

YANGON UNIVERSITY OF ECONOMICS
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DETERMINANTS OF CUSTOMER SATISFACTION
TOWARDS BROADBAND SERVICE IN YANGON

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MBA II-74

MBA 23rd BATCH

DECEMBER, 2019

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ACADEMIC YEAR (2017 – 2019)

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A thesis submitted to the Board of Examiners in partial fulfilment of the requirements for
the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**Determinants of Customer Satisfaction towards Broadband Service in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

The purpose of this study is to explore customer satisfaction towards broadband service in Yangon. The influence of service quality on customer satisfaction and the relationship between customer satisfaction and their loyalty on broadband service are examined in this study. According to the results of the study, customers are not satisfied with Broadband service in Yangon and this fact can be contributed by the low scores of customer perception on reliability, responsiveness and empathy dimensions of service quality. The result of the study highlights that tangible, reliability and empathy dimensions of service quality are main influencing factors on customer satisfaction. The study also shows that customer satisfaction on equitable service, ample service and progressive services have mainly affected their loyalty. In order to improve customer satisfaction, the provider needs to use good quality materials and equipment, provide the promised service and pay attention to the needs and wants of the users. To maintain the current users, the provider should offer consistent internet speed, set fair price for the service, offer variety of Internet service and always try to improve all quality dimensions of Broadband services.

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LIST OF ABBREVIATIONS

ACS	Australian Computer Society
FTTH	Fiber to the Home
ICT	Information and Communications Technology
ISDN	Integrated Services Digital Network
ISP	Internet Service Provider
ITU	International Telecommunication Union
LTE	Long-Term Evolution
MoTC	Ministry of Transport and Communications
OECD	Organization for Economic Co-operation and Development
PSTN	Public Switched Telephone Network

CHAPTER 1

INTRODUCTION

In the today's competitive world, many people widely accepted the fact that the modern economy cannot thrive without information technology and telecommunications. The importance of information and communication technology (ICT) is undeniable since it is applied in various fields for better achievement and development. The culture of telecommunications has changed briskly as the era of union between broadband Internet, wireless networks, and the content sector are entering. Broadband is often considered as a key to enhance competitiveness of an economy and sustaining economic growth (OECD, 2001, 2002). The governments around the world are committed to extending broadband network to their citizens with the belief that it will contribute to the development of economic and social sector.

Broadband can be called the wide bandwidth data transmission that transports multiple signals and traffic types. The Coaxial cable optical fiber, radio or twisted pair can be the medium for the transmission. Broadband is a rapid Internet get to that is consistently on and quicker than dial-up access over customary simple or ISDN PSTN administrations. According to the International Telecommunication Union (ITU) definition, broadband refers to an Internet connection speed of 256 Kbps or higher as the total throughput in both, download and upload, directions. Becta (2003) defined broadband as high-speed symmetrical service, permitting fast in and outbound data capacity. Dwivedi et al. (2007) characterize broadband as an important enabling technology in the networked society which can support the economy of countries at a national level and can also help to improve the lives of their citizens by smoothing the delivery of education, health and telecommunications services at low cost and to a wider population. Some developing countries are still in the early or growth stage of broadband deployment and are still assessing policy strategies for faster adoption and promotion.

The citizens of Myanmar have been available to the Internet since 2000 when the first Internet connection were established. Previously, the military government limits and control Internet access through software-based censorship, infrastructure and technical constraints, and laws and regulations. However, the Internet situation in Myanmar has

been constantly developing since the government has changed policy to develop the industry.

The first reform is started with the enactment of Telecommunications Law in 2013 which enabled companies to apply for a telecoms license and set up as an ISP. In the end of 2016, the Ministry of Transport and Communications started accepting applications from companies to setup international gateways. Myanmar now has seven international gateways, with more likely to follow soon. In 2016, the government auctioned 2600 MHz spectrum or mobile broadband. To improve the telecommunication industry, the government permits 25 companies from both local and abroad for internet services.

1.1 Rational of the Study

Due to some policy changes by government, telecommunication sector has been growing rapidly in the last four years. Currently 90 percent of the population has mobile network because of dramatic price changes in sim-card and affordable prices for phone. In 2010, internet penetration in Myanmar was less than 0.3 percent of the population, amounting to a mere 130,000 users. By 2016, this number had increased 100 times to 13 million citizens online, and the figure continues to grow. The telephone density now has reached 105 percent which is improving eight times than 2013, at that time only 13 percent of Myanmar people have at least one smartphone.

In the early days, telecommunication network is just for to contact with people from different places. Nowadays it plays the core part in daily life because people need telecommunication network in almost all activities such as business, education, social and entertainment. In 2016, the government auctioned 2600 MHz spectrum or mobile broadband. Since that time, the user of broadband has been growing because they only have to pay fixed price for unlimited data usages.

In the business side, they have been facing problems and difficulties due to increasing competition and unstable rules and regulations. Broadband service providers used to set high prices and target at the niche market. But in order to get large market share, broadband businesses start to set affordable price ranges for customers. While the discounts have been good for consumers, the high competition is pushing the broadband industry to price war.

Due to its fixed price, customers are more interested in broadband service than internet package. Price plays an important role in choosing broadband service providers but quality is the main reason why they switch to other brands. Quality is the main reason for consumers' satisfaction and loyalty. Even though broadband industry is in the growth stage, there are a lot of complaints about broadband service on social media and brand switching for their lack of customer care and poor network service. This may be because service providers are more focusing on gaining market share and lack focus on customers' service.

Specialists foresee a potential lull in Myanmar's broadcast communications advertise development throughout the following five years as the market develops. In the market mature stage, the service providers will need more sophisticated marketing and services. Service providers should listen to consumers' voice through complaints, customer care and marketing channels since the feedback may open opportunities to offer tailored consumer packages.

This study focuses on service quality of broadband businesses and levels of customer satisfaction on them. This study aims to provide the customer perception on service quality dimensions of broadband service and their impact on customer satisfaction and loyalty. By identifying the factors that affect satisfaction level of broadband users, this study can provide the insights for service providers in formulating effective strategies that can improve the quality of services delivery. By studying customers from different background and environment, this study can also help business in setting service quality for customers from the different background.

1.2 Objectives of the Study

There are two main objectives in this study.

- (1) To identify factors which influence the customer satisfaction of broadband service in Yangon.
- (2) To analyze the effect of customer satisfaction on their loyalty on broadband service in Yangon.

1.3 Scope and Method of the Study

This study focuses on assessing the service quality dimensions which has effect on the satisfaction and loyalty of broadband users in Yangon. Analytical research method is used in this study and questionnaire survey technique is used to collect data from respondents. The required data are collected from 400 respondents by using simple random sampling. The respondents are the users of selected five broadband service providers.

This study uses both primary and secondary data. The primary data is collected from respondents who are using the selected broadband service providers: Telenor, Ooredoo, Ananda, 5BB and Myanmar Net. The secondary data is collected from previous research papers, articles, journals and internet website.

1.4 Organization of the Study

This paper is organized by five chapters. The first chapter is the introduction of the study which describes rational of the study, methodology and sources of the study and scope and limitation of the study. Chapter two is about the theoretical background on service quality, SERVQUAL model, customer satisfaction and loyalty. The service of broadband providers and their service quality are described in Chapter three. Customer satisfaction, loyalty, the relationship between service quality and customer satisfaction and the relationship between customer satisfaction and loyalty are analyzed in Chapter four. Chapter five presents the conclusion including the findings, recommendations and need for further study.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter describes the theories and empirical studies associated with service quality. It includes the definition of service and service quality, dimensions of service quality, customer satisfaction, customer loyalty, the relationship between service quality and customer satisfaction, the relationship between customer satisfaction and customer loyalty.

Service is very complex and about economic activities which can give benefits to both customers and the company. It is characterized as the activity for delivering and benefiting the different parties by exchanging the value for their welfare. In today's competitive broadband service environment, the quality of service in obtaining customer satisfaction had been identified as major role for survival and success. The quality and satisfaction ideals have been linked to customer attitude and intentions to purchase, loyalty, complaint intention, and willingness to spread positive word of mouth.

As stated by Kotler (2004), customer service refers to the broad range of activities that a company and its employees undertake in order to keep customers satisfied so they will continue doing business with the company and express positively about the company to potential customers. According to Lovelock (2007), when the customers expect some value from the purchase, besides the exchanging the ownership there comes many value related elements such as price, time and delivery process. Customer service is a system of activities that includes customer support systems, complaint processing, speed of complaint processing, ease of reporting complaint and friendliness when reporting complaint.

A service can be considered in three different ways:

- (1) As a process;
- (2) As a solution to customers' problems; and
- (3) As a beneficial outcome for customers.

As mentioned by Jaina, the manner of treating customers at the time of delivering service is referred as service quality. Jamesb (2011) said that service quality is considered

as the combination of different experiences through the interaction among customers, employees and organizational environment. According to Ahn, Han and Lee (2006), when customers think that their complaints are not solved appropriately, they start looking for other brands. It occurs when the customer service centers do not handle the complaints accurately or the customers are not able to address them properly.

From the view point of Harkirampal (2006), service quality is customers' comparison between expected service provided and service received by them. Customers will mostly switch to competitor service once the firm fails to satisfy customer expectation through quality service. Hence, service quality is identified as a competitive tool which is crucial for a firm profitability and sustainable.

2.1 Characteristics of Service

Service is complex to understand. Service is a mean of delivering value to customers by facilitating outcomes that customers want to achieve. According to Kuo, Wu and Deng (2009), customer service is the opportunities for telecom service providers that are added to mobile network other than voice service in which contents are either self-created by service provider or provided through strategic compliance with service provider.

By the method of Parasuraman, service is an activity or series of activities of more or less in tangible nature that normally, but necessarily take place in interactions between customers and the service employee and /or physical resources or goods and /or systems of the service provider which are provided as solutions to customer problems. Service is an economic activity that creates value and delivers benefits to customers at the precise times and places. Service is the combination of many characteristics. Kotler and Keller (2007) stated that the typical characteristics of service are intangibility, inseparability, variability, and perishability.

2.1.1 Intangibility

Intangibility of service refers to the lack of physical attributes and implies the existence of a set of difficulties. On one hand, it is complicated for the producer to determine the service; and, on the other hand, it is difficult for consumers to assess its

potential advantages. This encourages the consumer to search for information through word of mouth, reputation, accessibility, communication, physical attributes and quality assessment.

Physical evidence and presentation have been taken into consideration by many service providers companies to demonstrate the service quality, thus reducing the intangibility. To communicate service quality and the service experience, the physical evidence of the service production process can be used for that. According to Bebeko (2000), customers evaluate the service during the time the service is delivered to them. The service provider needs to establish their physical setting in a way which can provide quick and efficient service for their customers. The staff dressed properly and looking to be helpful with a smile on their face would suggest their customer good service. Langford (2009) stated that the pricing should be kept simple and clear with no hidden charges for the customers.

2.1.2 Inseparability

Because of the fact that service is usually provided and consumed at the same time, they are perceived as unique. Due to its characteristics of inseparability, customers have strong expectations on how a service will be provided and it can lead to dissatisfied if their expectations are not met. Errors and quality issues are very easy to identify in providing service because simultaneous production and consumption leads service into a highly visible activity.

Fitzsimmons (2011) claimed that a product can be inspected before delivery, but the quality of service is assessed during the service delivery process. The simultaneous production and consumption in service eliminates opportunities for quality-control intervention. According to Edvardsson et.al, (2005), inseparability could cause problems more than opportunities for the service providers because of the fact that it introduced uncertainty. Lawler (2001) stated that although inseparability is different among various service providers, customers and service providers are dependent on one another for the success of provided services.

2.1.3 Variability

The service is variant from customer to customer because the combination of the intangible nature of service and the customer as a participant in the service delivery system. The variability of a service from one period to another, and from consumer to consumer makes quality consistency difficult to control. According to Ghobadian et al., (1994), service providers have to rely heavily on the competence and ability of their staff to understand the requirements of the consumer and to react in a timely and appropriate manner.

In order to clarify the causes of variability, Edvardsson et al. (2005) suggested to look at the concept of variability from two perspectives. The first perspective explains variability from the aspect of the ever-changing nature of the service providers and service processes, while the second perspective emphasizes variability of production within a given company due to variations among customers' needs and expectations. Similar to the characteristic of intangibility, it is difficult to achieve a standardization of processes and outputs which subsequently results in variability.

2.1.4 Perishability

Perishability of services implies that a service cannot be stored for later use, resold, or returned. As mentioned by Ghobadian et al., (1994), this places extra responsibility on the service providers to get the service right first time, and every time. Lewis (2003) said that unlike in the manufacturing of goods, a final quality check of a service is almost impossible to implement. Edvardsson et al. (2005) viewed perishability as a characteristic created solely by the producer's activity, not that of the customer and claim it is based on the former definition of service in relation to physical products. The full consumption of service capacity becomes a management challenge because customer demands to exhibit considerable variation and building inventory to absorb these fluctuations is not an option.

2.2 Dimensions of Service Quality

Service quality is becoming one of the most important aspects in the field of service. Customers are now more aware of the service they get which has led the organizations to pay more attention to the level of the service they provide to their customers in order to be able to get more satisfaction which can lead to better loyalty from customers. Ghobadian, Speller, and Jones (1994) indicated that service quality has been an essential for success and survival for competitive environment.

Kumar (2008) argued that service quality is contributed by not only the service itself, but also the production process, the time of production, the employee's behavior to the customers, the delivery process and the waiting time for accepting service. According to Guedesa (1998), service quality can be labeled as the negotiation process between customers and service providers. The customer's perception of service quality and employee's job satisfaction are inter-related and in order to satisfy both parties' interest, resource allocation and management need to be done equally.

Parasuraman et al., (1985) stated that quality is defined from the user's perspective wherein goods and services exceed the customers' expectations. Bitner and Hubbert (1994) identified service quality as the customer's overall impression of the relative inferiority and superiority of the organization and its service. To measure the service quality, Parasuraman, Zeithaml, and Berry (1985) identified ten determinations in the SERVQUAL model: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer, and tangibles. Later, these determinants were reduced to five dimensions. These are tangibles, reliability, responsiveness, assurance, empathy, and tangibles.

2.2.1 Tangibles

According to Parasuraman et al., tangibles refer to the facilities that are provide by the institution in serving good conditions to their customers. According to Zeithaml (1990), tangible means the appearance of physical facilities, equipment, personnel and communication material.

Tangibles refer to everything in a service provider that can be physically observed by customers, who are purchasing the service including equipment, personnel, physical facilities, materials and appearance. These qualities provide solid clues for customers to

assess the capability of the service provider. The ISP tangibles can be represented by well-skilled first line personnel, the quality of products, brochures and cards.

2.2.2 Reliability

Parasuraman et al., said that reliability is the ability to provide the pledged service on time, accurately and dependably. Reliable service means the service is accomplished on time, in the same manner and without errors every time and something that is customer wants to receive. As stated by Ghobadian et al., (1993), reliability means the degree to which a service is fault-free.

Zeithaml (1990) claimed that the consumers consider reliability to be the single most important dimension in judging service. Consumers want service providers to look good, be responsive, be knowledgeable, nice and be empathetic. A reliable ISP means the ISP has ability to provide internet connection that is working at desired level, and do according to the declarations and agreement between ISP and user.

2.2.3 Responsiveness

Responsiveness means both informing customers in the ways they are able to understand also listening to customers and willingness of employees to help customers in providing prompt timely service. Parasuraman (1998) stated that responsiveness is the tendency and willingness of service provides to help clients and safety their needs, immediately reply to their inquiries and solve their problems as quickly as possible. According to Zeithaml (1990), this factor concerns to what extent the employees are ready to provide service.

Responsiveness is measured by the amount of time needed to deal with customers' informed problems and the response time once the customer filed a service request. For example, responsiveness of an ISP evaluates with the time taken to response customer's complaints on Internet connection disruptions, duration of problem solving and feedback to the customers.

2.2.4 Assurance

Parasuraman, Zeithaml & Berry (1998) said that assurance is the knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance dimension consists of competence to perform the service, politeness and respect for customers, effective communication with customers. This determinant encompasses the provider's name and reputation, possession of necessary skills and trustworthiness, believability, and honesty.

This dimension is related to technical quality as it is about how the service is delivered. Since risk such as money loss is involved when customers decide to acquire service from the service provider, assurance is important to show cue to increase customer's trust and confidence. ISP can demonstrate assurance to customers by behaving courteously and providing essential knowledge to solve customers' problems.

2.2.5 Empathy

According to Parasuraman, Zeithaml & Berry (1998) empathy refers to the caring, individualized attention the service provider gives to its customers. It involves understanding and knowing customers and making the effort to understand the customers' needs, for instance, by learning the customers' specific requirements and providing individualized attention. There may be many services provided by ISP. Furthermore, customers who subscribe to an ISP come from different social background and hence ISP could emphasize personalized attention on customers and understand specific needs of customers based on their requirements. This dimension includes factors such as individual attention, if the company has the best of customers at their heart, if the employees understand the specific needs of customers and convenient operating hours. This dimension is related to the functional quality.

Each of these determinants plays a vital role in how customers view the service quality of a firm. The customers usually use these five dimensions to form their judgments of service quality which are based on a comparison between expected and perceived service. The gap between expected and perceived service is a measure of service quality; satisfaction is either negative or positives.

2.3 Customer Satisfaction

Customer satisfaction is extremely important because it is the way of getting feedback from customers in a way that they can use it to manage and improve their business. Customer satisfaction is the best indicator of how the business looks like in the future. Customer satisfaction helps in doing SWOT analysis that could help them to develop their business in an advance and in a systematic way.

As in any other sector customer satisfaction in the telecom industry also is influenced by many factors such as service quality and price levels. However, quality factors had a long-term effect on the satisfaction of customers. Bruhn and Grund (2000) investigated the relationship between satisfaction and loyalty in several industries including telecommunication. They find that in the telecommunication market, satisfaction is an indicator of customer loyalty. Stewart (1998) suggested Telecommunication service providers are better off in the long run if they improve satisfaction in order to minimize customers' defection.

The customer satisfaction literature confirms that the most direct determinants of satisfaction are quality of service, price, perceived value or performance and compliant handling. Gronroos (2004) stated that perceived service quality is an important determinant of customer satisfaction that has both cognitive and affective dimensions of the offerings of service providers. According to Kotler (2003), satisfaction is a person's feeling of pleasure that is result from comparing a product's perceived performance (or outcome) in relation to his or her expectations. More specifically, as explained by Hutcheson and Moutinho, 1998 the narrower the gap is between the consumers' expectations and the actual performance of the product or service, the higher is the consumer's satisfaction.

Companies are adopting customer satisfaction as their operational goal with a carefully designed framework. According to Gustafson et al (2005) suggested a firm should concentrate on the improvement of service quality and charge appropriate fair price in order to satisfy their customers, which would ultimately help the firm to retain its customers. Finkelman, Cetlin and Wenner (1992) noted that in order to increase customer satisfaction levels in the telecommunication industry, the company needs to focus on sales, provisioning/installation, product usage, repair/restoration, and billing system. According to them, the customers will become more demanding as the complexities of

their lifestyle increase. Customers will seek more services that can save them time and give them the ability to have control over their lives. Service providers including ones within the telecommunications industry must realize that increasing competitive choices can enhance the level of customer satisfaction since it is one of the critical factors of business success.

Measuring customer satisfaction is a key performance indicator within business and is often part of the balanced scorecard. The main aim of measuring customer satisfaction is to make a prompt decision for the continuous improvement of the business transactions. Attracting a new customer as a source to build on existing relationship, customer satisfaction measurement is essential to be measured. Similarly, to retain the current customer base, measuring customer satisfaction is equally important.

2.4 Customer Loyalty

Loyal customers can bring guarantee sales and are more likely to buy high-margin supplemented services and products. Without customer loyalty, service providers may not be able to retain their competitive advantage. According to Taylor (1997), customer loyalty is building an emotional bond between company and its customers. Taylor (1997) further noted that building loyalty in customers involve blending customer experience management with the emotional, physical and value elements of shopping experience into a cohesive experience. According to Chow & Holden (1997) loyal customers are easier to serve and make fewer demands on employees since they already know and understand the company's working processes. Bowen & Chen (2001) also said that loyal customers appear to provide more repeat patronage and are less likely to shop around with competitors for better deals. Reichheld & Teal (1996) said generally, companies create profit from their long-term relationships.

Customer loyalty is immeasurable worth for service provider or manufacturer or producer to sustain in hyper or competitive long-term market. Like many other researchers, Kumar and Shah (2004) described that loyalty is mainly two different types namely attitudinal customer loyalty and behavioral customer loyalty. Attitudinal customer loyalty means calculative evaluation of consumer or user with strong desire and reasonable benefits that helps to precede repetitive buying mode of user or customer at the same brand or service or product. Many researchers say that customer loyalty is the

ultimate outcome of satisfied customers towards specific brand (service or product), which could measure in several ways. Oliver (1997) claimed that loyalty comes as genuinely created commitment of consumer or user regarding purchase or patronizing again & again desire service or product continuously in the long-term basis although superior features and marketing of equal product or service could be potential that cause consumer or user to switch another brand. Behavioral loyalty is customer's repeat buying intention of same service or product from the same supplier.

According to Oliver (1980), customer loyalty can be seen as a function of customer satisfaction. Oliver (1999) proposed that loyalty develops from attitude to behavior and states that there are four phases which a customer goes through to become loyal: the cognitive, affective, conative, and action phases. First, loyalty in the cognitive phase is based on performance level or prior knowledge and experience of consumers towards particular brands with regard to such characteristics as price or feature. Second, in the affective phase, loyalty can be viewed as a liking or the customers' attitude toward a brand based on their cumulative satisfaction. However, at this stage, it is a possibility for customers switching other brands. The third phase, conative loyalty, is defined as a customers' behavioral intention to continue patronage of their preferred brands. At this stage, consumers are brought up to a stronger level of commitment and it is harder for any competitor to poach them than it is if they are at the phase of affective loyalty. Finally, the action phase is the stage in which motivated or intention factors contribute to loyalty, and are transformed into readiness to act. According to Dick & Basu (1994) and Oliver (1999) action loyalty is related to the concept idea of behavioral loyalty. Gustafsson & Johnson (2002) suggested that it can be concluded that the sense of customers' loyalty encompasses intended behavior and whether or not the intended behavior finally occurs. As has been discussed, it is important to note that customers may hold a favorable attitude toward a brand but not purchase it on multiple occasions because of their positive attitude toward other brands.

2.5 Previous Studies

Customer satisfaction, customer loyalty and service quality have increasingly become importance concepts in the today's competitive market. Companies that seek to grow and remain competitive tend to give attention to these three variables. It is

suggested that satisfied customers are more likely to remain loyal to a brand, make repeat purchases, and offer a positive word of mouth and consequently market the company. Spreng, & Mackoy (1996) suggested that customers who feel the good experience of quality service often tend to share their good experiences with others and such customers tend to become loyal customers. Customer satisfaction is a key element for every organization wishing to increase customer loyalty and create a better business achievement.

2.5.1 The Relationship between Service Quality and Customer Satisfaction

Service quality is an important tool to measure customer satisfaction and there is a close relationship between service quality and customer satisfaction. As mentioned by Wang and Lo (2002) in their study of China's telecommunication industry found that service quality has positive or negative influence on customer satisfaction.

Ahmed et al., (2010) found that all the SERVEQUAL dimension have a significant relationship with the satisfaction of customers in their study effect of Service Quality on Customers Satisfaction in telecom sector. Many authors like Kadir et al., (2011) and others who studied the relationship between perceived service quality and customer satisfaction have shown that service quality determines customer satisfaction.

2.5.2 The Relationship between Customer Satisfaction and Customer Loyalty

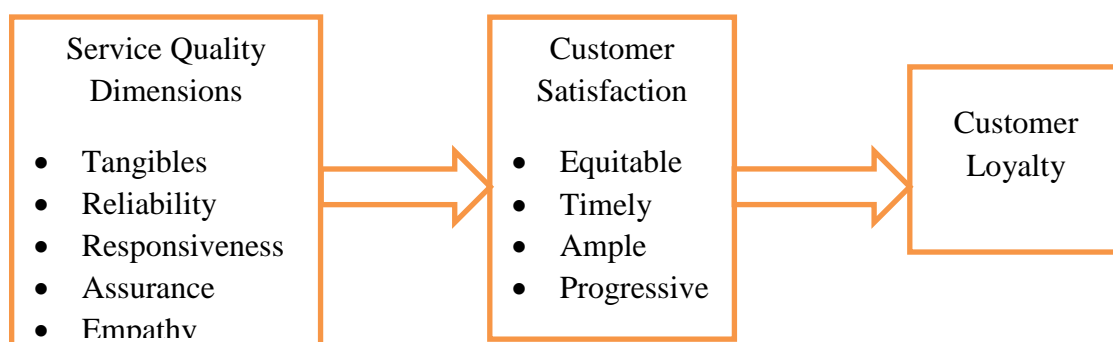
In highly competitive markets, high levels of satisfaction will lead to customer loyalty and can also enhance the degree of customer loyalty. According to Murphy (2001); Reichheld & Teal (1996), expanding a loyal customer base is very important for generating long-term business financial performance since it can assist in improving business profitability. Hallowell (1996) proposed that customer satisfaction, customer loyalty, and a business's profitability are all related to one another. According to Jones, et. al (2002); Jones & Sasser (1995), to remain successful over a long period, businesses need to understand the effects of the relationship between customer satisfaction and customer loyalty in their type of their business, and the businesses which they are competing with. Companies are unavoidably required to identify and understand the effects of satisfaction and loyalty in order to keep their potentially profitable existing customers.

Chandrashekar et al. (2007) noticed that strong satisfaction is enough to translate into loyalty but weakly held satisfaction is not sufficient. Customers have different characteristics, and their satisfaction thresholds therefore can be different. At the same level of related satisfaction, the degree of customer loyalty towards the firm together with their repurchase intention rate can also vary among different customer groups. According to Mittal & Lassar (1998); Mittal & Kamakura (2001) customers with lower expectation thresholds are more likely to repurchase their preferred brands and become more loyal than those who have higher expectation thresholds.

2.6 Conceptual Framework

The art of keeping customers is a strategy of increasing the satisfaction and loyalty. Clemes et al. (2007) suggested that quality was only one of many dimensions on which satisfaction was based; satisfaction was also one potential influence on future quality perceptions. According to Brunner et al. (2008), customer loyalty is referred as the overall final outcome and the cumulative experience which customers have with the company from the starting point. Rosenberg & Czepiel (2017) said that customer loyalty and satisfaction is vital for modern day business for two main reasons. First, customers are scarce resource it is much easier to obtain from an old customer than from a new one. Second, customer loyalty and satisfaction have a positive effect on the profitability revenues of the company.

Figure 2.1 Conceptual Framework of the Study



Source: Own Compilation Based on Previous Studies (2019)

The dependent variable in this research is overall customer satisfaction while the independent variable is service quality which measures the level of customer satisfaction. The type of customer will act as a moderating variable in the conceptual framework. The

dimensions included in this variable are tangible, reliability, responsiveness, assurance and empathy.

Parasuraman et. al (1985) identified that five perspectives of service quality are tangible, reliability, responsiveness, assurance and empathy. Tangible is the appearance of physical facilities, equipment, personal, and communication materials. Reliability means the possible of organization and employees to carry out service in a promised and correct way. Responsiveness is the willingness of employees to help the need of customers and deliver quick service to them. Assurance is the knowledge and politeness of employees and their ability to convey trust and confidence. Empathy means caring and paying individualized attention to the customers.

In term of factors that contribute to the customer satisfactions. There are researchers defining concept and the principle of service to satisfy customer want. Millett (1954) mentioned that the goal of service is to create customer satisfaction which consists of factors such as equitable service, timely service, ample service and progressive service. Equitable Service refers to the government administration of justice which base on equality. Therefore, every people are treated equally in term of law without discrimination of services. People are treated with same standard. Timely Service refers to the public service must be punctual. The government performance will be ineffective if not be punctual which creates dissatisfaction to the people. Ample Service refers to public service must contain the right service quantity at the right service geographical. Progressive Service refers to public services that improve quality and performance. In other words, is to create efficiency or competence to do more with the same resources.

CHAPTER 3

PROFILE AND SERVICE QUALITY DIMENSIONS OF BROADBAND SERVICE

This chapter focuses on broadband market in Myanmar and current market situation of it. Profile of customers and mean value table of service quality are also presented.

3.1 Broadband Market in Myanmar

Broadband is used as a tool for social improvement with access enabling people to look for employment, carry out research related to business growth, and for other informational purposes such as education and healthcare. Broadband plays a major role in today's economic and social world, connecting businesses, governments, and consumers. After the liberalization of the telecoms sector in 2014, Myanmar's ICT sector has expanded at an unprecedented rate, spearheaded by the mobile and broadband market.

In the last five years, Myanmar has experienced major development in SIM penetration. In 2013, this rate was reported at 10 percent and grew to 86.2 percent in mid-2016. In 2018, the growth rate stood at 105 percent. At the same time, internet penetration has expanded. In 2010, internet penetration was under 0.3 percent, or 130,000 users. Despite these improvements, the Ministry of Transport and Communication (MoTC) estimates that 5.2 percent of the population will remain without access to telecommunications services in the first quarter of 2019.

While mobile services have expanded rapidly over the last five years, fixed broadband penetration rates remain low in comparison to other ASEAN member states. In 2017, internet penetration was at 26 percent, or 14 million users. Although it is low, this figure is significantly higher than the 0.3 percent in 2010. In addition to the four main operators, notable providers include 5BB, a subsidiary of Globalnet and one of the leading FTTH providers in Myanmar; MPT FTTH, Myanmar Speednet, Myanmar Net and 5BB which has one of the largest broadband customer bases in Myanmar. Between 2017 and 2018, most providers have decreased data prices. In Myanmar, there are over 140 licensed internet service providers.

As revealed by Broadband Forum and Point Topic, the markets and technologies will drive rapid global broadband growth over the next decade. They predict that there will be 1.2 billion fixed broadband subscribers by 2025. In last October they announce that there are now one billion global fixed broadband subscribers. According to the research, the current trends of booming deep-fiber deployment and accelerating broadband penetration will be the engine of broadband growth through 2025.

The global broadband industry is expected to continue strong growth over coming years. Strong government broadband initiatives, investments made in improving broadband infrastructure, technological advances and widespread recognition are the major factors which help to increase the broadband industry performance. According to data revealed in last year, only one in 1,667 Myanmar people have a fixed broadband line, compared to one in 10 on average in Asia Pacific. Prices for fixed broadband lines have decreased significantly throughout year.

Although the market share of broadband in telecommunication sector has been increasing rapidly, customers still have complaint about the service quality provided by ISP. Some of the customers tend to switch ISP mostly after 3 months.

In order to ease billing settlement, a few service providers in the market successfully integrated with banks and mobile money providers for example, the customers of 5BB and Fortune Broadband can settle their bills with CB Bank mobile app while Ananda customers can top up with KBZ and AYA Bank mobile app.

3.2 Profile of Selected Broadband Providers

To improve the telecommunication industry, the government permits 25 companies from both local and abroad such as Myanmar Net, Ananda, Telenor, Ooredoo, 5BB, MPT FTTH, Myanmar Speednet, Mytel, TrueNet, Yatanarpon Teleport, Unilink and Welink. Out of all, five broadband providers are selected based on their market share in the industry.

3.2.1 Myanmar Net

Myanmar Net has one of the largest broadband customer bases in Myanmar. Myanmar Net also provide fiber when possible and especially for condos in Yangon.

Myanmar Net was launched in 2015 by Frontiir. Myanmar Net has quickly become very popular thanks to its ambitious sales and marketing strategy.

Frontiir Communications is a large ICT provider in Myanmar serving exclusively the corporate segment. Capitalizing on their existing infrastructure, Frontiir decided to launch a new brand which goal is to provide affordable services to the mass market and to compete with the mobile operators.

3.2.2 Ananda

Ananda is a 4G+ data operator in Myanmar. It delivers high-speed, high-quality and reliable wireless internet solutions to consumers and enterprise users. Amara Communications Co., Ltd. (ACS) owns and operates Ananda, a 4G+ data operator which enables a liberating digital experience for consumers and enterprise users. ACS is a leading service provider in the telecommunications industry.

Established in 2011 to tap into the country's rapidly developing telecommunications market, ACS has been providing network rollout services which include tower foundation, civil works, installation of power and radio communications equipment and also operation and maintenance of towers. Ananda offers from a router for wireless internet at home, to a light easy-to-carry mifi for internet on the go to a SIM pack for the mobile data needs

3.2.3 Telenor

Telenor was the first mobile operator which runs fixed broadband services in Myanmar. Telenor launches Home Wireless to provide an affordable, unlimited and, reliable internet service for people in their homes. Telenor Home Wireless allows is customers enjoy a superb online experience with their families for fast surfing, streaming, and downloading at a fixed price. As a leading operator in Myanmar, Telenor successfully conducted a joint network speed trial last year in collaboration with Ericsson and achieved the record-setting fastest internets speed ever in Myanmar, 1 Gbps, on its 4G/LTE network. Telenor provides free and unlimited subscription to iflix with every plan.

Telenor broadband also release Internet wireless service for customers for those which are located in areas where Telenor Fiber is not available. Telenor Home wireless depends on the same 4G network used by Telenor mobile subscribers. Price-wise, Telenor offers the wireless kit, 5mbps with the charges of 75,000Ks for 3 months Internet. After 3 months, they charge 30,000 Ks for 3mbps and 45,000 Ks for 5 Mbps. Telenor Myanmar officially launched its 4G.LTE+ services since June 2017 and at present, Telenor possesses Myanmar's best mobile 2G/3G/4G network with more than 8,600 sites nationwide with more than 100,000 points-of-sale, serving 18 million customers across all states and regions.

3.2.4 Ooredoo Supernet

The broadband services of Ooredoo begin in October 2018. It started in Mandalay with its partnership, Yatanarpon Teleport. Ooredoo launched wireless broadband service called, Supernet and currently offer 6 months unlimited access to iflix for users who subscribe to plans above 8 mbps.

Ooredoo Supernet Fiber delivers the fastest and most reliable internet using state of art infrastructure to home or office at affordable prices. Ooredoo offer a range of great value plans ideal for business and pleasure for users to stream high definition videos, play games, or just chat with friends. It provides hassle-free installation & multiple payment channels for your convenience.

3.2.5 5BB

Since begin in 2007, 5BB has grown at an impressive pace and it is basically the FTTH leader in Myanmar. The company is own by Globalnet. Therefore, it is not new to the service provider business. In Myanmar, Globalnet is one of the leading B2B service providers.

Globalnet runs a large fiber network in Yangon deployed on the electric poles. 5BB Broadband is reputed for customer service and service reliability. At present, 5BB Broadband, 5BB Wi-fi and 5BB FTTH is already introduced into the market.

3.3 Profile of Respondents

Demographic data is collected from 400 respondents who are using the selected broadband; Myanmar Net, Ananda, Telenor, Ooredoo and 5BB. Table (3.1) presents the demographic data of gender, age, occupation, income, current broadband ISP, monthly charges and the period of time they have been using the current broadband.

Table (3.1) Profiles of Respondents

Particular	Number of Respondents	Percentage (%)
Total	400	100%
Gender		
Male	279	69.75
Female	121	30.25
Age (Years)		
11-20	44	11.00
21-30	236	59.00
31-40	92	23.00
41-50	21	5.25
51-60	6	1.50
61 and above	1	0.25
Occupation		
Student	86	21.50
Currently unemployed	19	4.75
Self-employed	90	22.50
Working adult	201	50.25
Retired	4	10.00

Income		
200,000 Ks and below	122	30.50
200,001- 400,000 Ks	124	31.00
400,001- 600,000 Ks	54	13.50
600,001- 800,000 Ks	26	6.50
800,001- 1,000,000 Ks	28	7.00
1,000,001 Ks and above	46	11.50
Particular	Number of Respondents	Percentage (%)
Total	400	100%
Broadband Provider		
Myanmar Net	198	49.50
Ananda	92	23.00
Telenor	86	21.50
Ooredoo	13	3.25
5BB	11	2.75
Monthly Charges		
Under 10,000 Ks	40	10.00
10,001- 30,000 Ks	239	59.75
30,001- 50,000 Ks	96	24.00
50,001- 70,000 Ks	13	3.25
70,001 – 90,000 Ks	6	1.50
90,001 Ks and above	6	1.50
The time customers have been using the current broadband service		
	13	3.25
Under one month	162	40.50
1 to 6 months	119	29.75
6 to 12 months	106	26.50
Over 1 year		

Source: Survey data (2019)

The result shows that men use broadband services more than women. Playing video games, using social media, reading and studying are their main reasons for using broadband services. Among all respondents, age between 21-30 and who are working use broadband services the most. Because young adult and working people need the aid of broadband services to use internet in their daily activities. As shown in result, only a few people from older generation can participate in the survey.

This survey is collected through online. Therefore, it also shows that people at age between 21-30 use social media the most and age above 50 use the social media the least. The respondent's number from each provider is collected according to their proportion in the total population. The result shows that customers from different social background use the broadband services since all of the provider set appropriate price for the services. The offering services from the broadband provider seem to fulfill the needs of customers and satisfy them. About 50% of the respondents have been using the current broadband services for over six months.

3.4 Service Quality Dimensions of Broadband Service in Yangon

To measure the service quality, five dimensions from SERQUAL theory are used in this study. The mean value of tangible dimension, reliability dimension, responsiveness dimension, assurance dimension and empathy dimension will represent customers opinion on the service quality offered by the current broadband provider.

3.4.1 Tangible

Tangible dimension refers to everything that can be physically observed by the customers including equipment, personal, physical facilities and communication materials. Tangible dimension is like a backbone for getting good network quality. The qualities provide concrete clues for customers to evaluate the capabilities of service provider. Table (3.2) shows customers opinion on the tangible service offered by the service provider. The respondents evaluate tangible service of the provider from lowest rating 1 to highest rating 5.

Table (3.2) Tangible

No.	Description	Mean	SD
1.	Using up-to-date equipment for services	3.11	0.88
2.	Physical appearance of the device	2.97	0.92
3.	Quality of provided materials and equipment	3.15	0.94
4.	Appearance of market communication materials	2.87	1.18
5.	Physical layout of office or showroom	3.27	0.79
	Overall Mean	3.07	

Source: Survey Data (2019)

As shown in Table (3.2), the whole tangible service mean value is greater than the neutral score of three which means most of the respondents are satisfied with the tangible dimension offered by the provider. Most of the respondents acknowledge that the provider uses up-to-date equipment and also high-quality materials with the aim to give first-class network quality for customers. Almost all of the respondents give neutral value to the appearance of the device. According to them, they pay less attention to it because they think it does not affect on the service quality.

The mean value of the appearance of market communication materials says that the respondents do not think pamphlet or statement use by the provider is eye-catching. Physical layout of equipment and furniture has the highest mean value in Tangible dimension. The respondents said that the provider decorates the office and showroom in a nice way.

3.4.2 Reliability

The provider needs to have the ability to perform the promised services accurately and dependably. In order to maintain the current users, the provider needs to yield the promised internet speed and services. The expert of staffs plays an importance role in delivering services accurately. Table (3.3) describes how much customers has reliability on their current broadband provider.

Table (3.3) Reliability

No.	Description	Mean	SD
1.	Dependability of service provider	2.86	1.14
2.	Expert of staffs on the job	2.97	1.00
3.	Readiness of the provider to give services	2.79	1.08
4.	Delivering the promised internet speed	2.94	1.19
5.	Competence of provider in solving problems	2.78	1.12
	Overall Mean	2.87	

Source: Survey Data (2019)

All of the mean values in the Table (3.3) do not surpass the neutral value three. Customers cannot agree that the provider gives all of the required services that customers require and they are questioning over its dependability. Some of the customers do not think that the current provider is ready to offer the service in every circumstance. According to the respondents, not all but some of staff lacks the expertise in solving problems. In the broadband industry, the internet speed and service quality are the core reason why the customers choose the service provider. As stated by respondents, the provider sometimes cannot maintain its promise in terms of the internet speed quality. Due to the weak supervision over staff, the provider cannot solve problems quickly and efficiently.

3.4.3 Responsiveness

The following questions are set based on factors like how much the provider and staffs have willingness to help customers and can give prompt service. Responsiveness dimension can be measured by the amount of time needed to deal with the reported problems of customers and the response duration for it. In the competitive service industry, the provider needs to solve problems as soon as possible. Customers tend to switch the provider when they conclude that the provider takes too long to respond to requests or solving problems. Table (3.4) shows the result of customer assessment on the responsiveness of service provider.

Table (3.4) Responsiveness

No.	Description	Mean	SD
1.	Ability to solve problems within 48 hours	2.97	1.15
2.	Sincere interest in solving problems	3.13	1.05
3.	Giving quick response to customer request	2.91	1.05
4.	Ability to give prompt services to customers	2.86	1.05
5.	Skill of staffs in solving problems without transfer it to another person	2.71	1.09
	Overall Mean	2.91	

Source: Survey Data (2019)

The result shows that the overall mean value of responsiveness does not exceed the neutral value. Apart from sincere interest in solving problems, the mean value of the remaining four questions has lower mean value than it should be for customer satisfaction. Most of the customers acknowledge that the staffs have sincere interest in solving problems and give the highest mean value. The customers are arguing over the capability of the provider in solving problems within 48 hours. Some of the customers agreed that the provider solve all of the problems within 48 hours, on the other hand some disagree to it and suggest that the provider need to hire more staff in order to provide better services.

The staffs are still lack in completely solving problems by themselves, the ability to give quick response to the customer request and skill in giving prompt services. Mean value of give prompt services to customers tells that some of the staff cannot solve the problems without transfer it to another person.

3.3.4 Assurance

The knowledge and courtesy of employees and their ability to convey trust are measured for this dimension. Assurance dimension is important to demonstrate nicely in order to increase customer's trust and confidence. The role of staff is importance in building the company's image. Five different questions with Likert scale are asked to customers to rate on employee's skills and manner. The following Table (3.5) represents customers opinion on the assurance service offered by the provider.

Table (3.5) Assurance

No.	Description	Mean	SD
1.	Knowledge of staff in answering customers' question	2.94	1.05
2.	Good manner of staff	3.45	0.94
3.	Behavior of staff instill confidence in customers	3.08	0.99
4.	Provide superior Internet speed compared to other providers	2.86	1.08
5.	Assurance of requested services follow up properly	2.91	1.05
	Overall Mean	3.05	

Source: Survey Data (2019)

The overall mean value express that most of the customers are satisfy with assurance service dimension which are delivered by the service provider. The questions regard with the internet speed has the lowest mean value. Most of the customers give neutral value to it because they all think that all of the provider in the broadband industry yield comparable internet speed. Some of the respondents assume that their requested services are not done by the staff of the provider accurately in a short period of time. Customers said that the staffs are consistently nice and courteous to customers. They also agreed that the behavior of staff and the way they do their jobs instill confidence in customers to use the service of the provider. The respondents express that the provider should give the staff more knowledge about the services to be able to answer upcoming questions from the users.

3.4.5 Empathy

Empathy refers to caring and paying individualized attention to the customers. Customers of the providers are from different social background. In order to satisfy them, the provider need to emphasize personalized attention on customers and understand their requirements. Table (3.6) defines how much the provider can fulfill the needs of individual customers.

Table (3.6) Empathy

No.	Description	Mean	SD
1.	Giving individual attention to customers	2.80	1.02
2.	Willingness to listen to customer's feedback and complaints	3.09	1.02
3.	Knowing individual need of customers	2.57	1.00
4.	Convenience of operation hours and locations to customers	3.23	0.96
5.	Customer's best interest at heart	2.99	0.98
	Overall Mean	2.94	

Source: Survey Data (2019)

As shown in Table, the overall mean is a little lower than neutral value. Only two questions have high mean value. Customers said that the provider does not know the needs of each customer. Customers think that the provider does not give sufficient attention to individual customer although they agreed that the staffs have willingness to listen to customers feedback and complaints for better services. They also recognize that sometimes although the staff clearly knows requirement of customers, they do not have authority or power to make it happen. Customers seem to satisfy with the operation hours and locations of the provider. Some of the customer suggested that the provider need to set promotions or internet package by thinking what will be the best for the user. The mean value of the customer's best interest at heart has mean value lower than neutral value, three.

CHAPTER 4

ANALYSIS ON DETERMINANTS OF CUSTOMER SATISFCTION TOWARDS BROADBAND SERVICES IN YANGON

This chapter describes the dimension of customer satisfaction, the relationship between service quality and customer satisfaction, the mean value of loyalty and the relationship between customer satisfaction and loyalty. The 400 of respondents are those who are using the selected broadband provider; Myanmar Net, Ananda, Telenor, Ooredoo and 5BB are survey to determine the customer satisfaction towards broadband services inn Yangon.

4.1 Analysis of Influencing Factors on Customer Satisfaction

This section will describe the mean value of customer satisfaction and the relationship between service quality and customer satisfaction. In this study, the users from the selected providers are asked in order to know which dimension from the customer satisfaction has more impact on their satisfaction.

4.1.1 Customer Satisfaction

Equitable service, Timely service, Ample service and Progressive service are four components of customer satisfaction. Each dimension has five questions with Likert scale. Each question can be answered as strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly disagree (5).

(a) Equitable Service

When customers assume that all of the providers in the broadband industry give comparable internet speed, they begin to choose their provider by comparing the charges. The provider needs to set reasonable fees for its offering services. Table (4.1) describes customer assumption on equitable service that is offered by the provider.

Table (4.1) Equitable Service

No.	Description	Mean	SD
1.	Equal or similar internet speed in every location	2.43	1.08
2.	Consistent internet speed even in peak hours or weekends	2.45	1.11
3.	Appropriate subscription fees	3.17	1.12
4.	Reasonable monthly service rate	3.09	1.18
5.	Simple process to get the internet service	3.52	0.99
	Overall Mean	2.93	

Source: Survey Data (2019)

The overall mean of the equitable service describes that the respondents do not agree with the fact that the service provider deliver the efficient internet services for the given price. Only three questions got the mean value higher than the neutral value. The respondents conclude that the speed of the network differs according to the location. Price is one of the components in marketing mix and every business in the broadband industry is setting fair prices for its services to attract the potential customers. Pricing strategy from provider seems to satisfy the users. The respondents said that they can afford the services rate and subscription fees set by the provider. Simple process to get the internet service has the highest mean value. Most of the customer agreed that they can get access to internet service in an easy way and within short amount of time.

(b) Timely Service

Responding to customer requests on time and resolving customer issues in a short period of time is extremely important in the service industry. The provider needs to provide each and every individual with a positive customer service experience to avoid any negative review around the company and to maintain a good reputation. Table (4.2) shows how much the provider can support customers in an opportune manner.

Table (4.2) Timely Service

No.	Description	Mean	SD
1.	Network of 24/7 without break	2.64	1.17
2.	No significant delay over maintenance	2.48	1.07
3.	On time for home services	2.82	1.03
4.	Timely information for every activity	2.92	1.06
5.	Reconnecting the internet connection at the right time	2.85	1.03
	Overall Mean	2.74	

Source: Survey Data (2019)

As shown in Table (4.2), the mean value of timely service does not surpass the neutral value. The provider cannot seem to provide timely service that can satisfy customers. Some of the respondents cannot agree that the provider give 24/7 network to the users. According to the respondents, the network of the provider often disconnects to do maintenance. Sometimes it also takes a long time to reconnect to the network. The customers suggest that the staff of the service provider needs to be on time for services and also need to give timely information. Sometimes the provider posts the information that customers need to know much later.

(c) Ample Service

Offering ample service is also one of the best ways to build the reputation that the provider is the best choice among all providers. Table (4.3) shows the user's evaluation on the ample service provided by the ISP. The mean value in Table (4.3) describes the provider's ability to provide variety of services to satisfy the needs and wants of the customers.

Table (4.3) Ample Service

No.	Description	Mean	SD
1.	Offering variety of internet package	3.37	1.15
2.	24 hours hotline for customer service	2.96	1.11
3.	Sufficient capacity of staff	2.91	0.98
4.	Convenience of payment channel	3.67	0.93
5.	The design of the device	2.48	1.26
	Overall Man	3.08	

Source: Survey Data (2019)

The customers agreed that the provider offers variety of internet package for them. All of the providers set various internet package to fulfil the needs of customers from different social background. Although the users agree that the provider can offer variety of service, the respondents notice that the provider does not hire enough capacity of staff

to give services. Some of the customers do not satisfy with the hotline services offer for the customers. The respondents said that sometimes they cannot call to the customer service center when they have the problems. In the ample service, the users are the most satisfied at the payment channel. Most of the customer agreed that they can pay their monthly charges in an easy way. The customers suggest that the provider should design their device to take everywhere they go.

(d) Progressive Service

Offering progressive service is also important for provider to maintain the current users and to gain more market share. Table (4.4) describes the result of assessment of users on the provider’s capability to create efficiency or competence to do more with the same resources.

Table (4.4) Progressive Service

No.	Description	Mean	SD
1.	Special promotion and discount for customers	2.86	1.15
2.	Reduced error in paying monthly charges through online	3.12	0.96
3.	Effort in improving internet speed	2.89	1.12
4.	Introducing new internet plan	2.95	1.17
5.	Agreement with other business for better service	2.89	1.09
	Overall Mean	2.94	

Source: Survey Data (2019)

Apart from reducing error in paying monthly charges through online all of the mean in progressive service is lower than neutral value. Some of the users think that the provider still needs to give more special promotion and discount for them. All of the providers seem to offer the same internet package or services in the last three months without launching the new innovative services. The reducing error in paying monthly charges through online has the highest mean value. Most of the customers agreed that recently there is no error in paying their monthly charges through online. The mean value of the last three questions is lower than neutral value. Some of the customers suggest that the provider need to come up with better internet plan, try to improve on internet speed and more agreement with other business partner for better services. Some made the conclusion that the internet provider has overall good plan and services but the detail seems to lack a little.

4.1.2 Influence of Service Quality Dimensions on Customer Satisfaction

This section includes the analysis of influencing service quality dimension on customer satisfaction. The relationship between the service quality and customer satisfaction is described in Tables.

(a) Influence of Service Quality Dimensions on Satisfaction with Equitable Service

Table (4.5) describe the relationship between service quality and equitable service. The linear regression model is used to know which dimension of service quality has impact on equitable service.

As shown in Table (4.5), R Square is 0.630 and Adjusted R Square is 0.625. This model can explain 62.5% about the variance of dependent variable with the independent variable. F value (the overall significance of the model) is highly significant a 1% level. Tangible dimension, Reliability dimension and Empathy dimension are significant at 1% level. Assurance dimension is significant at 10% level. These four variables have positive relationship with Equitable service.

A unit increase in Tangible dimension results in 0.207 unit increase in Equitable service. To provide consistent internet speed, the providers need to use good quality materials in the process of offering services. The provider also needs to use up-to-date equipment in order to offer equal or similar internet speed in every township.

A unit increase in Reliability dimension will increase 0.295 unit increase in Equitable service. Pricing is also important factor in customer satisfaction. And it is essential for providers to set appropriate subscription fees and monthly service rate. The customers will be more satisfy with the pricing strategy if the provider can prove the company's ability by performing services in a proper way. The experts of staffs and the readiness of provider have influence on the customer judgement of whether the services are economical. In order to get access to the network in a short time with only a few steps, the staffs need to be expert on their tasks.

Table (4.5) Influence of Service Quality Dimensions on Satisfaction with Equitable Service

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std Error	Beta			
(Constant)	.191	.127		1.503	.134	
Tangible	.207***	.056	.166	3.671	.000	2.180
Reliability	.295***	.058	.314	5.073	.000	4.081
Responsiveness	.001	.058	.001	.018	.985	4.251
Assurance	.120*	.072	.113	1.672	.095	4.824
Empathy	.302***	.060	.292	5.008	.000	3.613
R	.793					
R Square	.630					
Adjusted R Square	.625					
F Value	133.967***					
Durbin Watson	2.132					

Source: Survey Data (2019)

Notes: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

A unit increase in Assurance dimension will lead to 0.120 unit increase in Equitable service. The behavior of staffs has influence on the Equitable service. The way the staff treats to customers with courteous manner, their knowledge about products and their skills in solving problems have impact on increasing customer satisfaction in terms of pricing. Showing to the users that the staffs are talented, have enough skill to solve the problems and treating customers with courteous manner can earn positive review from the customers.

A unit increase in Empathy dimension will also increase 0.302 unit in Equitable service. If the staffs listen carefully to the customers' feedback and complaints, they will sure know about the problems that users are facing in the daily life such as slow internet speed. The provider can offer consistent speed when the staff pays attention to the needs of customers.

(b) Influence of Service Quality Dimensions on Satisfaction with Timely Service

The following section analyzes the effects of service quality on timely dimension. The linear regression model is applied to know which dimension of service quality has impact on timely service.

Table (4.6) Influence of Service Quality Dimensions on Satisfaction with Timely Service

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std Error	Beta			
(Constant)	.085	.128		.663	.507	
Tangible	.201***	.057	.163	3.543	.000	2.180
Reliability	.287***	.059	.308	4.881	.000	4.081
Responsiveness	.042	.058	.046	.717	.474	4.251
Assurance	.055	.073	.052	.754	.451	4.824
Empathy	.315***	.061	.308	5.177	.000	3.613
R	.784					
R Square	.615					
Adjusted R Square	.610					
F value	125.713***					
Durbin Watson	1.962					

Source: Survey Data (2019)

Notes: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

According to the result shown in Table (4.6), R Square is 0.615 and Adjusted R Square is 0.610. This model can explain 61% about the variance of dependent variable with the independent variable. F value (the overall significance of the model) is highly significant at 1% level.

Tangible dimension is significant at 1% level. A unit increase in Tangible dimension will also increase 0.201 unit in Timely service. In order to get network of 24/7 nearly without break, the provider needs to use up-to-date equipment with good quality. If

the provider happens to announce the crucial information such as the reason for internet connection breakdown, it needs to choose suitable communication materials to reach information on time.

Reliability dimension is significant at 1% level. One unit increase in Reliability dimension will also bring 0.287 unit increase in Timely service. The customers said that delivering the promised services such as internet speed can also influence on the satisfaction of the customers. The staffs need to do their job skillfully to prevent delay over maintenance of broadband connection. In order to provide no delay responds and maintenance, the staffs need to done their tasks professionally and aware of needs of the users.

Empathy dimension is significant at 1% level. One unit increase in Empathy dimension will increase 0.315 unit in Timely service. Timely service of the provider will improve if the provider and the staffs pay attention to every user, listen to their feedback and complaints and give timely information. The staffs can be on time for home services when they care about good customer services.

(c) Influence of Service Quality Dimensions on Satisfaction with Ample Service

The following section analyzes the effects of service quality on ample service of customer satisfaction. The linear regression model is applied to know which dimension of service quality has impact on ample dimension.

As shown in Table (4.7), R Square is 0.576 and Adjusted R Square is 0.571. The model can explain 57.1% about the variance of dependent variable with the independent variable. F value (the overall significance of the model) is highly significant at 1% level.

Tangible dimension is significant at 1% level. A unit increase in Tangible dimension results in 0.231 unit increase in Ample service. Even though the provider offers variety of services, some of the users do not know about it. Not only the provider needs to offer variety of services but also it needs to be announced in a smart way to reach the information to potential and current customers. The provider has to choose suitable communication channel to raise the awareness of the citizens on their offering services. The communication materials have impact on the ample services especially when the provider launches the new internet package and services.

Table (4.7) Influence of Service Quality Dimensions on Satisfaction with Ample Service

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std Error	Beta			
(Constant)	.686	.121		5.658	.000	
Tangible	.231***	.054	.207	4.277	.000	2.180
Reliability	.209***	.056	.250	3.769	.000	4.081
Responsiveness	.017	.055	.020	.302	.763	4.251
Assurance	.053	.069	.056	.771	.441	4.824
Empathy	.297***	.058	.321	5.147	.000	3.613
R	.759					
R Square	.576					
Adjusted R Square	.571					
F value	107.071***					
Durbin Watson	2.049					

Source: Survey Data (2019)

Notes: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Reliability dimension is significant at 1% level. A unit increase in Reliability dimension will also increase 0.209 unit in Ample service. When the customers choose the current providers, they all made the conclusion with the expectation that it can provide all of required services. To meet to expectation of the users and in order to satisfy them, the providers need to prove its dependability to them. The provider can offer variety of services without much obstacles when the staffs are resource people. If the provider is always ready to solve problems of customers, the satisfaction of users will also increase. The experts of the staffs and their competence in solving problems have relationship to the provider's offering variety of internet package and 24 hours hotline for customer service.

Empathy dimension is significant at 1% level. One unit increase in Empathy dimension results in 0.297 unit increase in Ample service. The offering services of the

provider can bring positive review of the customers, if the provider focus more on the needs and wants of customers and the staff have willingness to listen to the users' feedback and complaints.

(d) Influence of Service Quality Dimensions on Satisfaction with Progressive Service

The following section analyzes the effects of service quality on progressive dimension. Except from assurance dimension, the remaining four dimensions have influence to the satisfaction of customers.

According to the result shown in Table (4.8), R Square is 0.546 and Adjusted R Square is 0.54. The model can explain 54% about the variance of dependent variable with the independent variable. F value (the overall significance of the model) is highly significant at 1% level.

Tangible dimension is significant at 1% level. A unit increase in Tangible will also increase 0.150 unit increase in Progressive service. The customer assume that the internet service speed of the provider will improve if the use good quality materials and equipment. The error in paying monthly charges rough online can be reduced when the provider uses up to date equipment in their process. Reliability dimension is significant at 1% level. A unit increase in Reliability will result 0.404 unit increase in Progressive service. In order to improve the quality of offering services, the provider should focus to deliver the promised services, solving problems as soon as possible.

Responsiveness dimension is significant at 10% level. Responsiveness has negative relationship with progressive service. One unit increase in Responsiveness dimension will result 0.117 unit decrease in Progressive service and vice versa. If the staff has enough skills to solve customers' problems by themselves in a short time, the provider does not need to make agreements with other business to save timed and to ease in dealing with customers.

Table (4.8) Influence of Service Quality Dimensions on Satisfaction with Progressive Service

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std Error	Beta			
(Constant)	.324	.149		2.172	.030	
Tangible	.150**	.066	.114	2.267	.024	2.180
Reliability	.404***	.068	.406	5.924	.000	4.081
Responsiveness	-.117*	.068	-.121	-1.731	.084	4.251
Assurance	.114	.085	.101	1.354	.177	4.824
Empathy	.337***	.071	.307	4.765	.000	3.613
R	.739					
R Square	.546					
Adjusted R Square	.540					
F value	94.776***					
Durbin Watson	2.075					

Source: Survey Data (2019)

Notes: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Empathy dimension is significant at 1% level. One unit increase in Empathy will also increase 0.337 unit increase in Progressive service. If the staff and provider pay focus on listening feedback and complaints from the users, they can offer promotions and discounts which are match well with the needs and needs of the current users. In some cases, the provider needs to team up with other business to offer better internet plans and services. To choose the right partner, the provider has to know the needs of the market and should consider the customer well-being.

4.2 Analysis of Influencing Customer Satisfaction on Customer Loyalty

This section will describe the mean value of customer loyalty, and the relationship between customer satisfaction and loyalty. The correlation between customer satisfaction and loyalty is described in Table (4.10).

4.2.1 Customer Loyalty

Customer loyalty is the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes the product or services. Retaining customers is less expensive than acquiring new ones, and customer experience management is the most cost-effective way to drive customer satisfaction, customer retention and customer loyalty. The mean and standard deviation in Table (4.9) describes how much customers are devoted to a company's products or services and how strong is their tendency to select now brand over the competition.

Table (4.9) Loyalty

No.	Description	Mean	SD
1.	Keeness to use the current ISP	3.28	1.13
2.	Desire to recommend the current ISP to others	3.09	1.13
3.	Willingness to use the services even a little change in price	2.95	1.12
4.	First choice for future high-speed service needs	2.92	1.15
5.	Eagerness to use service of current provider even other provider offers innovative services	2.72	1.18
	Overall Mean	2.99	

Source: Survey Data (2019)

According the result of the study, the ISP is at the risk of losing some of its current user. Most of the respondents have willingness to continue the use it and also want to recommend this ISP to others. Some of the customers said they will switch to other ISP if they have a little change in price or other providers offer more attractive services. Some reveal that they will discontinue from using the current provider when others offer innovative services.

4.2.2 Influence of Customer Satisfaction on Loyalty

Table (4.10) shows the influence of customer satisfaction on loyalty. The survey questionnaire with Likert score are used to asked 400 respondents. Customer loyalty is positively related to customer satisfaction as happy customers consistently factor the brands that meet their needs. Loyal customer is purchasing a firm's products or services exclusively, and they are not willing to switch their preference over a competitive firm.

Table (4.10) Influence of Customer Satisfaction on Loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std Error	Beta			
(Constant)	.209	.126		1.657	.098	
Equitable	.340***	.061	.313	5.548	.000	3.100
Timely	.088	.061	.080	1.435	.152	3.047
Ample	.198***	.067	.163	2.969	.003	2.933
Progressive	.317***	.053	.309	5.928	.000	2.645
R	.771					
R Square	.595					
Adjusted R Square	.591					
F value	145.011***					
Durbin Watson	2.054					

Source: Survey Data (2019)

Notes: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

According to the result shown in Table (4.10), R Square is 0.595 and Adjusted R Square is 0.591. The model can explain 59.1% about the variance of dependent variable with the independent. F value (the overall significance of the model) is highly significant at 1% level. Equitable service, Progressive service and Ample service are significant at 1% level. These three variables have positive relationship with Loyalty.

To raise the willingness of the user to keep on using the current provider the provider needs to offer the consistent internet speed with reasonable rate. The stable internet speed in every township have positive impact on the willingness of users to

recommend it to others. As long as the ISP offer variety of internet package with good network quality, the customers have strong willingness to the current provider even in price changing situation and the provider is the customer first choice for the internet services in the future too. The progressive services have influence on the customer loyalty. The consumer will continue to use the services of the provider even others offer innovative services if the provider always tries to improve the quality of its services by offering special promotion, introducing new internet plan and the improvement of internet speed.

The result of the study highlights that tangible dimension, reliability dimension and empathy dimension are connected to customer satisfaction. Most of the respondents said that they have willingness to continue to use the services of the current provider. However, some of the respondents said that might switch to other provider, if the current provider has a little change in price or cannot offer the innovative services like others. In the customer satisfaction, equitable service, ample service and processive service have relationship with on customer loyalty.

CHAPTER 5

CONCLUSION

This chapter is composed with findings and discussions from the result of the study. Suggestions and recommendations also include in this chapter. This chapter also includes the suggestions for the further study needs for the broadband Industry.

5.1 Findings and Discussions

This study is based on customer satisfaction towards broadband services in Yangon. Both primary and secondary data is used in this study. After analyzing the outcome of the research and based on the outcomes of the mean values, it can be assumed that some of the respondents do not have satisfaction on the service quality of the providers.

The study shows that dependability of the service provider, awareness and politeness of employees and knowing the needs of customers have influence on deciding whether the provider set fair price for its services or not. The study also shows tangible dimension also have influence on the equitable service of customer satisfaction. The result also shows that in order to provide good network quality in everywhere, the provider needs to good quality materials and equipment. Even though the respondents are slightly agreed that the provider use good quality materials, they have problems with the internet speed offered by the provider. Some of the respondents said that the ISP fails to show its reliability and assurance to the users. The respondents expressed that the staffs lack in skills and abilities to help the ISP is the main reason for the fail services. Sometimes they hesitant to answer customers' questions due to deficiency of knowledge about the services they are offering. The respondents also reveal that the staff disregard the interest of customers.

The study found that focusing on the tangible dimension, reliability dimension and empathy dimension will escort the success of performing timely service. The study also shows that the provider still has a long way to get customer satisfaction regard with the timely service. The respondents expressed that disconnect to the network of the provider happen often and they take some time for the maintenance. They wish to get more of

timely information about the activities of the providers. The users also state that the provider does not fulfill its promise in delivering the specific internet speed to its customers. The customer chooses its current provider with the expectation that they will deliver the promised services correctly. In reality the provider does not accomplish its mission in fulfilling the needs of the user. The users conclude that the provider overlook the necessary of its consumer to aid in their daily activities.

The result shows that Tangible dimension, reliability dimension and empathy dimension play important role in offering various services which is fit well with the needs and wants of the citizens. The customers will know more about the offering services of the provider if they announce it by using appropriate communication materials. The consumers assume that provider have insufficient number of staff to provide all of the required services since the staff cannot solve the problems reported by the users in a short time. Due to the fact that the hotline for customer service are sometimes unavailable for most of the users, the customers conclude that the provider does not have much eager to listen to problems and complaints.

Tangible, reliability, responsiveness and empathy have influence on the improvement of the service quality. To maintain current users and refrain customers from switching to other provider, it needs to present new ideas, try to improve internet speed and offer special promotions and also discounts. According to the result, the provider cannot introduce new services to the users. The respondents describe that the error in paying monthly charges through are happening sometimes. Although the provider offers special promotion and discounts for the well-being of the consumers, it cannot bring good result for the ISP. The respondents also state that the provider does not know the individual needs of the user. Hence, they do not offer the special promotions and discounts to match with the needs of existing customers. The responsiveness has negative relationship with the progressive service of satisfaction.

Equitable service, ample service and progressive service have influence on the customer loyalty. The result shows that although some respondents have willingness to use the services of the current provider, the users have little desire to recommend it to their friends or colleagues. In the loyalty dimension, the pricing strategy and the innovation of provider dominant the decision of whether to continue with the current provider or not. The provider needs to work on the improvements of service quality and should maintain its price rate to maintain its consumers.

5.2 Suggestions and Recommendations

In order to provide superior internet speed for 24 hours, the provider should extent its network by using better equipment and materials. When the customer decides on the reasonable service rate of the provider, they compare they have got from the provider to the monthly service rate. To get the favorable response from the users, the provider needs offer better services than customers expected to achieve. And it also needs to solve the problems, mostly cause by the staff for better result. To handle the problems that is caused by the staff, the provider should give more training to the staff about the services they are providing and also should teach how serve customers with good manner. The staffs should listen carefully to the complaints in order to know the details of the problems and can solve them efficiently and effectively.

To provide 24hours network for the satisfaction of customers, the providers needs to used up-to-date and good quality materials and equipment for cooper wire and router. To refrain its users from switching to other ISP, the ISP need to deliver its promised internet speed to the user. To reduce the delay over maintenance, the provider should hire skillful staffs who can take care of users' problems in a professional way. The provider also needs to push the staff to give timely information to the users. The provider can give timely information when the staffs value the delight of the users.

Market communication materials are important in offering various services especially when the provider introduces new services to the market. The provider first needs to know about its target audience in order to choose communication channel which can deliver the message from the provider to the users. Expressing the advantages of the firm by using appropriate communication channel can enhance the satisfaction of customers because they believe that they are receiving the best services in the industry. The provider also needs to take care of its internal customers. The abilities of staffs and their workloads need to be balance in order solve the problems of staffs take too long to solve the customers' problems

The provider should focus more on the quality of internet connection alongside with focusing on gaining more customers. The weak internet will interrupt the accomplishing of delivering progressive service. The errors which delays the accomplish of task can dwindle if the provider use up-to-date equipment and information in the process. The staff needs to be expert and the provider should encourage them to find out

the difference between the offering services and the needs to the users to offer new ideas. The special promotions and discounts need to be set up based on the requirement of the users. If the staff has enough skills to solve customers' problems by themselves in a short time, the provider does not need to make agreements with other business to save time and to ease in dealing with customers.

The reasons why the user hesitates to recommend the current provider to potential customers is because the internet speed differ according to the location and instability of internet speed. If the provider focuses on the stability of the internet speed, the willingness of customers for recommendation will improve tremendously. To maintain the loyalty of the users, the ISP needs to maintain the quality of internet services and control its service rates. In this competitive service industry, it is tough to maintain the users when all of the providers are offering similar services and the study also reveals that some of the respondent have plans to use the services of others which can offer better services for the customers. To be the first choice for services the provider should offer the variety of services which is suit well with the needs and wants of the users and shows its progressive services by introducing new internet plan and giving special promotions and discounts.

5.3 Needs for Further Research

This study focuses on examining customer satisfaction towards broadband services in Yangon. The further study should focus on customer satisfaction towards specific internet service provider will be also valuable for both social and business. It is worthwhile to study which factors of marketing mix have more influence on the buying decision of broadband. The providers are also offering their services to other regions and cities. Therefore, the study on behavior or perception of customer in the other Cities and Regions can also be fruitful research. This study uses SERQUAL theory for service quality. Using other theory on service quality dimensions of ISP can be beneficial for the study.

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APPENDIX 1

Survey Questionnaire

Section A: Demographic Factors

Direction: Please indicate your demographic information by making (√) on the box which corresponds to your opinion.

1. Please indicate your gender.

- Male
- Female

2. Please indicate your age group.

- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61 and above

3. Please specify whether you are working, studying or etc.

- I am a student
- I am a working adult
- I am currently unemployed
- I am a house wife
- I am a retiree

4. Please indicate your income range.

- Below 200,000
- 200,000- 400,000 Ks
- 400,001- 600,000 Ks
- 600,001- 800,000 Ks
- 800,001- 1,000,000 Ks
- 10,001 Ks and above

5. Which one is your current broadband ISP?

- Ooredoo
- Telenor
- Ananda
- 5BB
- Myanmar Net

6. How long have you been with your current broadband ISP?

- Less than a month
- 1 to 6 months
- 6 to 12 months
- More than one year

Section B: Service Quality

Direction: Please indicate your evaluation toward the service quality of the Broadband providers by making (√) the box which corresponds to your opinion.

Index: 1=Lowest

2 =Low

3=Middle

4=High

5=Highest

Service Quality		Opinion Level				
		1	2	3	4	5
I. Tangible Dimension						
1.	The service provider has up-to-date equipment to use for broadband internet service.					
2.	Physical appearance of the broadband is appealing.					
3.	The provided materials and equipment (such as modem, cooper, and fiber) are good quality.					
4.	Communication materials of service (such as pamphlet or statement) are visually appealing.					
5.	Physical layout of equipment and furniture are comfortable for customers to discuss with staff.					
II. Reliability Dimension						
1.	The service provider is dependable. It can provide the required services.					
2.	The staffs are expert on their jobs and rarely make mistake.					
3.	The provider is always ready to give services in every circumstance.					
4.	The service provider delivers the promised internet speed.					
5.	The service provider can solve the problems of the user at the first time.					
III. Responsiveness Dimension						
1.	The service provider can solve problems within 48 hours.					
2.	When customers have a problem, the staffs show a sincere interest in solving it.					
3.	The staffs of the service provider are never too busy to respond to customers' request.					

4.	The staffs who involve in the delivery of service (customer care, sales persons and technicians) give prompt service to customers.					
5.	Each staff has skills to solve customer's problems without transfer it to another person.					
IV. Assurance Dimension						
1.	The staffs have knowledge to answer customers' questions.					
2.	The staffs are consistently nice and courteous with customers.					
3.	The behaviors of staffs of employees instill confidence in customers.					
4.	The internet speed of this provider is better than other competitors.					
5.	Customers feel assured that service requests are duly (properly) followed up.					
V. Empathy Dimension						
1.	The staff give customers individual attention.					
2.	The staffs are willing to listen to customer's feedback and complaints.					
3.	The staffs understand the customer's individual need.					
4.	The service provider has operation hours and locations which are convenient to its customers.					
5.	The staffs of service providers have the customer's best interest at heart.					

Section C: Consumer Satisfaction

Direction: Please indicate your satisfaction toward the Broadband providers by marking (√) the box which corresponds to your opinion.

Customer Satisfaction		Level of Satisfaction				
		1	2	3	4	5
I. Equitable Service						
1.	The service provider offers equal or similar internet speed for the same service rate in every township.					
2.	The service provider offers consistent speed of broadband internet service even in peak hours or weekends.					

3.	The service provider set appropriate subscription (initial) fees for broadband services.					
4.	The monthly service rate is reasonable for its provided service.					
5.	The process to get internet service is simple and takes short period.					
II. Timely Service						
1.	The service provider provides network of 24hours a day and 7 days a week without break.					
2.	There are no significant delays over maintenance of broadband connection.					
3.	The staff are on time for home services.					
4.	The service provider gives timely information for every activity that is connected with the quality of internet speed.					
5.	After disconnected to do maintenance, they reconnect the internet connection timely.					
III. Ample service						
1.	The service provider has different types of broadband internet access to subscribe at different rates.					
2.	The service provider can ask to service center for 24 hours.					
3.	The numbers of staff are enough to serve customers.					
4.	Payment channels of the provider are enough and convenient.					
5.	The broadband is designed to take everywhere or the internet services are available even not at home.					
IV. Progressive Service						
1.	The provider offers special promotions and discounts to existing customers.					
2.	They solve problems within 48 hours.					
3.	The error in paying monthly charges through online is reducing over time					
4.	The service provider always tries to improve its internet speed.					
5.	The error in paying monthly charges through online is reducing over time.					

Section D: Customer Loyalty

Direction: Please indicate your attitude toward the Broadband providers by marking (√) the box which corresponds to your opinion.

Customer Loyalty		Level of Loyalty				
		1	2	3	4	5
1.	I will continue to do business with the current service provider.					
2.	I would recommend this service provider as the best high-speed internet service company in the industry.					
3.	I will use services from the current service provider even though it has a little change in price.					
4.	This service provider is my first choice for my future high-speed service needs.					
5.	I will not switch to other service providers even though they offer some attractive service.					

APPENDIX 2

SPSS Regression Calculation Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.793 ^a	.630	.625	.52633	2.132

a. Predictors: (Constant), EDmean, TDmean, RESDmean, RDmean, ADmean

b. Dependent Variable: ESmean

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	185.562	5	37.112	133.967	.000 ^b
	Residual	109.148	394	.277		
	Total	294.710	399			

a. Dependent Variable: ESmean

b. Predictors: (Constant), EDmean, TDmean, RESDmean, RDmean, ADmean

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.191	.127		1.503	.134		
	TDmean	.207	.056	.166	3.671	.000	.459	2.180
	RDmean	.295	.058	.314	5.073	.000	.245	4.081
	RESDmean	.001	.058	.001	.018	.985	.235	4.251
	ADmean	.120	.072	.113	1.672	.095	.207	4.824
	EDmean	.302	.060	.292	5.008	.000	.277	3.613

a. Dependent Variable: ESmean

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.784 ^a	.615	.610	.53139	1.962

a. Predictors: (Constant), EDmean, TDmean, RESDmean, RDmean, ADmean

b. Dependent Variable: TSmean

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.494	5	35.499	125.713	.000 ^b
	Residual	111.257	394	.282		
	Total	288.751	399			

a. Dependent Variable: TSmean

b. Predictors: (Constant), EDmean, TDmean, RESDmean, RDmean, ADmean

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.085	.128		.663	.507		
	TDmean	.201	.057	.163	3.543	.000	.459	2.180
	RDmean	.287	.059	.308	4.881	.000	.245	4.081
	RESDmean	.042	.058	.046	.717	.474	.235	4.251
	ADmean	.055	.073	.052	.754	.451	.207	4.824
	EDmean	.316	.061	.308	5.177	.000	.277	3.613

a. Dependent Variable: TSmean

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.759 ^a	.576	.571	.50258	2.049

a. Predictors: (Constant), EDmean, TDmean, RESDmean, RDmean, ADmean

b. Dependent Variable: ASmean

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.222	5	27.044	107.071	.000 ^b
	Residual	99.517	394	.253		
	Total	234.739	399			

a. Dependent Variable: ASmean

b. Predictors: (Constant), EDmean, TDmean, RESDmean, RDmean, ADmean

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.686	.121		5.658	.000		
	TDmean	.231	.054	.207	4.277	.000	.459	2.180
	RDmean	.209	.056	.250	3.769	.000	.245	4.081
	RESDmean	.017	.055	.020	.302	.763	.235	4.251
	ADmean	.053	.069	.056	.771	.441	.207	4.824
	EDmean	.297	.058	.321	5.147	.000	.277	3.613

a. Dependent Variable: ASmean

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.739 ^a	.546	.540	.61759	2.075

a. Predictors: (Constant), EDmean, TDmean, RESDmean, RDmean, ADmean

b. Dependent Variable: PSmean

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.743	5	36.149	94.776	.000 ^b
	Residual	150.277	394	.381		
	Total	331.020	399			

a. Dependent Variable: PSmean

b. Predictors: (Constant), EDmean, TDmean, RESDmean, RDmean, ADmean

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.324	.149		2.172	.030		
	TDmean	.150	.066	.114	2.267	.024	.459	2.180
	RDmean	.404	.068	.406	5.924	.000	.245	4.081
	RESDmean	-.117	.068	-.121	-1.731	.084	.235	4.251
	ADmean	.114	.085	.101	1.354	.177	.207	4.824
	EDmean	.337	.071	.307	4.765	.000	.277	3.613

a. Dependent Variable: PSmean

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.771 ^a	.595	.591	.59791	2.054

a. Predictors: (Constant), PSmean, TSmean, ASmean, ESmean

b. Dependent Variable: LYmean

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207.362	4	51.840	145.011	.000 ^b
	Residual	141.209	395	.357		
	Total	348.571	399			

a. Dependent Variable: LYmean

b. Predictors: (Constant), PSmean, TSmean, ASmean, ESmean

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.209	.126		1.657	.098		
	ESmean	.340	.061	.313	5.548	.000	.323	3.100
	TSmean	.088	.061	.080	1.435	.152	.328	3.047
	ASmean	.198	.067	.163	2.969	.003	.341	2.933
	PSmean	.317	.053	.309	5.928	.000	.378	2.645

a. Dependent Variable: LYmean

