
	Over 45 years	1	1%
Total		73	100%
Educational level			
	Primary school level	0	
	Secondary school	3	4%
	First degree	47	64%
	Masters	21	29%
PhD		2	3%
Others		0	0%
Total		73	100%
Which Sector Are You Member Of?			
Customer Service Sector		33	45.2%

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Service Quality Sector	28	38.4%
Both	12	16.4%
Total	73	100%
Main Hayat Group of Company		
Salaam Somali Hayat Group of Company	42	57.5%
Premier Hayat Group of Company	31	42.5%
Total	73	100%

Table 4.1.1 shows that around half of the people who answered were men and about half were women. Even yet, the little difference between men and women shows that both groups are well represented. Table 4.1.1 shows that 55% of the people who took part were under 30, 25% were between 31 and 34, and 18% were between 35 and 39. Only 1% of responders were 45 years old or older, and another 1% were between 40 and 44 years old. The fact that most of the people who answered were under 30 shows that telecommunications companies get the most business from young people. Table 4.1.1 shows that 64% of the people who took part had bachelor's degrees, 29% had master's degrees, 4% had finished high school, and 3% had doctorates. According to Table 4.1.1, 45.2% of the people who took part were clients of Salaam Somali Telecom Company. 38.4% of the people who took the poll worked for Premier Telecom Company. Still, 16.4% of the people who took part used both phone companies.

Table 4.1.2: Reliability Analysis

Variable	Cronbach's Alpha	Items
Service Quality Dimensions		
reliability	**0.777**	5
assurance	**0.860**	4
Responsiveness	**0.775**	4
tangibility	**0.741**	4
empathy	**0.780**	5
Product Innovation	0.710	4
Customer Satisfaction	0.704	3

Items on the surveys were designed to be answered using Likert scales. For this reliability study, we used SPSS Version 19 to determine Cronbach's alpha. The reliability of variables produced from dichotomous and/or multi-point structured surveys or scales is assessed using the alpha coefficient, which ranges from 0 to 1. The reliability of the scale improves as the value increases. As stated by Cooper and Schindler (2008), a dependability value of 0.7 is considered "sufficient." Table 4.1.2 displays the Cronbach alpha values for multiple characteristics of service quality, including reliability (0.777), tangibility (0.741), assurance (0.860), responsiveness (0.775), empathy (0.780), and assurance overall. Despite removing one item, the Cronbach's alpha for the product innovation scale is still 0.71. Two items were removed and one was improved, resulting in a Cronbach's alpha for customer satisfaction of 0.704.

Data Presentation and Analysis

Descriptive Analysis		Mean	Std. Deviation
Hayat Group Meets Their Promised Time-Frames For Customer Responses	Agree	3.56	0.054

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Hayat Group of Company Is Sympathetic And Reassuring, When A Customer Has Problems	Agree	3.53	0.081
Hayat Group of Company Is Dependable	Agree	3.56	0.258
Hayat Group of Company Services At The Times Promised	Neutral	3.47	1.156
Hayat Group of Company Has Accurate Records	Agree	4.21	.942
Overall Mean	Agree	3.66	0.4994

Table 4.2.1: Service Quality Dimension (Reliability)

Table 4.2.2: assurance

Descriptive Statistics			
	interpretation	Mean	Std. Deviation
Hayat Group of Company Employees Should Be Trustworthy	agree	3.59	0.116
Hayat Group of Company Customers Should Feel Safe When Transacting With Employees	Neutral	3.47	1.156
Hayat Group of Company Employees Should Be Polite	agree	3.58	0.154
Employees Should Get Adequate Support From The Hayat Group of Company To Do Their Job Well	neutral	3.48	0.948
Mean Index	**agree**	**3.53**	**0.5935**

Table 4.2.3: Responsiveness

Descriptive Statistics	**Interpretation**	**Mean**	**Std. Deviation**
Hayat Group of Company Is Expected To Tell Customers Exactly When The Service Will Be Performed	Agree	3.52	1.156
It Is Reasonable To Expect Prompt Service From Hayat Group of Company Employees	Agree	3.53	1.107
Employees Are Always Willing To Help Customers	Agree	3.59	1.116
It's Not Okay To Be Too Busy To Respond Promptly To Customer Requests	Neutral	3.01	1.264
Overall Mean	Neutral	3.4125	1.16075

Descriptive Statistics
Table 4.2.4: Tangibility

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	Interpretation	Mean	Std. Deviation
Hayat Group of Company Has Up-To-Date Equipment	**Neutral**	3.48	1.291
The Companies Physical Facilities Are Visually Appealing Employees Well-Dressed/Neat	**Agree**	3.51	0.102
Appearance Of The Physical Facilities Of The Hayat Group of Company Are Consistent With The Type Of Service Industry	**Neutral**	3.45	0.156
Good Company Halls And Offices Has Enhanced My Satisfaction With The Hayat Group of Company	**Neutral**	3.41	0.284
Mean Index	**Neutral**	**3.4625**	**0.45825**

Table 4.2.5: Empathy

Descriptive Statistics			
	interpretation	Mean	Std. Deviation
Hayat Group of Company Should Be Expected To Give Each Customer Individualized Attention	Neutral	3.45	1.131
Hayat Group of Company Employees Should Be Expected To Give Each Customer Individualized Attention	Agree	3.58	0.066
It Is Realistic To Expect Employees To Fully Understand The Needs Of The Customer	Neutral	3.47	1.074
It Is Reasonable To Expect Employees To Have The Best Interests Of The Customer At Company	Neutral	3.49	0.144
Hayat Group of Company Has To Operate At Hours Convenient To All Customers	Agree	3.53	0.324
Mean Index	**Agree**	**3.504**	**0.684**

Table 4.2. 6: Service Quality

Service Quality Dimension	**Mean**	**Interpretation**
Reliability	3.66	Agree
Assurance	3.53	Agree
Responsiveness	3.4125	Neutral
Tangibility	3.4625	Neutral
Empathy	3.504	Agree
Overall Mean	**3.514**	**Agree**

Reliability, certainty, responsiveness, tangibleness, and empathy are all critical components of high-quality services that increase customer satisfaction. Descriptive information is shown for a number of qualities in Table 4.2.6. This was achieved by asking the participants a number of questions pertaining to the main subject of the study. Consequently, we developed a set of questions to gauge respondents' perceptions of the study's primary objective. For the initial dependability evaluations, a mean score of 3.66 and a standard deviation of 0.4994 were

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used. Therefore, customer satisfaction is influenced by the reliability average and standard deviation. With a standard deviation of 0.5935, the assurance statement had an average score of 3.53 out of 5. The majority of respondents (mean rating of 3.53) believed that assurance was beneficial since it significantly impacted how satisfied customers were. The tangibility claims had an average of 3.4625 and a standard deviation of 0.45825. Accordingly, the majority of survey participants believe that tangibility has little bearing on customer satisfaction. According to the fourth item, respondents' average empathy score was 3.504, with a standard deviation of 0.684. Consequently, the majority of respondents believed that empathy had some bearing on how satisfied customers were. According to the respondents, the responsiveness claims had an average score of 3.4125 and a standard deviation of 1.16075. Because of this, the majority of survey respondents were unclear about this specific topic.

Table 4.2. 7: Product Differentiation

Descriptive Statistics			
	Interpretation	Mean	Std. Deviation
Re-Design Product Line Up	Agree	3.53	0.186
Customized Services For High Net Worth Clients	Agree	3.48	1.07
Introduction Of Product Variety	Agree	3.52	0.245
Mean Index	**Agree**	**3.51**	**0.5003**

You can see the correlation between product uniqueness and happy customers in the table below, which displays descriptive statistics. A battery of questions pertaining to the primary study problem were administered to participants in order to accomplish this goal. To get a feel for their thoughts on the study's aims, we asked them pointed questions. The product difference claims had an average grade of 3.51 and a standard deviation of 0.5003. This demonstrates the impact that various products can have on consumer satisfaction.

Table 4.2.8: Correlation Analysis

Variables	Service Quality	Product Differentiation	Customer Satisfaction
Service Quality	1	0.884	0.568
Product Differentiation	0.884	1	0.282
Customer Satisfaction	0.568	0.282	1

The correlation coefficient between customer satisfaction and service quality is 0.568, as seen in the table above. This demonstrates a moderate relationship between customer happiness and service quality. Customer satisfaction is influenced by service quality, as demonstrated below. A weak positive correlation exists between product differentiation and customer satisfaction (r=0.282), showing a link between the two variables.

4.3 Major Finding

The purpose of this research was to determine the elements that lead to consumer satisfaction with commercial telecom businesses by analyzing a subset of telecoms providers in Kabul, Afghanistan. The purpose of this investigation was to accomplish two goals. One of the secondary goals was to investigate the impact that product differentiation has on customer satisfaction, while the primary objective was to get a better understanding of how the quality of the service affects customer satisfaction. According to Tables 4.2.6 and 4.2.8, the majority of respondents are in agreement that delivering high-quality service has a substantial influence on the level of satisfaction experienced by customers. The outcomes of the study, which include a significant mean average, are in complete agreement with the aims of the study. Given that the items were clearly differentiated from one another, the outcome was greatly impacted, as seen by the mean score of 3.51. There is a high correlation between the quality of service provided and the level of satisfaction experienced by customers, as indicated by the mean score of 3.5104, which is comparable to the original mean index of 3.51. Because of the high quality of the

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products and services that commercial telecom providers in Kabul offer, customers have expressed their contentment with these providers. With a value of roughly 0.568, the correlation analysis demonstrated that there is a strong connection between the quality of service provided and the satisfaction of the customer. There was a weakly positive association between product differentiation and customer happiness, as indicated by the correlation coefficient of 0.282 between the two variables.

Discussion

In order to find out what makes commercial telecom providers in Kabul happy, the researchers in this study choose a specific group to explore. Product uniqueness, CRM, IT, customer feedback, company culture, service quality, service delivery, and corporate culture are all factors that impact customer happiness. During the planning stages, the study had two main aims. Our major goal in doing this research was to find out how happy customers were with the service they received from commercial telecommunications companies in Kabul, Afghanistan. Examining how commercial telecoms companies' use of product differentiation affects customer happiness is a secondary goal of the Kabul study. With a high mean average shown by the data, the study accomplished its goals. On average, the product differentiation index was 3.5104 and the service quality index was 3.51. This proves that these elements were all crucial. Customers are more likely to be satisfied with Kabul's commercial telecommunications companies if they receive high-quality services and goods. There is a strong relationship between the quality of the service and the contentment of the consumers, as indicated by the correlation value of about 0.568. There was a small but positive relationship between product differentiation and customer satisfaction (r=0.282), suggesting that the two variables were related. Similar results were obtained by Nguli (2016) and Awuor (2014), which supported the study's findings. Among Kitui, who stand in for Kenya's commercial cellular providers, the average index was similar. Consumer satisfaction was found to be significantly impacted by service quality rather than product innovation, according to the study. Each poll taker had unique experiences with different telecom providers, came from a different cultural background, and had the chance to travel to different places.

Conclusion

For an organization to function, it must have satisfied customers. As a result, most of the study's work is focused on finding out what makes people happy with certain private businesses in Kabul. The main goal of the study was to find out how the quality of service and the uniqueness of Hayat Group of Companies' products affected customer satisfaction. The findings indicate that most participants believe that product differentiation and outstanding service increase consumer satisfaction. The correlation analysis showed that there is a strong positive link between service quality and customer contentment. However, the link between product uniqueness and customer satisfaction is only somewhat positive. In the end, the study team will tell the Hayat Group of Companies' industry management to make their products better and more innovative. The second point is that the researchers say that the Hayat Group of Companies should put service quality first and set up procedures to keep an eye on it to make sure customers are happy.

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Conflict of Interest

The authors affirm that no conflicts of interest are linked with this publication. The research was conducted autonomously without financial or non-financial assistance from external entities.

Author Contribution Statement

The author meticulously crafted the study, devised the methodology, executed the investigation and data analysis, composed the original manuscript, and undertook the review and editing of the document. The author autonomously executed every aspect of the research and the development of the manuscript.

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