YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF STATISTICS

MASTER OF APPLIED STATISTICS (MAS) PROGRAMME

CUSTOMERS' SATISFACTION OF

MYANMAR PAYMENT UNION (MPU) CARD USERS

(A CASE STUDY IN SAN CHAUNG TOWNSHIP, YANGON REGION)

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Accepted by the Board of Examiners of the Department of Statistics, Yangon University of Economics in partial fulfillment for the requirement of the Master Degree, Master of Applied Statistics.

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A research paper submitted as a partial fulfillment towards the requirement for the degree of Master of Applied Statistics

Supervised by   Submitted by

Daw Aye Aye Maw   San Wailu Win

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ABSTRACT

The study analyzes customers' satisfaction on MPU cards in San Chaung Township. The objectives are to ascertain the relationship between easiness, trust and customers' satisfaction and also to determine the customers' satisfaction level. The study employed primary data which were collected through structured questionnaires. The cluster sampling method was employed to analyses the customers' satisfaction towards MPU card use among persons in the working age group between15-64 years. The multiple regression linear model was used to ascertain the relationship between easiness, trust and customers' satisfaction of MPU card users in San Chaung Township. Moreover, the Chi-square test was used to explore association between brand card and status of usage and levels of customers' satisfaction. The results revealed that there was a significant relationship between easiness, trust and customers' satisfaction and the variables such as location, quality of the currency note, the bank card issued services and performance of ATM were positively related to customers' satisfaction.

ACKNOWLEDGEMENTS

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LIST OF ABBREVIATIONS

AGD   Asia Green Development Bank

ASEAN Association of Southeast Asian Nations

ATM   Automated Teller Machine

AYA   Ayeyarwady Bank

CB   Cooperative Bank

CBM   Central Bank of Myanmar

CUP   China Union Pay

IT   Information Technology

ICT   Information and Communication Technology

JBC   Japan Credit Bureau

KBZ   Kanbawza Bank

MIT   Myanmar Information Technology

MPU   Myanmar Payment Union

NPS   National Payment Switch

NGO   Non-Governmental Organization

PIN   Personal Identification Number

POS   Point of Sale

SMS   Short Message Service

SRS   Simple Random Sampling

SWIFT Society for Worldwide Interbank Financial Telecommunication

UAB   United Amara Bank

UPI   Union Pay International

CHAPTER I

INTRODUCTION

1.1 Rationale of the Study

The banking sector is the backbone of a country's economy. Banks assume a basic play in the change of market economies. Myanmar had a vibrant banking sector after 1962. Nationalization of the banks stifled development of the sector. Since 1990, several laws amended the financial institution of Myanmar Law Liberalized, resulting in the re-emergence of private banks starting from 1992. In 1996, local offline debit cards had been introduced in Myanmar by Asia Wealth Bank, in 2002, the Myanmar Mayflower Bank had installed offline ATM. However, the Myanmar banking industry experienced a severe crisis in early 2003 after three major banks, Asia Wealth Bank, Myanmar Mayflower Bank and Myanmar Universal Bank had been closed down (GIZ, 2018).

After 2011, Myanmar tried to restore the public confidence in banking sector. There were amendments of existing financial laws and enactment of new laws including the Foreign Exchange Management Law and the Financial Institutions Law. As the result, there are totally 42 banks in Myanmar, 1 central bank, 4 state owned banks, 10 semi-government banks, 14 private banks that increased in 2018. Banking services including mobile banking, Automated Teller Machine (ATM) and other card systems are available but 30 years late in Myanmar. There are certain challenges in the banking sector including payment services as Myanmar is still predominantly cash-based economy with a low banking penetration rate and with almost large percentage of cash currency in circulation (GIZ, 2018). The ATM technology appears common and generally acceptable among banks' customers in the other country. Electronic based plans of action are replacing ordinary financial framework and most banks are reevaluating business procedure structures and client relationship the executive methodologies. It is otherwise called e-banking, web based financial which gives different e-channels to utilize banking administrations for ATM, master card, visa card, web banking, portable banking, electronic clearing administrations and so forth.

Under the guidance of Central Bank of Myanmar, Myanmar Payment Union (MPU) was established in 2011 with a total of 16 members from both state and privately owned banks, and expanded to 24 members in 2018. However, only the 19 members of banks were issued the MPU cards in this time. The MPU was formed by Myanmar

banks "to stand as National Payment Switch for Myanmar", i.e. a system supporting non-cash payment originating from electronic channels such as ATM, Point of Sale (POS) terminals, mobile banking, etc. All MPU bank card holders can use them as an efficient tool, to facilitate financial transactions, check their balance as well as remittance their fund at any ATM (MPU, 2016-17). However, the challenges have to be considered, such as technological acceptance, trust, traditional ways of conducting financial transactions and the massive use of cash in Myanmar.

This study the customers' satisfaction on the use of MPU card among MPU card holders in San Chaung Township, Yangon Region was conducted to address issues associated with customers use of ATM services of the banks and the following concepts, easiness and trust which were used to determine their influence on the customer's satisfaction on the use of MPU cards.

1.2   Objectives of the Study

The objectives of this research paper are;

(i)   To study the relationship between trust, easiness and customers' satisfaction on the use of MPU cards,

(ii)   To analyze customers' satisfaction level of the MPU card users,

1.3   Method of Study

This study uses multiple linear regression model and descriptive statistical technique tools such as tables, figures and percentages. Data were collected from primary sources. The sources of the primary data for this study were collected from the respondents who are the MPU card users in San Chaung Township by using structured questionnaire. Moreover, Chi-square tests was used for variables which were brand cards, status of usage, and levels of customers' satisfaction of MPU card users in San Chaung Township.

1.4   Scope and Limitations of the study

San Chaung Township consists of (18) wards with (99619) total populations, (20635) number of households and (98.80%) literacy rate (15 years and over). Moreover, compared to Union level, there is higher percentage of working age group between15-64 population in San Chaung Township (Department of Population, 2017).

The more the number of population in San Chaung Township, the more the users of bank services will be. If there are more people who use bank services, more number of banks will be extensively opened with better bank service to get the market at San Chaung Township. This study covered (19) members of MPU card issued banks that are located in San Chaung Township. Secondly, the study focused on working age group who use MPU card due to their income, literacy rate, knowledge of technology of other forms such as electronic banking.

1.5   Organization of the Study

This study consists of five chapters in all. Chapter I, the introductory chapter includes rational of the study, objectives, method, scope and limitations of the study.

In Chapter II, meaning of MPU card, concept of ATM, evolution of ATM, customers' satisfaction on MPU usage, banking sector development and payment system improvement and MPU services are presented.

Chapter III provides multiple linear regression model, assumptions of the multiple regression model, test for significance of overall multiple regression model, residual analysis and muticollinearity.

Chapter IV presents analysis concerned with customers' satisfaction of MPU card user in San Chaung Township.

In Chapter V, findings and discussions, suggestions and further research are presented.

CHAPTER II

OVERVIEW OF MPU

2.1   Meaning of MPU

Myanmar financial institutions are not only improving in safety, soundness and accountancy, they are also expanding their use of technology. Serval financial institutions are adopting the latest way in an effort to become modern financial services, while more generally the country is developing its digital and information technology (IT) to allow for channel that enhance the banking system. The growth of IT in the banking sector comes with the advancement in electronic system which is characterized by new and more sophisticated ways of transaction. Moreover, in order to lessen the handling of currency notes, the Central Bank of Myanmar (CBM) encourages to issue ATM and POS switching among the financial institutions (Oxford Business Group, 2017).

Myanmar Payment Union (MPU) is a Myanmar financial services corporation which provides bank card services and a major card scheme in Myanmar. MPU was founded on 15 September 2011 with a total of 16 members from both state and privately owned banks, and was expanded to 24 members as of January 2019. When it first started, its purpose was to provide the ATM and POS switching services among the banks. The main purpose of the MPU's formation are to perform National Payment Switch (NPS), to reduce the cash payment, upgrade the current payment system, to cooperate more bank services among member banks, can use International cards in domestic and can use MPU co brand card can be used internationally. Assuming that Myanmar has around 1.8 million of its cards in circulation in the country in the year 2018, although less than 10 percent of its 51.4 million population has access to banking services (MPU, 2016-17).

Japan Credit Bureau (JBC) signed an agreement on the use of its payment system at the Myanmar Bank Association and China Union Pay (CUP) followed in November 2012. Within this agreement, holders of international bank cards either JBC or CUP will be able to use them in the ATM of member banks of the MPU. In addition, member banks sector carries on Myanmar citizen who are leaving abroad by using MPU-CUP and MPU-JCB co brand card which can take cash out. And then, member banks and POS machines installed outlets without any cash payment by the MPU card can be purchased easily and conveniently (Oxford Business Group, 2017).

2.2   The Concept of ATM

In the olden times, trade between was started as a barter system. Prior to the introduction of legal tender, such as coins, notes and other forms of modern instruments used in economic transactions, commercial activities were carried out through the exchange of goods and services. A barter system is old method of exchange. Today, bartering has made a using technique that are more sophisticated to aid in trading. The development of computer system and the spread of the internet make it to economic transaction with electronic for instance, ATM, mobile banking and etc.

The use of Automated Teller Machines (ATM) are generally popular these days. It is simpler for individuals to issue cash at whatever point they need it. ATMs enable customers to play out various financial exchanges, for example, withdrawing money from record, checking balance information and affecting installment of bills. And furthermore, ATM gives 24-hour administration nonstop. A customer can issue money up to a specific point of confinement whenever of the day or night and not wait to be attended by the bank staffs.

Technological developments have empowered the ventures to open up proficient conveyance channels. When technological advancements implement to the financial institutions, it makes to gather process, analyze, and provide information in order to meet the needs of customers and to get their exclusive requirements and to take into consideration conveyance of banking items more advantageously and successfully than ever before. The modern banking has progressed toward becoming customer driven and innovation driven. ATM implies both going without cash and whenever cash. With the utilization of ICT bank methodology, it has become progressively exact, quick, secure and profitable. The card of debit and credit assumed an indispensable role as it turned financial procedure into a lot simpler from customer point of view as well as the bankers. They saved time with the use of these cards and particularly when the money can be taken from the ATM. ATM is an electronic media transmission gadget which enables customer to finish fundamental exchanges without the guide of branch delegate or teller. Fundamental ATM will issue money and will give report of the record data. Complex ATM machines will acknowledge deposit, bill payment, funds move and give mini statement of the record. ATM has made a win-win situation by broadening more easiness and various choices for customer while giving fabulous cost advantage to the bank (Worku G, Tilahun A, Tafa MA, 2016).

In addition, ATM is convenient for the bank customers and ATMs have located in convenient places such as the airport, railway stations, hotels, etc. and not necessarily at the bank premises. It reduces the work load of bank staff. Since the ATM is a "do it yourself" service, thus bank staff relieve from grumbles and cries of customers. Moreover, ATM is very beneficial to travelers. They do not need to carry enormous amount of money with them. They can issue money from this advancement since users do not need to carry the larger amount of their cash to make buys and also reduce the fear of armed robbers (Mohammed Ibrahim Danlami and Dada Richard Mayowa, 2014).

2.3   The Evolution of ATM

ATM is defined as a computerized telecommunications device that provides clients of a financial institution with access to financial transactions in a public place. ATM was the first well-known machine that provides electronic access to customers that brought a less hassle, and easier transaction of the customer and the bank. Many experts believe that the first automated banking was the creation of an American inventor and businessman named Luther George Simjian. Simjian held patents on all kinds of things including – army flight simulator, a color X-ray machine, a self-focusing camera among others. But he was best known for his work in the Bankograph which would allow customers to make cash and cheque deposits. In the 1960s, but, times were dynamic, and a broader phase of the population became more easiness with the thought of self-service and all the more eager to confide in new innovations and to grant automated banking a strive. In 1967, a Scottish inventor named John Shepherd Barron was the managing director of De La Rue Instruments who invented the first ATM machine which used by Barclays Bank (Mohammed Ibrahim Danlami and Dada Richard Mayowa, 2014).

In the early 2000, the five major private banks of Myanmar were allowed to introduce ATM, credit card and POS services. Myanmar May Flower Bank had been pioneered the use of ATM in Myanmar with the provision of facilities limited to cash withdrawal and account balance inquiry in Yangon and Mandalay. Another four banks, namely Myanmar Oriental Bank, Yoma Bank, Asia Wealth Bank and Kanbawza Bank were allowed to provide ATM card and POS services in some major cities. The private banks have been operating smoothly, giving excellent services to the public and making profits (GIZ, 2018).

After 2011, a new foreign exchange law and a revised Central Bank of Myanmar Law were recently enacted. The primary objective of the new Central Bank Law shall strive for monetary and financial system stability while promoting efficient payment and clearing mechanisms. In addition, the MPU was formed in 2011 to reform the Myanmar Payment System. MPU started its operations in 2012 and then ATM operations were re-launched. As these results, the number of MPU card holders to be reached around 14,000,000 and ATMs were installed around 2,000 machines in Myanmar in 2018 (MPU,2016-17).

2.4   Customers' Satisfaction on MPU Usage

Customer satisfaction means the product can satisfy the customer and fulfill their expectations. Customer satisfaction could be a condition which results from customers' comparison of expectation prior to a purchase with performance after a purchase. Customer satisfaction is additionally defined as the number of customers, or, proportion of the full customers, whose reported experience with an organization (bank), its products or its services exceed specified satisfaction goals.

ATM banking customers have expectation for their banks' ATM banking services against which each service encounter upgrades comparison of ATM banking performance to the expectations. In addition, Customer satisfaction with MPU (ATM) using is that the feeling developed from an evaluation of the ATM banking use experience whether the ATM banking performed relatively well or poorly against expectations. Satisfaction will thus be taken as a result of perceived performance and expectations. Customer satisfaction may be a key thinking about development of customer's needs for future purchase.

2.5   Banking Sector Development and Payment System Improvement

Banks play a crucial role in financial system and the economy. As a key part of the financial system, banks assign funds from savers to borrowers in an economical manner. An effective monetary system henceforth decreases the expense and risk of manufacturing and more producing of more quality products and in this way makes a significant contribution to raising the living standard. For nearly five decades, Myanmar's economy is confronted with harsh limitations under the rule of the military. In Southeast Asia, the pervious Asian granary Myanmar has become the poorest country with the lowest level of financial intermediation. Myanmar was the only

country in ASEAN that could not increase its financial intermediary between 2001 and 2011 (Oxford Business Group, 2017).

The history of Myanmar banking began with the arrival of serval Indian institutions early in the 19th century. Western banks soon entered the market as well as, including the Chartered Bank of India, Australia and China in 1862 and the Hong Kong and Shanghai Banking Corporation in 1891. A Central Bank was formed in 1935, and for years the sector flourished. By the year 1960, the country had 24 banks, of which 14 were foreign banks. The Revolutionary Council Government seized the control of the country in 1962, nationalized all banks in 1963 and before too long amalgamated them into the Peoples Bank of the Union of Burma. Nationalization of those 10 domestic and 14 foreign banks did not stop at the insurance sector. Following a progression of changes in 1970, the bank was divided into four separate substances as the Union of Burma Bank, the Myanmar Economic Bank, the Myanmar Foreign Trade Bank and the Myanmar Agriculture Bank. In 1990, when Myanmar started to move towards a market-based economy, another national bank law and a financial institution law were passed, and private banking license were reissued. In any case, the local banking crisis in 2003 which prompted bank runs and the breakdown of some institutions and make progress slow (Oxford Business Group, 2017).

After 2011, CBM has begun to revise the legal framework and varied necessities for the financial sector so as to modernize the infrastructural and institutional framework, liberalize the exchange market, enable a lot of competition and innovations, and improve business enterprise and foreign exchange management capacities. Banks were allowed to trade in foreign currency, ATM cards were again permitted for payment system development. Regardless of being the most cash-based economy in the ASEAN, Myanmar's modernization of payment services has grown quickly over the previous years. Myanmar is still a predominantly cash-based economy because Myanmar has experienced previous banking and currency crises so that the population continues to prefer cash in hand. A largely cash-based economy incurs high operational costs (storage, cash-in/cash-out, counting cash, prevention of theft, etc.) and makes the economy more vulnerable to money laundering since cash payments can be easily anonymized. Over the past years, Myanmar has taken important steps to reduce cash transactions and Myanmar banks have joined the Society for Worldwide Interbank Financial Telecommunication system (SWIFT). Through SWIFT, local banks can build

secure and reliable financial transactions efficiently with their foreign correspondent banks.

In 2011, the MPU was formed by Myanmar banks "to stand as a National Payment Switch for Myanmar", i.e. a system supporting non-cash payments originating from electronic channels such as ATM, POS terminals, mobile banking, etc (MPU,2016-17). With an estimated 10% of Myanmar citizens living abroad and less than 20% of Myanmar population holding a bank account, global money transfer services are in high demand. Market pioneer Western Union entered Myanmar in 2013, making cash remittance from abroad possible. In 2016, cash can now likewise be sent to another country by means of chosen Western Union accomplice banks (Oxford Business Group, 2017).

Mobile financial service providers regard Myanmar as a particularly interesting country because of its extraordinary growth in mobile phone dissemination over the past few years that several banks have entered the market for mobile financial services.

2.6   MPU Services

MPU have made it easy for ATM users to get some bank services out of bank offices which include provision of mini bank statement, cash withdrawal, cash deposit, balance enquiry, readily move funds between accounts at the same bank at any time of day, purchase of some utilities like electricity bill payments and etc. MPU card usually connects on to their ATM Controller via either a dial-up electronic equipment over a phone line or directly via a leased line. A leased line is additionally referred to as a dedicated line that connects two locations for private voice and/or data telecommunication service. A leased line is not dedicated cable, it is a reserved circuit between two points. It is ascertained that with the latest ATMs, the customer are made known as inserting a plastic ATM card with a magnetic stripe or a plastic smartcard with a chip. Security is provided by the customer entering a Personal Identification Number (PIN) (Joseph Jackson Tillya, 2013). The MPU member of banks offer four types of cards to their clients: debit cards since 2012, credit cards since late 2015, and debit and credit cards co-brand with international partners of UPI (Union Pay International) and JCB (Japan Credit Bureau).

(a)   Debit Card

A debit card is a plastic card that provides an alternative payment method to cash when making purchases or withdrawal. Debit cards often look like just credit cards. It can be used to make purchases or withdrawal but, in contrast to credit cards

which extend the purchaser a loan that does not have to be paid off immediately, a debit card purchase is immediately deducted from the card holder's bank account. The issuing of cards was banned by the Central Bank of Myanmar in 2003, when the country faced a major banking crisis.

(b)   Credit Card

During the 21th century, banks have introduced the credit card system. Most of the banks in Myanmar, credit cards were issued to their current account and saving account holder for free of charge. The benefit of credit card for customers is to purchase goods or services form some related shops a certain limit amount making immediate payment. A credit card allows to borrow money against a line of credit and use the card to make basic transactions. This card enables individuals to buy products and services, just as issue money, up to a credit limit that is dictated by their individual budgetary status. Cooperative Bank (CB) has announced firstly that its customer will be able to apply for the first credit card in September 2015.

(c)   Debit Card co-brand with UPI and JCB

A debit card co-branded with UPI and JCB is mostly similar to MPU debit card. In addition to these, card services have enable card holders to carry out international payment services through network in over 150 countries.

(d)   Credit Card co-brand with UPI and JCB

It is card product which provides payment to convenience for the customers by using just like MPU credit card's function. A credit card co-branded with UPI and JCB which mean spend up the value anywhere, POS installed stores, for e-commerce, online shops and ATM with UPI and JCB logo.

CHAPTER III

THEORETICAL BACKGROUND

3.1 Multiple Linear Regression Model

Linear regression attempts to model the relationship between two variables by fitting a linear equation to observe data. One variable is considered to be an explanatory variable, and the other is considered to be dependent variable. Before attempting to fit a linear model to observe data, a model should first determine whether or not there is a relationship between the variables of interest. The equation can be interpreted as prediction equation if the independent variable precedes the dependent variable (https://www.stat.yale.edu/Courses/1997-98/101/linreg.htm). Multiple regression models take the following form;

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \ldots + \beta_k X_{ik} + e_i; \quad i=1,2,..,n \qquad (3.1)$$

Where;

Y_i = value of the dependent variable in the ith trial

β_0 = constant in the regression equation

$\beta_0,..., \beta_k$ = regression coefficient associated with each of the X_k independent variable

X_{ij} = value of the jth independent variable in the ith trail

e_i = the random error in the ith trail or observation

3.2 Assumptions of the Multiple Linear Regression Model

The following are the assumptions of multiple regression models

1. Multiple linear regression needs the relationship between the independents and dependent variables to be linear. It is also important to check outliers since multiple linear regression is sensitive to outlier effects.

2. The multiple linear regression analysis requires that the error between observed and predicted values (i.e., the residuals of the regression) should be normally distributed.

3. The error of the mean is uncorrelated; that is that the standard mean error of the dependent variable is independent from the independent variables.

4. The multiple linear regression analysis makes homoscedasticity. The scatter plot is a good way to check homoscedasticity.

5. There is no multicollinearity. That is, there is no linear relationship among the explanatory variables (https://www.statisticssolutions.com/assumptions-of-linear-regression).

3.3   Test for Significance of Overall Multiple Regression Model

The F test is used to determine whether there exists a significant relationship between the dependent variable and the entire set of independent variables in the model. The overall F test is used to test for the significance of overall multiple regression model. The ANOVA procedure tests the null hypothesis that all the β values are zero against the alternative that at least one β is not zero.

Null Hypothesis $\qquad$ $H_0: \beta_1 = \beta_2 = ... = \beta_k = 0$

Alternative Hypothesis $\qquad$ $H_1:$ at least one $\beta_j \neq 0$

The ratio of test statistics;

$$F^* = \frac{MSR}{MSE} \qquad\qquad (3.2)$$

Where,

MSR = the mean square due to the regression

MSE = the mean square of error

The decision rule for this test,

If $F^* \leq F(1-\alpha, k, n-k-1)$, Reject H_0

If $F^* > F(1-\alpha, k, n-k-1)$, Do not reject H_0

The existence of regression relation by itself does not ensure that useful predictions can be made by using it.

3.4   The Coefficient of Multiple Determination (R^2)

The coefficient of determination can be calculated by using the error sums of squares (SSE) and regression sums of squares (SSR), and total sums of square (SST). The coefficient of multiple determinations is defined as;

$$R^2 = \frac{SSR}{SSTO} = 1 - \frac{SSE}{SST} \tag{3.3}$$

The R^2 measure the variation in Y that is explained by the independent variable X in the simple linear regression model. In multiple regression, the coefficient of multiple determination represents the proportion of the variation in Y that is explained by the set of independent variables. The value of coefficient of multiple determinations will be between zero and one.

3.5 Residual Analysis

Residual analysis refers to a set of diagnostic methods for investigating the appropriate of regression model utilizing the residual. If a regression model is appropriate, the residual $\varepsilon_i = Y_i - \hat{Y}$ should reflect the properties ascribed to the model error terms ε_i. Since regression model assumes that is normal random variables with constant variance, the residual should show a pattern consistent with these properties.

These are two graphical residual analysis methods. The first involves residual plots, where the residual is plotted as a scatter plot against the corresponding fitted value. The second involves normal probability plots of the residual, where the ranked residuals are plotted against their expected values under normality.

3.6 Multicollinearity

One of the assumptions of linear regression model is that there is no multicollinearity among the regressor included in the regression model. The problem of multicollinearity in regression analysis is known as a situation of strong interrelationships among the independent variables. The term multicollinearity meant by the existence of a perfect or exact linear relationship among some or all explanatory variables of a regression model. The problem of multicollinearity arises when at least one of the independent variables is a linear combination of the others and it is not an easy problem to resolve where possible can always try to increase the precision of estimator by increasing the number of observations.

The most direct way of testing for multicollinearity is to produce a correlation matrix for all variables in the model. Another way to detect multicollinearity is to use the value of tolerance. If the value of tolerance is not less than 0.1, it can be said that there is no multicollinearity problem in this study. The third way to detect

multicollinearity is to use the variance inflation factor (VIF). The VIF for any independent variable is a measure of the degree of the multicollinearity contributed by that variable.

The VIF for any given independent variable is

$$VIF = \frac{1}{1-R^2} \qquad (3.4)$$

Where,

R^2 = the coefficient of determination

The multicollinearity produces an increase in the variation, or standard error, of the regression coefficient. In general, multicollinearity is not considered as a significant problem unless the VIF of a single independent variable measures at least 10 or the sum of the VIF's for all independent variable is at least 10.

CHAPTER IV

ANALYSIS OF CUSTOMERS' SATISFACTION OF MPU CARD USERS

4.1 Survey Profile

The survey data were collected from San Chaung Township. San Chaung Township is in the north central part of Yangon. San Chaung Township consist of (18) wards with (99619) total population and (20635) number of households. There are millions of MPU card users from different banks in serval regions of Myanmar especially Yangon and Mandalay Region. San Chaung Township is located closely to the geographic center of the metropolitan area which features many of city major arts institutions, shopping centers, banks and sports facilities. The residents of San Chaung Township use the most modern payment system such as debit card, credit card, mobile banking and etc.

Moreover, this Township has higher percentage in working age group between 15-64 population compared to Union level and has 98.80 percent of literacy rate (15 years and over) (Department of Population, 2017). The more the number of population in San Chaung Township, the more the users of bank services will be. If there are more people who use bank services, more number of banks will be extensively opened with better bank service to get the market at San Chaung Township.

This study covered most of the member of MPU card issued banks located in this Township. Secondly, the study focused on working age group of the MPU card users because they may be working and seeking income. Moreover, the MPU card users who have job and income that they can do more transactions than other. It is assumed that high literacy rate may be related to knowledge of using electronic payment and technology such as ATM, mobile banking and etc.

The number of households and population in San Chaung Township are presented in Table (4.1)

Table (4.1)

The Number of Households and Population in San Chaung Township

No	Ward	No of Household	Population
1	Way Lu Wun (North)	944	4,396
2	Way Lu Wun (South)	576	2,724
3	Mont Loke Saung Kone (North)	829	3,759
4	Mont Loke Saung Kone (South)	1,716	9,555
5	Kyun Taw (North)	702	2,975
6	Kyun Taw (Middle)	925	4,244
7	Kyun Taw (South)	1,845	8,186
8	Than Ta Dar	1,025	4,294
9	Lin Lun(North)	1,555	6,674
10	Lin Lun(South)	1,332	6,248
11	San Chaung (North)	1,702	7,099
12	San Chaung (South)	1,588	7,040
13	Shin Saw Pu	593	3,480
14	Aung Chan Thar	344	2,253
15	Thi Ri Khay Mar	666	4,647
16	Hone Lan Bu Tar	714	3,431
17	Myay Ni Kone (North)	1,846	9,036
18	Myay Ni Kone (South)	1,733	9,578
	Total	20,635	99,619

Source; Department of Population, October 2017

4.2 Survey Design

In this study, knowledge of technology, practice and attitude towards customers' satisfaction is conducted to address issues associated with customers use of MPU services of the bank. The target population is MPU card users and persons in the working age group between 15-64 years in San Chaung Township. There are (20635) households in the whole township and the require sample size of (345) households is calculated by Cochran's Method. In the first stage, the simple random sample of (4) wards out of (18) wards is selected. In the second stage, the sample of (345) households

is obtained from selected wards by two cluster stage sampling method. Moreover, the number of sample households in each selected ward is allocated by proportional allocation method.

A questionnaire is used to determine the services of MPU encountered by users, preferred ATM to use, and the situation of satisfaction the users can give after using the MPU services. The questionnaire used in the study is presented in Appendix I. The survey questionnaires consist of four portions. The first part of questionnaire is the demographic characteristics including age, gender, work, current job and level of education and income. The second part provides insight on the importance of customers' easiness on the use of MPU services, third part include trust for used MPU card and finally the last part is customers' satisfaction. The questionnaires which used in this study contained 37 items, the second, third and fourth parts are measured on five point of Likert Scale which has been ranged from

Strongly Disagree	=	1
Disagree	=	2
Neither Agree nor Disagree	=	3
Agree	=	4
Strongly Agree	=	5

The questionnaires of easiness, trust and customers' satisfaction parts are measured on twenty-six statement, eleven statements of which related to condition of easiness, nine statements related to the trust and six statements related to customers' satisfaction on the use of MPU card. The statements related to easiness include located, technique, internet speed, quickly services, easy to shopping and easy to contact hotline phone in the questionnaires. The statements related to trust include good name of bank, stolen cash, hack personal information, technical security system, fragility money and counterfeit in the questionnaires. And also, the statements related to customers' satisfaction include 24-hours cash draw, check balance, printing receipt and time saving in the questionnaires.

4.3   Sample Size Determination

In this paper, sampling scheme is done on the inhabitants at San Chaung Township, to find out the MPU card users among persons in the working age group between 15-64 years. It has much information on the subjects to begin with, it is to assume that half of the households have MPU card users and among persons in working age, this gives maximum variability. In this study, Cochran's Sample Size Formula is

$$n_0 \geq \frac{(Z)^2 * (p)(q)}{(d)^2} \qquad (4.1)$$

$$n_0 \geq \frac{(1.96)^2 (0.5)(0.5)}{0.05^2} = 385$$

Where;

Z   = the value of selected alpha level of 0.025 in each tail= 1.96

(p)(q) = estimate of variance= 0.25

(Maximum possible proportion (0.5) produces maximum possible sample size)

d   = acceptable margin of error for proportion being estimated= 0.05

Therefore, among a population of (3174), the required sample size is (385). Cochran's correction formula should be used to calculate the final sample size.

$$n_1 = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}} \qquad (4.2)$$

$$n_1 = \frac{385}{1 + \frac{(385 - 1)}{3174}} = 345$$

Where;

N = population size = 3174

n_0 = required return sample size according to Cochran's formula = 385

n_1 = required return sample size

Table (4.2)

The Number of Households from (4) Selected Wards in San Chaung Township

No	Ward	No of Households	Probabilities	ni
1	Way Lu Wun (South)	576	0.18147448	63
2	San Chaung (South)	1,588	0.50031506	173
3	Aung Chan Thar	344	0.108380592	37
4	Thi Ri Khay Mar	666	0.209829868	72
	Total	3,174	1	345

Source; Surveyed data, 2019

Table (4.2) showed that the final sample size (345) from (4) selected wards in San Chaung Township. In this study, the number of sample in each selected ward is allocated by proportional allocation method.

$$P = \frac{N_i}{N} \qquad (4.3)$$

$$n_i = P \times n \qquad (4.4)$$

Where;

P = proportion of population

N_i = the number of unit in the subpopulation of interest

N = the total number of units in the population of interest

n = the sample size

(1) Way Lu Wun (South) Ward

$$P = \frac{575}{3174} = 0.18147$$

$$n_i = 0.18147 \times 345 = 63$$

(2) San Chaung (South) Ward

$$P = \frac{1588}{3174} = 0.50031$$

$$n_i = 0.50031 \times 345 = 173$$

(3)   Aung Chan Thar Ward

$$P = \frac{344}{3174} = 0.10838$$

$$n_i = 0.10383 \times 345 = 37$$

(4)   Thi Ri Khay Mar Ward

$$P = \frac{666}{3174} = 0.20982$$

$$n_i = 0.20982 \times 345 = 72$$

After using the proportion of allocation method from (4) selected wards, the systematic random sampling is used and then (345) households are taken from regular fixed intervals of the sample. Hence, selecting a systematic random number (r) is such as $1 \leq r \leq k$. The number of (r) is called random start, and then every (k^{th}) is selected.

In this study, the population is (3174) and the sample size is (345) from (4) selected wards in San Chaung Township that the sampling interval (k^{th}) will thus be 3174/345= 9.0685 then (k^{th}) is to be taken as 9. This is calculated as

$$k = \frac{N}{n} \qquad\qquad (4.5)$$

Where;

k   = the sampling interval

N   = the population size

n   = the sample size

The sample size is selected (63) households from Way Lu Wun (South) of (576) households, 576/63 = 9.1428 (the integer nearest to 9), so every 9th household is chosen from a random starting point between 1 and 9. The random starting point is 2, the households selected are 2, 11, 20, and 568. Moreover, the value of sampling interval (k^{th}) is 9th in San Chaung (South) ward, Aung Chan Thar ward and Thi Ri Khay Mar ward, a random staring point is chosen between 1 and 9.

4.4   Demographic Characteristics

Table (4.3)

Demographic Characteristics of the Respondents

Characteristics		Number of the Respondents	Percent	Cumulative Percent
Gender	Male	146	42.3%	42.3%
	Female	199	57.7%	100.0%
Total		345	100.0%	
Age	16-25	85	24.6%	24.6%
	26-35	148	42.9%	67.6%
	36-45	66	19.1%	86.7%
	46-55	31	9.0%	95.7%
	56-65	15	4.3%	100.0%
Total		345	100.0%	
Martials Status	Single	186	53.9%	53.9%
	Married	156	45.2%	99.1%
	Widow	3	0.9%	100.0%
Total		345	100.0%	
Education Level	Master	44	12.8%	12.8%
	Bachelor	257	74.5%	87.2%
	High School	41	11.9%	99.1%
	Others	3	0.9%	100.0%
Total		345	100.0%	
Current Job	Company	216	62.6%	62.6%
	Government	45	13.3%	75.9%
	Own Business	69	20.0%	95.9%
	NGO	14	4.10%	100.0%
Total		345	100.0%	

Source; Surveyed data, 2019

The descriptive analyses for demographics characteristics of the respondents which indicated that out of (345) respondents (57.7%) are females and the rest (42.3%) were males as shown in Table (4.3). In terms of age as depicts (42.9%), (345) are the respondents whose age was between 26 and 35 years. It was found that most of the MPU card users are (148) respondents who are between 26 and 35 years in San Chaung Township. The cumulative percent showed that (95.7%) of the respondents were aged 55 years the highest.

The marital status of the respondents was (45.2%) married, (53.9%) single and (0.9%) widowed from the sample respondents. Education level shows that (74.5%) of the respondents were Bachelor degree holders, (12.8%) of the respondents were Master degree holders, (11.9%) of respondents had High School level education and (0.9%) of respondents had other educational status (PhD). Regarding the current job, (62.6%) were the company staffs, (20.0%) had own business, (13.3%) were government servants and (4.1%) were NGO staff, respectively. Based on the sample data, it was found that most of MPU card users are company staffs in San Chaung Township.

4.5   The State of Mobile Banking Use

Table (4.4)

The State of Mobile Banking Use

Characteristics		Number of the Respondents	Percent	Cumulative Percent
State of Use	Use	199	57.7%	57.7%
	Do not Use	146	42.3%	100.0%
		345	100.0%	
Using Time	1 to 5 times	169	84.9%	84.9%
	6 to 10 times	22	11.1%	96.0%
	11 to 15 times	4	2.0%	98.0%
	Above 15 times	4	2.0%	100.0%
Total		199	100.0%	
Reason	Transfer Money	97	48.7%	48.7%
	Shopping	22	11.1%	59.8%
	Phone Bills	80	40.2%	100.0%
Total		199	100.0%	

Source; Surveyed data, 2019

In Table (4.4) showed that (199) of the respondents use the mobile banking and (146) of respondents do not use the mobile banking. Moreover, (169) respondents used mobile banking between 1 and 5 times per month which is highest time of using. The cumulative percent showed that (98.0%) respondents used mobile banking 15 times at the most. The reason of using mobile banking service is that (97) respondents used mobile banking for transfer money and followed by (80) respondents who used mobile banking for phone bills. Table (4.4) indicated that (42.3%) respondents do not use

mobile banking that the MPU members of banks should have awareness of the use of mobile banking among the public.

4.6   Testing for Reliability

Reliability refers to test consistency. There are a number of differently used reliability coefficients. One of the most commonly used is Cronbach's Alpha which can be interpreted as a correlation coefficient; it ranges a value from 0 to 1.

Table (4.5)

Reliability Statistics

Cronbach's Alpha	Number of Items
0.754	26

Source; Surveyed data, 2019

Alpha is greater than (0.7), it means that high reliability and Alpha is smaller than (0.3), it means low reliability. According to Table (4.5), it showed reliability of customers' satisfaction, easiness and trust variables measured by Cronbach's Alpha. In that study the Cronbach alpha is (0.754) with (26) items that show highly reliable results.

4.7   Analyzing the Levels of Customers' Satisfaction

The customer experiences are various levels of satisfaction or dissatisfaction after using each service according to the extent to which their expectations were met or exceeded. Customer satisfaction can be associated with feelings of acceptance, happiness, trust, convenience and delight. There are three levels of customer satisfaction which are based on three quartiles Q1, Q2 and Q3 approximately which divide an ordered data set into four equal parts for level of customer satisfaction. The first quartiles Q1 in this paper labeled as low satisfaction, is the value below in which 25 percent of the observations occurs, and the third quartile Q3, labeled as high satisfaction, is the value below in which 75 percent of the observations occur. Q2 is the median labeled as middle satisfaction.

Table (4.6)

The Levels of Customers' Satisfaction

No	Percentile	Total Score of Customers' Satisfaction	Level of Customers' Satisfaction
1	Q1 (25%)	≤ 23	Low
2	Q2 (50%)	24	Middle
3	Q3 (75%)	≥ 25	High

Source; Surveyed data, 2019

According to Table (4.6), the total score of customers' satisfaction with less than or equal (23) scores is defined as Q1, average (24) scores is defined as Q2, and greater than or equal (25) scores is defined as Q3, respectively.

4.7.1 The Association between Brand Card and Levels of Customers' Satisfaction

Table (4.7)

The Association between Brand Card and Levels of Customers' Satisfaction

No	Brand Card	No of User & Percentage	Level of Customers' Satisfaction			
			Low	Middle	High	Total
1	KBZ	Users	48	23	34	105
		Percentage	13.9%	6.7%	9.9%	30.4%
2	CB	Users	43	26	22	91
		Percentage	12.5%	7.5%	6.4%	26.4%
3	AYA	Users	37	17	37	91
		Percentage	10.7%	5.0%	10.7%	26.4%
4	Other	Users	23	5	30	58
		Percentage	6.7%	1.4%	8.7%	16.8%
	Total	Users	151	71	123	345
		Percentage	43.7%	20.6%	35.7%	100.0%

Source; Surveyed data, 2019

The brand card can explain the levels of customer satisfaction because products and services will reduce or exceed their specified satisfaction goals. In the Table (4.7), (151) MPU brand card users were at low level, (71) MPU brand card users were at

middle level and (123) MPU brand card users were at high level of customers' satisfaction according to the results of the sample respondents (345).

KBZ brand card users was mostly found, the second was CB and AYA. Hence, (37) out of (91) AYA brand card user who were at high level of customers' satisfaction. It can be said that the AYA brand card users had more high level of satisfaction than KBZ, CB and Other brand card users.

Table (4.8)

The Result of Chi-Square Test for Association between Brand Card and Level of Customers' Satisfaction

Name	Value	df	Significance
Brand Card and Level of Customers' Satisfaction	16.391	6	0.012

Source; Surveyed data, 2019

Moreover, the result of Chi-square test in Table (4.8) showed that there was association between Brand Card and the level of customers' satisfaction, since the P value (0.012) is less than (0.05).

4.7.2   The Association between Status of Usage and Levels of Customers' Satisfaction

The status of usage is divided into four groups. First group included less than 1 year use of MPU card, second group included over 1 year and within 3 years use of MPU card, third group included over 3 years and within 5 years and final group included above 5 years use of MPU card. Table (4.9) provides the association between status of usage and the levels of customers' satisfaction.

Table (4.9)

The Association between Status of Usage and Levels of Customers' Satisfaction

No	Status of Usage	No of User & Percentage	Level of Customers' Satisfaction			
			low	Middle	High	Total
1	Less than 1 year	Users	22	6	9	37
		Percentage	6.4%	1.7%	2.6%	10.7%
2	Over 1 year and within 3 year	Users	53	23	36	112
		Percentage	15.4%	6.7%	10.4%	32.5%
3	Over 3 years and within 5 years	Users	57	22	59	138
		Percentage	16.5%	6.4%	17.1%	40.0%
4	Above 5 years	Users	19	20	19	58
		Percentage	5.5%	5.8%	5.5%	16.8%
	Total	Users	151	71	123	345
		Percentage	43.8%	20.6%	35.7%	100.0%

Source; Surveyed data, 2019

Table (4.9) showed the status of usage on MPU cards, (37) respondents are used less than 1 year, (112) respondents used over 1 year and within 3 years, (138) respondents used over 3 years and within 5 years and (58) respondents used above 5 years. Based on the sample data, it was found that most of the MPU card users had over 3 years and within 5 years' experience.

Table (4.10)

The Result of Chi-Square Test for Association between the Status of Usage and Levels of Customers' Satisfaction

Name	Value	df	Significance
Status of usage and Level of Customers' Satisfaction	15.241	6	0.018

Source; Surveyed data, 2019

Moreover, the result of Chi-square test in Table (4.10) showed that there is association between the status of usage and the level of customers' satisfaction, since the P value (0.018) is less than (0.05).

4.8   Multiple Linear Regression Model for Customers' Satisfaction

Linear regression attempts to draw a line that come closest to the data by finding the slop and intercept that defines the line and minimize regression error. If two or more explanatory variables have liner relationship with the dependent variable, the regression is called a multiple linear regression.

This study focused on the customers' satisfaction on the use of MPU card among MPU card holders in San Chaung Township, Yangon Region was conducted to address issues associated with customers use of ATM services of the banks and the following concepts, easiness and trust which were used to determine their influence on the customer's satisfaction on the use of MPU cards.

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e \qquad\qquad (4.6)$$

Where;

Y_i = Customers' Satisfaction

X_1 = Easiness

X_2 = Trust

e = Random Error

Table (4.11) show that the correlation coefficient of easiness, trust and customers' satisfaction of MPU card user.

Table (4.11)

Correlation Coefficient of Easiness, Trust and Customers' Satisfaction of MPU Card User

Variable	Y (Customers' Satisfaction)	X_1 (Easiness)	X_2 (Trust)
Y (Customers' Satisfaction)	1		
X_1 (Easiness)	0.463	1	
X_2 (Trust)	0.486	0.513	1

Source: Surveyed data, 2019

The Pearson Coefficient described when there is absolutely no relationship between the two sets of variable, Pearson r is zero. According to the Table (4.11), the customers' satisfaction and easiness is (0.463), thus positive correlation. Similarly, customers' satisfaction and trust is (0.486), it is positive correlation.

Table (4.12)

ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Significance
Regression	14.650	2	7.325	72.774	0.000
Residual	34.423	342	0.101		
Total	49.072	344			

Source; Surveyed data, 2019

In Table (4.12), the value of F is (72.774) that it can be said to be statistically significant at 1 percent level. The F value serves to test how well the regression model fits the data. In addition, the computed F statistics is (72.774), with an observed significance level of less than 0.01. The hypothesis that there is no linear relationship between the predictor and dependent variable is rejected. Thus, there is a relationship between easiness, trust and customers' satisfaction of MPU card users.

Table (4.13)

Parameter Estimated Values for Customers' Satisfaction

Variables	Coefficient	Std. Error	t	Sig
Y(Customers' Satisfaction)	1.548	0.206	7.517	0.000
X_1 (Easiness)	0.348	0.063	5.496	0.000
X_2 (Trust)	0.342	0.053	6.395	0.000
R	0.546			
R^2	0.299			
Adjusted R^2	0.294			

Dependent Variable (customers' satisfaction) is constant

Source; Surveyed data, 2019

According to above Table (4.13), the estimated multiple regression model is

$\hat{Y} = 1.548 + 0.348X_1 + 0.342X_2$

Se = (0.206) (0.063) (0.053)

p value = (0.000) (0.000) (0.000)

From the estimated regression equation, the easiness and trust on the use of MPU card are (0.348) and (0.342), respectively. The easiness and trust on the use of MPU card have positive coefficients that for every increase in predictor variable (customers' satisfaction). In other words, holding the trust as constant, the easier to use of MPU cards, the more satisfaction on the use of MPU cards the customers will receive. Similarly, holding the trust is constant, the more trust on use of MPU cards, the more satisfaction on the use of MPU cards the customers will receive
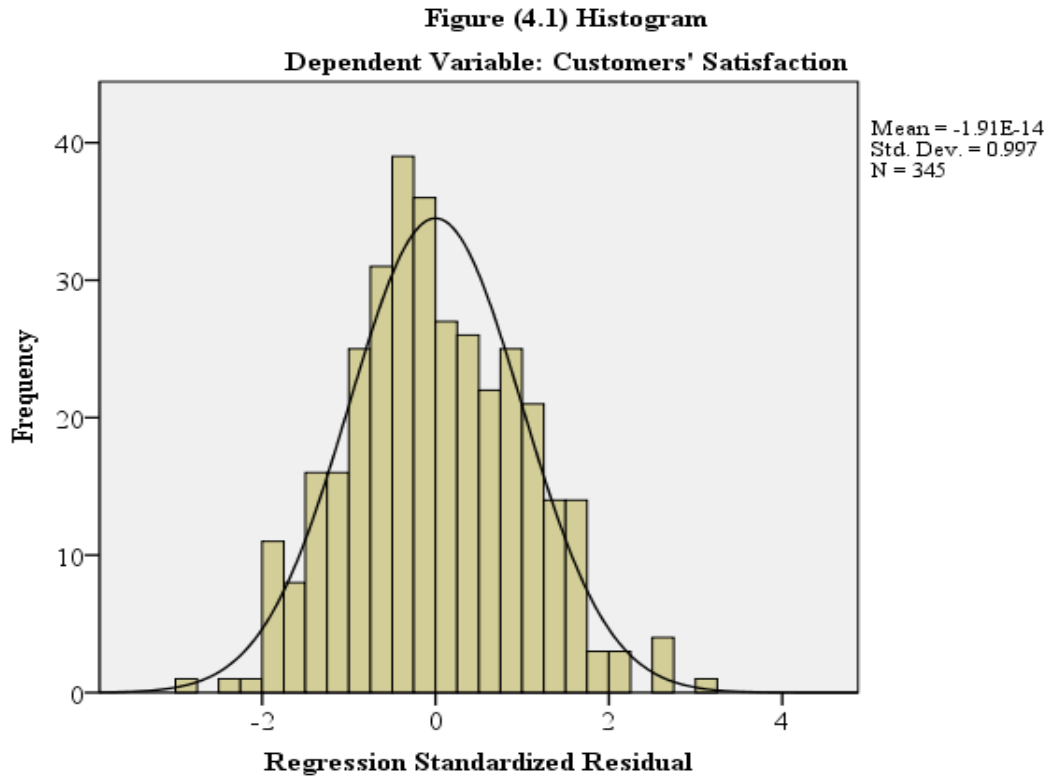
According to the p value, it can be said that the variable of easiness, trust and customers' satisfaction are significant at 1% level. The R^2 value and adjusted R^2 value are (0.299) and (0.294) respectively. The value of R^2 will be between zero and one, where R^2 value is equal to zero, the regression model cannot explain anything about the variation in the dependent variable or estimated model does not fit the data. In this estimated regression equation, the value of R^2 represents as (29.9) percent of the variation in the customers' satisfaction is explained by easiness and trust on the use of MPU card.

4.9 Testing for the Assumptions of Multiple Linear Regression Model

In order to determine the violation of required assumption of multiple linear regression model for customers' satisfaction, some essential testing procedures are applied.

4.9.1 Testing for Normality of Disturbance

One of the basic assumption is that disturbances are normally distributed with zero mean and constant variance. To evaluate this assumption, it can organize the residuals into a normality distribution.

Figure (4.1) Histogram

Dependent Variable: Customers' Satisfaction

Mean = -1.91E-14
Std. Dev. = 0.997
N = 345

Source; Surveyed data, 2019

Figure (4.2) Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Customers' Satisfaction
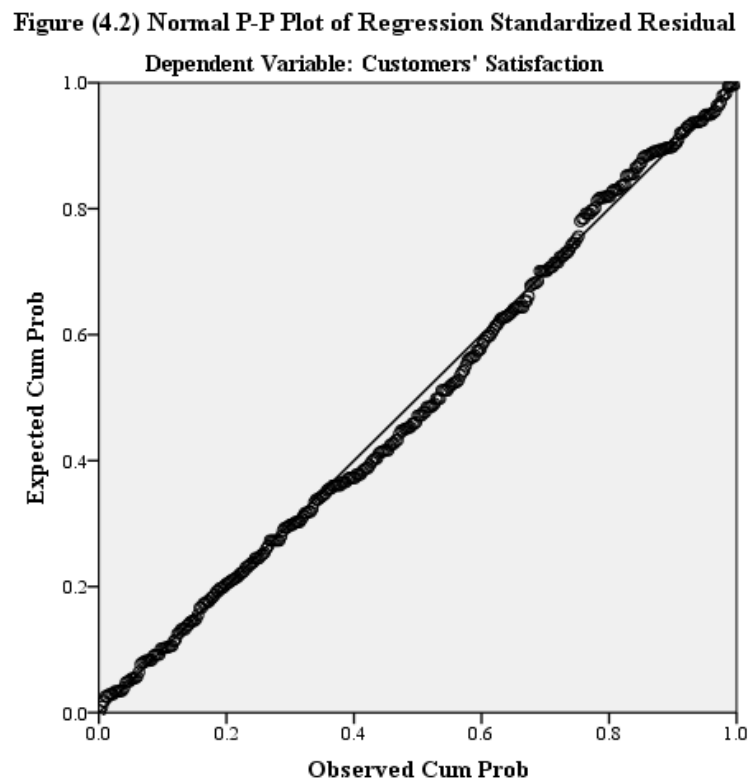
Source; Surveyed data, 2019

The Histogram of the standardized residual and Normal P-P plot of the standardized residual are shown in Figure (4.1) and Figure (4.2). From the normal P-P plot of standardized residuals in Figure (4.2), it can be seen that when the data is normal, the little circles will follow the normality line. Moreover, the plot of the residuals for the dependent variable fits the expected pattern well enough to indicate a relatively normal distribution. So, In Fi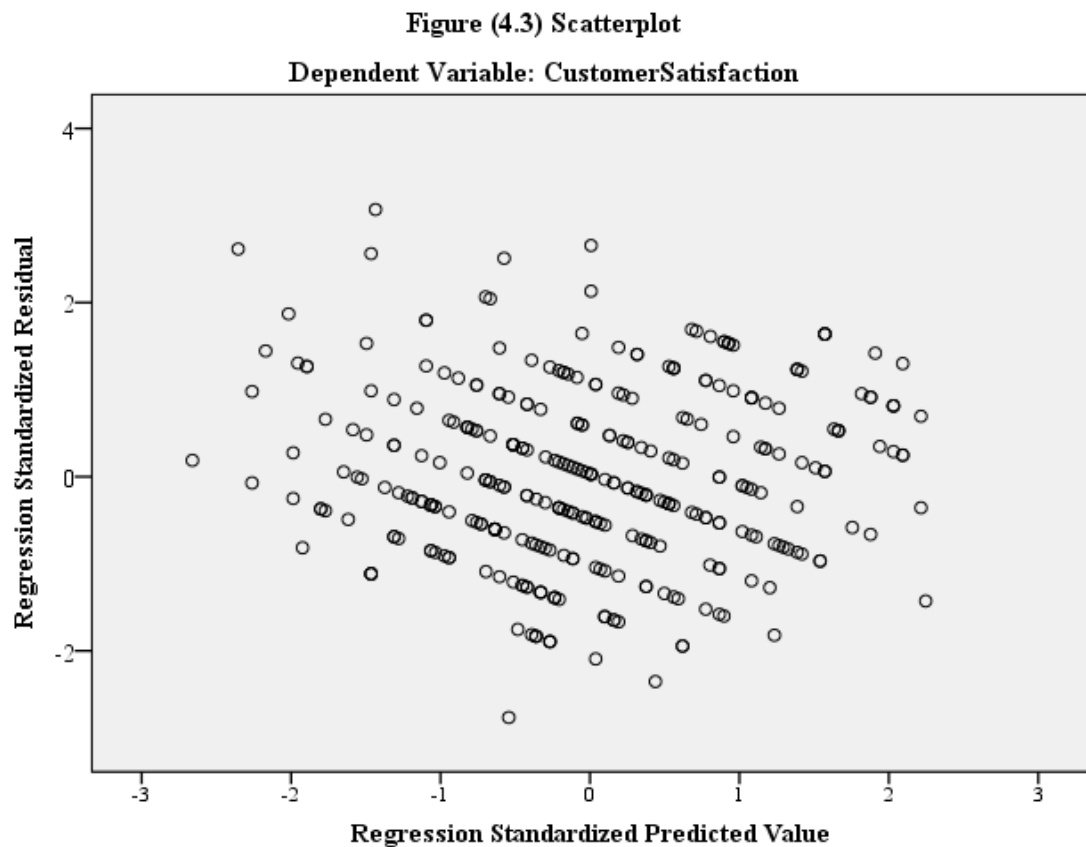gure (4.1) and Figure (4.2), Histogram and Normal P-P plot, it can be concluded that the normality assumption appears to be generally reasonable.

4.9.2 Testing for Homoscedasticity of Disturbance

Figure (4.3) Scatterplot
Dependent Variable: CustomerSatisfaction

Source; Surveyed data,2019

Another basic assumption of the multiple linear regression model is homoscedasticity. In the presence of heteroscedasticity, the regression coefficient becomes less efficient. Heteroscedasticity is usually indicated by a cluster of points that is wider as the values for the predicated dependents variable get larger. Figure (4.3) presented the predicted value on X axis and the disturbance for residual on Y axis. Thus, the Figure (4.3) can be seen that there is no definite pattern and it can be

concluded that the residuals in customers' satisfaction in the use of MPU card has an equal variance or homoscedasticity.

4.9.3 Detecting Multicollinearity

Multicollinearity arises when one of the independent variable is linearity related to one or more of the other independent variables. Multicollinearity refers to the situation where the independent or predicator variables are highly correlated. When the independent variables are highly correlated, they share essentially the same information. The most direct way of testing for multicolllinearity is to produce a correlation matrix for all variables in the model.

If a correlation is mostly equal or less than 0.5, it can be said that multicollinearity is not problem. It is another way to detect the value of Tolerance and VIF for each predictor as a check for multicollinearity. If the value of Tolerance is not less than 0.1, it can be said that there is no multicollinearity problem in this study. And also, when the value of VIF is not greater than 10, the multicollinearity does not appear to be a problem in this case.

Table (4.14)

Correlation Matrix

Variables	X_1 (Easiness)	X_2 (Trust)
X_1 (Easiness)	1	0.513
X_2 (Trust)	0.513	1

Source; Surveyed data, 2019

The correlation matrix of two independent variables, it can be seen from Table (4.14). The correlation between easiness and trust is (0.513), it can be said that multicollinearity is not problem.

Table (4.15)

Tolerance and the VIF of Independent Variables

No	Independent Variables	Tolerance	VIF
1	X_1 (Easiness)	0.736	1.358
2	X_2 (Trust)	0.736	1.358

Source; Surveyed data, 2019

Moreover, the result of Table (4.15), among the independent variables, it is found that collinearity statistics of the value of the Tolerance is (0.736) which is greater than 0.1 and also the value of the VIF is (1.358) which values are below 10 that it can be concluded that there is no seriously multicollinearity problem in this regression model.

CHAPTER V

CONCLUSION

5.1   Findings and Discussions

The aim of this paper is to study customers' satisfaction of MPU card users in San Chaung Township. The findings of this study clearly indicated that the two dimensions of easiness and trust are found to be positively and significantly related to the customers' satisfaction. It also studies that there is association between demographic characteristics and level of customers' satisfaction. The ATM services have positive effect on the customer satisfaction. Some characteristics have high customer satisfaction whereas some characteristics have the low customer satisfaction level which is major concern card error, service and machine error.

The demographic characteristics which include gender, marital status, age group, education level, occupation and income level are studied. The proportion of female respondents who had used the MPU card consisted of (57.7%) while the male respondents were (42.3%). In terms of age as depicts (42.9%) were the respondents whose age was between 26 and 35 years. It was found that most of the MPU card users was (148) respondents who was aged between 26 and 35 years in San Chaung Township. The marital status of the respondents was (45.2%) married, (53.9%) single and (0.9%) widowed from the sample respondents. The most of respondents are bachelor degree holders making up a total of (257) respondents of the total respondents (345). Regarding the current job, (62.6%) were the company staffs, (20.0%) had own business, (13.3%) were government servants and (4.1%) were NGO staff, respectively. Based on the sample data, it was found that most of MPU card users are company staffs in San Chaung Township.

The customers' satisfaction level is found to be three levels such as low, middle and high. The result of Chi-square test shows that there is association between Brand Card and the level of customers' satisfaction. Based on the sample data, it assumed that three main banks were leading on the use of MPU card in San Chaung Township. KBZ brand card users was mostly found, the second is CB and AYA. It can be said that the AYA brand card users was more to be at high level of satisfaction than KBZ, CB and Other brand card users. Chi-square test is also used to find out the association between the status of usage on MPU card and level of customers' satisfaction. The result of Chi-

square test shows that P-value is not exceeded (0.05) that the result in rejection of the assumption of there was no association between the status of usage on MPU card and level of customers' satisfaction. The value of F is (72.774) that it can be said to be statistically significant at 1 percent level. The F value serves to test how well the regression model fits the data. In addition, the computed F statistics is (72.774), with an observed significance level of less than 0.01. The hypothesis that there is no linear relationship between the predictor and dependent variable is rejected. Thus, there is a relationship between easiness, trust and customers' satisfaction of MPU card users.

Moreover, this study explores the relationship between easiness, trust and customers' satisfaction of MPU card users by linear regression analysis. The easiness and trust on the use of MPU card are positive coefficients that for every increase in predictor variable (customers' satisfaction). In other words, holding the trust as constant, the easier to use of MPU cards, the more satisfaction on the use of MPU cards the customers will receive. Similarly, holding the trust is constant, the more trust on use of MPU cards, the more satisfaction on the use of MPU cards the customers will receive

5.2   Suggestions and Further Research

Myanmar Payment Union was established in 2011 with total of (16) members from both state and privately owned banks, and expanded to (24) members in 2018. The main objective of establishment MPU is to stand as National Payment Switch for Myanmar that is a system supporting non-cash payment originating from digital channel such as ATM, POS, mobile banking and etc.

This study based on the trend towards the customers' satisfaction MPU card users and measured the levels of customers' satisfaction. At the same time. when the more MPU card users have increased their satisfaction, they will use MPU more transactions and also these users will tell about satisfaction of using MPU products and services to another. If customers' satisfaction can have positive impact on the MPU card, the MPU card users will more increase that cash payment system will reduce which is supported to objective of MPU.

If the status of usage on MPU card has been increasing more and more, the MPU cards' transactions are needed to be more easy and more trust worthy. This study shows that the variables such as location, quality of currency notes, the issued bank card

services and performance of ATM are positively and significantly related to customers' satisfaction. It was also found that the insecurity, frequent breakdown of machine and internet, and insufficient number of ATM machines are major contributors of customers' dissatisfaction. In addition, the MPU banking service requires to start with easy application process for MPU cards and move on to provide a responsive service where bank staffs are accessible to solve ATM problems when needed and that staffs do so with desire quickly to deliver and also to answer the hotline phone for satisfying ATM banking service. The card issued banks should improve security with updated technology and design so that the cards cannot be damaged easily.

There are many opportunities for further research to study digital banking products. Because MPU is the first channel of the digital banking product. Digital banking including mobile banking and internet banking allows bank users to manage their accounts on computers, tablets, or mobile phone via the internet. With the support of today's IT technology, it provides users the option of bypassing time-consuming and paper-based aspects of traditional banking. Because of the innovative changes occurring everywhere throughout the world, numerous organizations, including the banking sector have taken big steps to move in tandem with these changes. There is an acknowledgment that mobile and online channels provide an enormous untapped chance to add more functionality and to engage with the customers directly. Based on the sample data of MPU card users in San Chaung Township, (42.3%) respondents do not use mobile banking. So, banks should make education section to raise awareness for using mobile banking among them. The mobile banking does not handle transaction involving cash and also does not need to visit an ATM or bank branch for cash withdrawals or deposits. For bank side of view, mobile banking can reduce the cost of handling transactions by accepted deposits or withdrawal and the cost of ATM machine.

Moreover, the MPU member banks should raise awareness of the population to mobile banking using because the huge unbanked population, with bank branches and ATM services inaccessible areas, mobile financial services have become important for financing. It is beneficial to cashless system of MPU's objective. However, Myanmar has always been a cash economy, most of the bank users do not recognize the benefits cost and time saved by switching to mobile banking. As it develops, mobile banking will become a medium of exchange of funds and help introduce e-commerce to business in Myanmar.

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Part (1) Demographic Characteristics

The following questions are designed to identify your attitude towards Customers' satisfaction of MPU card users. Please be assured that your responses will be strictly confidential. Please put a (√) mark to indicate you preference. I am grateful upon your participation.

1	Age	…………………….
2	Gender	1- Male
		2-Female
3	Education level	1-Master
		2-Bachelor
		3-High School
		4-Middle School
		5-Other………………………
4	Current Job	1-Company Staff
		2-Government Staff
		3-Own Business
		4-NGO Staff
		5-Other…………………………..
5	Your Monthly Income	…………..……………………Kyat
6	Marital Status	1-Single
		2-Married
		3-Widow
		4-Divorce
7	Status of Usage	1-less than 1 year
		2- Over 1 year - within 3 years
		3- Over 3 years - within 5 years
		4- Above 5 years

8	What is more used with your brand card? (You can choose one only)	1- KBZ
		2- CB
		3- AYA
		4- AGD
		5- Others………………………..
9	Do you use Mobile Banking?	1- Yes
		2- No
If you answer "No" for the question (9), you no need to answer the questions (10) and (11).		
10	How many times do you use for moblie banking service per month?	1- 1 to 5 times
		2- 6 to 10 times
		3- 11 to 15 times
		4- Above 15 times
11	What kind of service do you mainly use for moblie banking? (You can choose only one)	1- Transfer Money
		2- Shopping
		3- Phone Bill
		4- Electric Bill
		5- Other………………………..

Part (2) Easiness

Please indicate the levels of agreement on each of the following statement by making (√) mark in the appropriate box.

No	Attitude	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
12	Your brand card of MPU machine is located everywhere.					
13	Card service technique is not complicated when you use MPU machine.					
14	When strating card, card issued bank is explained how to use MPU card which is easy to understand.					
15	Do you often face " internet speed is down" when you drawing cash?					
16	Do you often face "not accept card" form MPU machine?					
17	When you face a diffculty or problem, card issued bank gives qucik service to you.					
18	MPU card is easily accessible for shopping.					
19	Do you think that using MPU machine can not be diffcult for language barrier?					
20	MPU card is transferred to money if MPU card issued bank is the same.					
21	If you lose your MPU card, the receiver can draw cash form your card.					
22	Can it be easy to contact the hotline phone (24 hours), when you face diffculty or problem with MPU card?					

Part (3) Trust

Please indicate the levels of agreement on each of the following statement by making (√) mark in the appropriate box.

No	Attitude	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
23	Can you trust your brand card of bank have good name for monetary?					
24	Do you fear that using MPU can be stolen and hacked with technique to the cash from you account?					
25	Using MPU card, your personal information can be stolen.					
26	Can you trust your brand card of bank which has good technical security system?					
27	By using MPU card, you do not need to carry the chunk of money that it can reduce the fear of armed robbers.					
28	By using MPU card, the fragility money cannot be accepted.					
29	By using MPU card, the counterfeit cannot be accepted.					
30	You feel by using MPU card more satisfied than holding money.					
31	Do you often face " not cash out" but cash is cut off from your card?					

Part (4) Customers' Satisfaction

Please indicate the levels of agreement on each of the following statement by making (√) mark in the appropriate box.

No	Attitude	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
32	Can you arrive within 5 minute, if you walk to MPU machine by normal step?					
33	You feel satisfied to accept the printing receipt from MPU Machine.					
34	Your brand card of bank is more serviceable than other card issued bank.					
35	Cash withdraw from MPU machine by using the card is time saving because there is no need to go to the bank.					
36	MPU card makes it easier to do cash drawing 24 hours.					
37	Using MPU card makes easier to check your remaining balance.					