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**CUSTOMER SATISFACTION TOWARDS DEBIT CARD
SERVICES OF MYANMAR CITIZENS BANK LIMITED**

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**CUSTOMER SATISFACTION TOWARDS DEBIT CARD
SERVICES OF MYANMAR CITIZENS BANK LIMITED**

**A thesis submitted as a partial fulfillment towards the requirements for the
degree of Executive Master of Banking and Finance(EMBF).**

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ABSTRACT

This study intends to identify customer satisfaction towards debit card services provided by Myanmar Citizens Bank. The primary data were collected by interviewing with the customers. The sample size of 150 customers whom are randomly selected from five branches of Myanmar Citizens Bank in Yangon and interviewed by using structured questionnaires. These survey questionnaires were prepared by five Linkert scales to identify the customer satisfaction with debit card services of Myanmar Citizens Bank. The six factors considered for customer satisfaction towards debit card services of Myanmar Citizens Bank are ease of use, security, customer support service, transaction speed, information content and design. The study found that information content, ease of use and transaction speed get the highest mean scores followed by customers can acquire information brochures and pamphlet at Myanmar Citizens Bank, by using ATM card and Master card make us feel relaxed for not carrying cash all the time and there are acceptable speed and accuracy in transaction of debit card services respectively. Since, Myanmar Citizens Bank is upgrading internet banking system and core banking software system security, customers will be satisfied with using debit card services of Myanmar Citizens Bank.

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LIST OF ABBREVIATIONS

ATM	- AUTOMATIC TELLER MACHINE
CUP	- CHINA UNION PAY
CBS	- CORE BANKING SYSTEM
CEO	- CHIEF EXECUTIVE OFFICER
COO	- CHIEF OPERATION OFFICER
CIO	- CHIEF INFORMATION OFFICER
CRO	- CREDIT RISK OFFICER
EFT	- ELECTRONIC FUNDS TRANSFER
JCB	- JAPANESE CREDIT BUREAU
LC	- LETTER OF CREDIT
MPU	- MYANMAR PAYMENT UNION
POS	- POINT OF SALES
PIN	- PERSONAL IDENTIFICATION NUMBER
RTGS	- REAL-TIME GROSS SETTLEMENT SYSTEM
SME	- SMALL AND MEDIUM ENTERPRISES
SWIFT	- SOCIETY WORLDWIDE INTERBANK FINANCIAL TELECOMMUNICATION

CHAPTER (1)

INTRODUCTION

In today world, bank debit cards are popular access channel to banking products and services. A bank debit card is cashless payment and it is a plastic card that provides the cardholder electronic access to customer's bank accounts at a financial institution. A debit card is connected to a bank account and works like an electronic check. The bank will electronically verify that the money is available and will approve the transaction. Debit cards appear to serve primarily as a substitute for cash and checks. It is a great financial tool used every day for making life easier by giving access to cash while transacting.

According to Nilson Report, February, 2019, Master card and Visa credit, debit, and prepaid cards issued in the United States was \$6.021 trillion in 2018, an increase of 9.5% over 2017. There were 1.32 billion Visa and Master card credit, debit, and prepaid cards in circulation at year-end 2018, a gain of 59.2 million cards over 2017.

A typical transaction on master card network involves four participants in addition to cardholder (an individual who holds a card or uses another device enabled for payment), merchant, issuer (the cardholder's financial institution) and acquirer (the merchant's financial institution). According to MasterCard Reports, December, 2009, master card worldwide today announced that Asia, Pacific, Middle, East and Africa region has seen a 38% year-on-year increase in the number of transactions processed through its e-commerce platform the MasterCard Internet Gateway Service (MIGS).

In terms of gross dollar volume (in USD), these transactions represented a corresponding 66% increase for the first half of the year. With 764 million internet users in the Asia-Pacific region and 1.8 billion internet users worldwide, e-commerce has become one of the world most significant trading channels. MasterCard has tapped into the e-commerce opportunity by providing the MIGS, a secure, robust internet payment solution. Master cards latest survey on online shopping demonstrates that secure payment facilities and convenient payment methods are the top most important factors influencing respondent's online shopping experience. MasterCard

Internet Gateway Service also provides merchants with valuable tools for day-to-day management of their e-commerce transactions and reduces operating costs.

Nowadays, banking industry is one of the most important industries in a country. Banks are competing intensely in a highly competitive environment to offer quality-oriented services according to their customer's expectations. In Myanmar, private banks want to expand banking sector and to provide more and more awareness of their customer satisfaction. Most of customers want to digitalized banking products and services from banks such as Automatic Teller Machine (ATM), Master card, Visa Card, Credit Card services, mobile banking, trade financing services, foreign exchange services, money transfer services and SME Loan financing services in Myanmar.

Customer satisfaction and service quality found to be related to customer loyalty. Private Banks in Myanmar must convey quality service to ensure success and survival in today competitive banking industry. Among competitive private banks in Myanmar, Myanmar Citizens Bank offers internet banking such as Citizen Card (Master Card) service. In order to promote the card services for customers and the bank is trying to make the most effective and less risk factor for the cardholders by using advanced and secured technologies.

1.1 Rationale of the Study

Now, Myanmar is working closely with IMF, World Bank and other international financial institutions in its effort to unify currency, to change the banking and foreign exchange laws and to modernize the financial system, partly assisted on official bilateral basis by some countries and partly with assistance of other foreign financial institutions.

Nowadays, customer perception is starting to change of retail payment in urban area of Myanmar. The best and reliable debit card services will need to provide the best cashless payment system for their daily retail payment in various services. Now, the banking sector led by the Central Bank of Myanmar is initiate cashless payment system in Myanmar. Currently, Myanmar banking sector have 4 state-owned bank, 10 semi-government banks and 14 private banks. All local private banks are drivers towards modernization of the banking sector. That is a big chance to expand

the card services to their existing customers and new customer's satisfaction towards the bank and un-bank customer.

Card payments are struggling to take off in Myanmar. In 2017, only 0.5% of transactions were carried out electronically. Local population of 78% are willing to adopt cards as a payment method. Currently, Myanmar banks are issuing debit and credit cards which are classified as MPU cards, Visa cards, Master cards, China Union cards and JCB cards. Digital payments officially began in 2012, when Myanmar Payment Union (MPU) was established by the government and the private sector to replace cash payments in Myanmar.

Myanmar Payment Union's objectives are to transform the retail payment system into a cashless system by sharing services through an inter-bank electronic payment network among member banks as well as linking to international payment systems. In 2015, Myanmar Payment Union became a public company, and 23 out of 28 Myanmar Banks joined as members. Most of the banks have since issued cards and installed almost 1,700 ATMs nationwide and used almost 3,500 POS terminals in Myanmar when local banks were authorized to distribute MPU ATM cards to their clients.

MasterCard was the first international payments network to issue a license to a Myanmar bank in September 2012, paving the way for international payment cards to be accepted in the country for the first time. "While the economy of Myanmar is almost 100 percent cash-driven, each one is a step in the right direction towards driving financial inclusion, reducing the usage of cash, and ultimately driving e-commerce. MasterCard is already accepted for payments at more than 500 restaurants, retail outlets and hotels in Myanmar, ahead of the expected year-end target as reported earlier in 2012. In 13th November, 2012, Master Card has nine partners in Myanmar – eight financial institutions and one finance company – Co-Operative Bank, Kanbawza Bank, United Amara Bank, Myanmar Apex Bank, Myanmar Citizens Bank, Myanmar Oriental Bank, Ayeyarwady Bank Ltd, AGD Bank, and Ryuji Finance Co Ltd. Visa cards have been used in December 2012. It can be currently used at top five banks which are CB bank, KBZ bank, AYA bank, MAB bank and MOB bank. In November 2013, the introduction of China Union Pay services in Myanmar has opened a new page of cooperation between CUP and MPU. Japan Credit Bureau (JCB) card is launched in August 2016.

Among private banks in Myanmar, Myanmar Citizens Bank issued MPU (ATM) card and Master card (Citizen Card). ATM card service of Myanmar Citizens Bank was launched in September 2012. Master card service of Myanmar Citizen Bank was launched in 23rd, December, 2014 in collaboration with 2C2P Pte.ltd (Thailand), a Southeast Asian payment service provider to make the payments process are more convenient and efficient. The bank named this master card as “Citizen Card”. In January 2015, 2C2P Co ltd (Thailand) and Myanmar Citizens Bank, have announced the launch of "Citizen Card" Targeted at the retail, and travel and tourism sectors. This Master card is Myanmar Citizens Bank very first prepaid debit card, which supports the imminent growth in Myanmar e-commerce. Master card (Citizen Card) can be used online air ticket, online exam fees, cash withdraw from oversea ATM, oversea POS payment, online e-commerce and face book page promotion in globally Master Card accepted. Moreover, it can be used by Master Card (Citizen Card) mobile application. ATM card can be used as company salary payment. Currently, Myanmar Citizens Bank installed almost 44 ATM machines including head office and all branches of Myanmar Citizens Bank.

With the rapid expansion of international networks, the operations of internet banking service such as Citizen Card (Master Card) service of Myanmar Citizens Bank that has become one of the many service platforms used by organizations to push products, increase profitability and reduce costs in a competitive environment, make the payments process more convenient and client. Now, constant progress in service quality and customer satisfaction is one of the most crucial needs for their customer’s trust due to the increasing awareness among bank's customer’s right, their changing demands and competition. Customer satisfaction of Myanmar Citizens Bank by card services provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions. Ease of use, security, customer support service, transaction speed, information content and design are convenient for card users and these factors are customer satisfaction towards debit card services of Myanmar Citizens Bank.

Most of card users are enjoyed because internet banking system has easy transaction process, card online banking transaction conducted through is secure, internet banking system provides response promptly to problems, the speed of connection to Master card (citizen card) mobile application and speed of ATM card connection is high, the information content of system is easily understandable, citizen

card webpage is attractive citizen card customers because they can check the card balance and access statements from citizen card mobile application.

This study attempts to test customer satisfaction towards debit card services of Myanmar Citizens Bank. From this paper, the result can be found that how card customers are satisfied with the service provided to them, which will eventually lead to customer loyalty. Thus, customer satisfaction towards card services of Myanmar Citizens Bank is perhaps the best indicator of how likely it is the bank's customer will make further preferences in the future.

1.2 Objectives of the Study

The main objectives of the study are as follows.

1. To identify debit card services of Myanmar Citizens Bank Ltd.
2. To analyze customer satisfaction towards debit card services provided by Myanmar Citizens Bank Ltd.

1.3 Scope and Method of the Study

This study only focuses on customer satisfaction towards debit card services provided by Myanmar Citizens Bank Ltd. This study mainly based on primary data collected through structured questionnaire. The survey questionnaires are personally administered on a sample size of (150) customers were selected through a random sampling method, chosen from customers in Myanmar Citizens Bank total 13 out of 5 branches in Yangon. The method of the study uses descriptive analysis method.

The next part is measured participant's perception and expectations of service quality and customer satisfaction towards debit card services of Myanmar Citizens Bank. These attributes are described by the statements that reflect customer's satisfaction on debit card services of Myanmar Citizens Bank. The survey questionnaires were prepared by five point Likert scale range from (strongly disagree) to (strongly agree) to be selected as their responses.

Secondary data are collected from library, internet, journals, Myanmar Citizens Bank's website, annual report, employee handbook, ATM card department, international card department's information and previous MBF student's research paper.

1.4 Organization of the Study

This study can be classified into five chapters. Chapter one presents the introduction of the study, rationale of the study, objectives of the study, scope and method of the study and organization of the study Chapter two presents cashless payment system, development of debit cards, customer satisfaction, previous studies Chapter three presents profile of Myanmar Citizens Bank Ltd, Chapter four presents analysis on customer satisfaction towards debit card services of Myanmar Citizens Bank Ltd. Chapter 5 presents conclusion by findings, suggestions and needs for further study.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter discusses the theoretical background concerning with customer satisfaction towards debit card services of Myanmar Citizens Bank Ltd. This chapter is divided into five sections. They are cashless payment system, development of debit cards, customer satisfaction and previous studies.

2.1 Cashless Payment System

The history of cashless transactions stretches back much further than this, with the Mesopotamians creating a cashless barter system a mind-blowing 8000 years ago. In today's world, it's time to go cashless and cash is increasingly losing ground to plastic card and electronic payment methods (Rebekah Moss, 2019). Most of people do not want to carry around cash and so they have adopted new cashless payment transactions such as debit cards, credit cards and mobile payments and online transfer, Real Time Gross Settlement System. A cashless method is more transparent as every transaction can be traced easily (Raviraj Parekh, 2019).

During the early 20th century, banks began issuing plastic cards along with cheques known as "cheque guarantee cards". The cheque is one of the oldest methods of cashless payment. The first ever transaction card was a metal card provided by the US Western Union in 1914 (Rebekah Moss, 2019). Debit card or credit card is another cashless payment method. The usage of credit card and debit card was limited in India. However, the usage of debit card and credit card is increasing. This payment method limitation is an availability of swipe card facility POS at merchant end. Prepaid, Credit, Debit Cards, and other advanced forms of payment have raised as a driving force behind the explosion of the global economy. During the 1950s, it started in a Diners Club, founded by Frank McNamara, who introduced a novel method of paying for purchases as a "credit card." The first bank card, CHARGE – IT, was introduced by the Brooklyn banker, John Biggins in 1946. (Raviraj Parekh, 2019).

In 1958, the history of Visa card began when Bank of America launched the first consumer credit card program for small to medium-sized merchants and middle-

class consumers in the U.S. In 1964, Automated Teller Machine (ATM) has been created being known to be an electronic telecommunications device enabling the customers to do financial transactions at any time, without needing a direct interaction with a bank staff. In 1967, the first ATM card was introduced by Barclays London (Rebekah Moss, 2019). In 1968, Interbank Card Association was created by a group of California banks, which would soon be issued as the nation's second major bank card, MasterCard (Raviraj Parekh, 2019).

Debit cards are more convenient to use than writing a paper check and safer than carrying around cash, because banks can stop fraudulent purchases and customers are not held liable for purchases made when the card is stolen (M Lambert). Using a debit card does not require the buyer to show personal identification in order to complete a transaction, unlike credit cards or checks.

The next cashless payment method is mobile banking. The earliest mobile banking services used SMS, a service known as SMS banking. In 1999, the introduction of smart phones with WAP support enabling the use of the mobile web in 1999, the first European banks started to offer mobile banking on this platform to their customers. Mobile banking user can do account transactions, balance checks, transfer funds, payments, pay bills, credit applications and other banking transactions through a mobile device such as a mobile phone or Personal Digital Assistant. Mobile Banking is cost-effective and banks offer this service at less cost to the customer.

The other simplest for the cashless transaction is online transfer using Real Time Gross Settlement System, RTGS. In order to do online money transfer, it will be needed internet banking facility. Online transfer using RTGS is comparatively faster than cheque. Online transfer can be done from anywhere using internet facility (Raviraj Parekh, 2019).

Digital Transactions in the late 20th and early 21st century, innovative technologies have led to the emergence of a whole new wave of cashless payment technologies. Payments have become ever more convenient. The concept of cashless transaction system emerged in the nineteenth century can through the public writings of Edward Bellamy, described that paper transaction will soon be replaced by credit-card based system. (Bellamy, 2000). However, in Britain, a survey result found out that shoppers are using less cash than ever before because retailers are introducing a new system of payment (British Retail Consortium, 2014). The rise of cashless transaction is due to emerging trends driven by consumer's preference, convenience

and efficiency in transacting (Ahmed, 2016). Cashless transaction is one where the payment is made by means other than physical cash. (Gupta, 2017).

Nowadays, most of people are living in the world of Digital Technology where part of everyday life is dependent on technology. With the use of a scheme for transactions via digital information called cashless system, consumers' buying behavior are growing. Furthermore, people can no longer bring a bigger amount of cash in their wallet and can now pay bills through electronic cards or other mobile payment systems (Renato Juan Fajardo, 2018).

2.2 Development of Debit Cards

In the late 1970s and early 1980s, debit cards started as a convenient method to exchange money for goods or services over writing checks. There are different types of debit card available. One type of debit card is a tangible card that resembles a credit card. Historically, banks and credit unions only have issued these cards. Now, retailers issue prepaid debit cards in specific amounts, similar to gift cards, imprinted with Visa or MasterCard. These debit cards, unlike gift cards, can be used anywhere. There are also intangible debit cards that transfer money from the bank account to a seller's bank account, like an ATM card.

In 1978, the First National Bank of Seattle introduced the first debit card to business executives with large savings accounts. These cards acted like a check signature or a guarantee card, where the bank promised the funds would cover the transaction without the customer needing a check to complete the transaction. The bank only issued debit cards to those customers who had a long history with the bank and were in good standing, because like a check, the funds were not immediately removed from the account. In the mid 1980, the introduction of electronic Point of Sale (POS) terminals where customers can swipe their cards through a "swiper" for transactions. Landmark, 1984 performed the first nationwide debiting system, built on the credit card infrastructure and ATM networks already in place. In 1998, debit cards outnumbered check usage around the world. Its preference over checks continues to grow every year (Eric Tilden, 2018).

A debit card operates as an account access device, as it can be able to download value from the checking account to the accountholder's card (Wenninger & Laster, 1995). Then it can be used to initiate an account-to-account transfer,

which brings compatibility to an accounting system of exchange (Browne & Cronin, 1995).

With the information technologies being widely developed, financial institutions have joined in the usage of the Internet for transactions of money. This technology includes the applications of electronic fund transfers, Internet and mobile banking, credit cards and debit cards (White, 1997). Copious research has been conducted regarding the technology of debit cards, in which most examined the difference in using debit cards with other means of monetary transactions, such as credit cards and cash withdrawals through ATMs.

Rinaldi, 2001 studied the effect of credit and debit cards, electronic fund transfer-point of sale (EFT-POS) terminals and ATMs in respect of the circulation of Belgian currency, found that the number of EFT-POS terminals had a negative impact on the currency in circulation, while a weak positive effect was found for the number of payment cards. This is because consumers have no need to worry if they have any shortage of cash in their wallets, as they are guaranteed that there will be an EFT-POS terminal available to assist their purchasing transactions. According to Mann (2002), this type of card is cheaper for merchants and also has greater resistance against fraudulent transactions compared to credit cards.

Stix, 2004 analyzed the effect of debit card usage on cash demand, it was found that the usage of debit cards significantly affected individuals' cash management, and that the average cash balances for frequent debit card users were sizably lower than those who used the card less frequently as they minimized their average purse cash holdings.

Klee, 2006 examined that more consumers chose debit cards over cheques as they expected debit card transactions to be faster than cheque transactions. Also, the study suggested that debit card users were more time sensitive than cheque users, meaning that they would prefer a faster purchase. Also, it was found in this study that debit card users preferred these cards to purchase in smaller amounts, which is perceived as enabling users to make more convenient purchases without the hassle of counting notes.

Bennett et al. 2014 found that cash payments remain the most used retail payment instrument, and also serve as the dominant player for low-value transactions. As such, an individual's income has a significant impact on their payment preference,

as individuals from a lower income group prefer cash-based transactions, while individuals from a higher income group are more comfortable using debit and credit cards.

Runnemark, Hedman and Xia, 2015 analyzed the willingness of consumers to pay for a similar product using different payment channels of cash and debit card, with consideration being given to the transaction cost for the debit card. The findings from this study indicate that consumers were willing to pay more using debit cards than by using cash. The researchers suggested that this situation could be caused by three factors of payment context. The first factor being the debit card's representation of money which is similar to cash. This made consumers use a debit card in contexts where cash was not easily available to them. The second factor is the debit card's easy access to many banking technologies, which are widely growing in various sectors.

In the future transactions will continue to move away from cash and check. Debit cards may be left behind as well as banks move to using one card that customers can quickly scan at a variety of locations. This will speed up transactions as well as virtually eliminate the need for cash in the future. Over time the history of debit cards may be one step to moving to a completely cashless system (M Lambert).

2.3 Customer Satisfaction

The concept of customer satisfaction has various definitions generated by empirical researchers. Westbrook and Oliver, 1981 has one of the commonly used definition of customer satisfaction which asserts that customer satisfaction is a mental state which results from customers' comparison of expectations prior to a purchase with the performance perceptions after a purchase. The comparison is transaction specific (Halstead et al, 1994) and Day (1984) refer to it as an evaluative judgment concerning a specific purchase selection whether it met the customers' expectations or not.

Gronroos, 1984 studied the banking industry; the consumer satisfaction was measured by technical and functional aspects. Technical deals with the quality control procedures that might produce the core benefits of the services delivered.

Westbrook and Oliver (1991) define customer satisfaction as a mental state which results from customers' comparison of expectations prior to a purchase with performance after a purchase. Satisfied customers are also likely to tell others about their favorable experiences and thus engage in positive word of mouth advertising

(Ricens 1983); File and Prince (1992). Churchill and Surprenant (1992) look at customer satisfaction as a summation of satisfaction with various attributes of a product which alludes to the fact that satisfaction with ATM banking will come from the satisfaction with the performance of its attributes.

Halstead et al (1994) states that customer satisfaction is a transaction specific effective response from customers' comparison of product performance to some pre-purchase standard. ATM banking customers have expectations of their banks' ATM banking services against which each service encounter enhances comparison of ATM banking performance to the expectations. The comparison is conducted after the immediate usage of ATM banking services or over time of ATM banking usage.

According to (Hoom, 2000), Customer satisfaction refers to a short term positive attitude that can change owing to various circumstances. As customers face a growing range of products and services, their choices are mainly determined based on their perception of quality, service and value, thus, companies need to understand the determinants of customer satisfaction. That is, increased customer satisfaction leads to behavioral outcomes such as commitment, loyalty, intention to stay and post purchase behavior (Newman, 2001).

Electronic service is not a relatively one way marketing activity and this hence makes measuring online banking service and its quality a complex undertaking. Key dimensions were information content, security and privacy and design (Ranganathan and Ganapathy, 2002).

Bank customer satisfaction is regarded as banks fully meeting the customers expectation; it is also said to be a feeling or attitude formed by bank customer after service, which connects the various purchasing behavior (Jamal and Naser, 2002). Bruhn, (2003) defines satisfaction as an assessment based on experience on how for expectations of overall functionality of services were fulfilled.

Customer satisfaction has received wide attention as an important variable in business strategy in a very dynamic and competitive (Lovelock and Wirtz, 2007). Pairot, (2008) defined customer satisfaction as the company's ability to fulfill the business, emotional and psychological needs of its customer.

Paul et al, (2010) indicate that customer satisfaction can be defined as ' the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Satisfying a customer involves tackling the specific fears and concerns of the

customer, the primary of which, scholars have revealed, are data security risks (Mulki and Jaramillo, 2011).

With regards to evaluation of particular ATM usage experience, many studies have found that customers are satisfied with ATM banking in India (Komal, 2009), Pakistan (Khan, 2010), Malaysia (Kheng, et al, 2010), Malawi (Mwatsika, 2014), Achieving customer satisfaction is of particular importance because empirical studies have shown that customer satisfaction is an antecedent of customer retention (Newman, 2001; Rust et al, 1994) which gives an organization increased sales (Levesque and McDougall, 1996) market share and improved corporate image (Newman, 2001). Therefore, the development of ATMs is expected to contribute towards the concept of customer satisfaction with banks.

2.4 Previous Studies

There are many research papers of customer satisfaction regarding to internet banking. Among them, some of research papers are presented for this study. The first paper is about Goh Mei Ling, Yeo Sook Ferna, Lim Kah Boona, Tan Seng Huata, 2015, analysis on Customer Satisfaction of Internet Banking which is based on the customer survey in Malacca. This survey included 200 full time working adults who are interviewed with structured questionnaires. This study analyzed that relationship between independent variables and customer satisfaction. These independent variables are convenience, security, service quality, speed, web design and content. In this study, by regression analysis, web design and content, convenience and speed are supported for this study. Security and service quality variables are not supported for this study.

I Convenience

Convenience is the main attraction and focus of the customers who use Internet banking (Shariq, 2006). Previous research showed that most of the customers focused on the convenience of using internet banking (Lallmahamood, 2007). Kassim and Abdullah (2010) found that ease of use was positively related to customer satisfaction. Customers who used Internet banking were more focused on the easier ways to conduct banking transactions (Ainin et al., 2005).

II. Security

Security can be defined as a form of protection to ensure the customers' safety and to prevent hackers from invading the customers' privacy (Dixit and Datta, 2010). According to Ahmad and Al-Zu'bi (2011), security had a significant influence on customer satisfaction. Privacy is another importance element which always concerns customers. It is always the customers hope that the banks can protect their personal and financial information especially when they do transactions via Internet banking. Zhao and Saha (2005) in their research have showed that privacy had a strong influence on customer satisfaction.

III. Service Quality

Service Quality Service quality is formed when customers make a comparison between before-service expectations with their actual-service expectations and with their actual-service experience (Naik et al., 2010). In Internet banking, e-service quality is important to the banks because it will affect customer satisfaction. Zhao and Saha, (2005) have identify the nine dimensions of eservice quality. According to Nupur (2010), a partial of the service quality dimension showed a significant relationship with customer satisfaction.

IV Speed

Speed can be defined as the frequency of network connection breakdown, the time to navigate the Internet banking website, the amount of time that the customer spend for page response, and the rate that banks response to the complaint of customers (Ahmad and Al-Zu'bi, 2011). Usually, the speed of Internet banking was affected by the wide-ranging and high-resolution graphics and inefficient host server (Shariq, 2006). Speed was an important factor to achieve the successful for e-banking (Haque et al., 2009). Speed had a positive significant impact on customer satisfaction (Ahmad and Al-Zu'bi, 2011). Speed has a relationship on customer satisfaction toward Internet banking.

V. Web Design and Content

Web design is an important elements to attract the usage of Internet banking and the importance of web design will be reflected in the customers' satisfaction level (Ahmad and Al-Zu'bi, 2011). Thus, it will pose a positive significant impact on customer satisfaction. Furthermore, the basic requirements for a

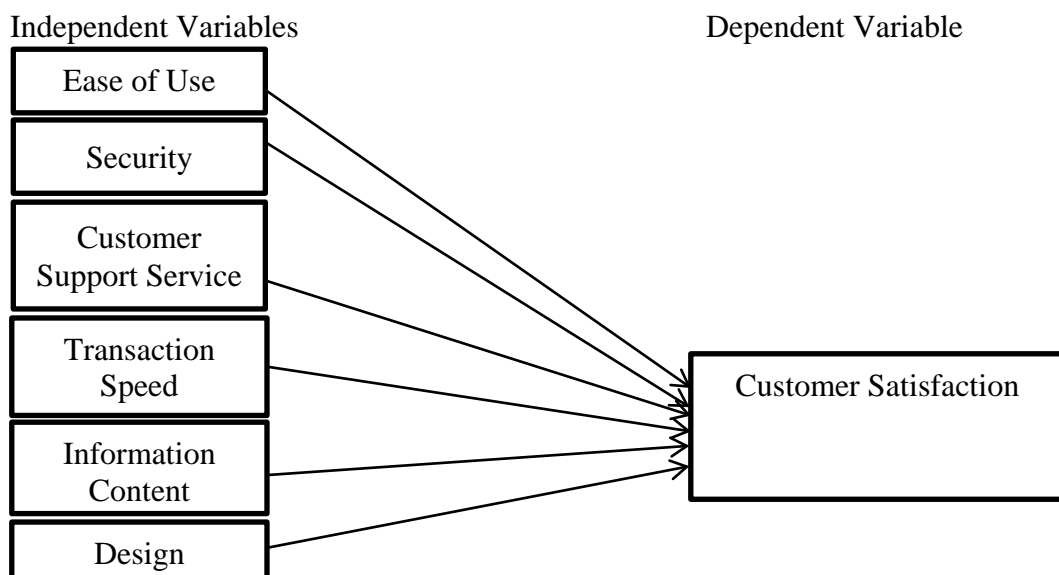
good web design should include a good screen layout and design, clear graphics and vibrant color configuration (Ahmad and AlZu'bi, 2011). Websites are an important factor in a bank's marketing communications activities with customers. Hence, the content in the website is indeed important because it will affect the customer satisfaction.

The second paper is about the case study on internet banking of post bank of Iran which is prepared by Majid Mohamadi Pour Pamsari, 2016. The researcher investigated that effective factors on customer satisfaction of internet banking. The study explores the same six factors used in the first research paper. This second study showed that significant relationship between independent variables and customer satisfaction. These variables are ease of use, security, customer support service, transaction speed, information content and design. In this study, by testing hypotheses, ease of use, security, transaction speed, information content are confirmed.

2.5 Conceptual Framework of the Study

This study is to construct the conceptual framework of the study which analyzes the customer satisfaction towards debit card services of Myanmar Citizens Bank. For that reason all the six variables used in the two previous research papers are applied for the analysis. These six variables are ease of use, security, customer support service, transaction speed, information content and design. These variables are descriptive research and qualitative data was used. Conceptual framework is as shown in figure (2.1). The variables considered in the framework are explained as followed.

Figure (2.1) Conceptual Framework of the Study



Source: Adopted from Majid Mohamadi Pour Pamsari, 2016

1. Ease of use

Operating ease, offering services anywhere and at any time, ease of use of the service, computer literacy and easy to sign in services of the electronic banking services are considered. (Sadeghi, Nemati 1991, Page 13).

2. Security

Security is the key factors attract customer trust confidence. (Manouchehri pour, 93,3) today security issues in internet technology, particularly in internet banking systems because of the devastating impact on the confidentiality, integrity and privacy of the bank and its customers is more common security concerns which may be created in e-banking services, prevent to use electronic banking services by customers and loan officer And electronic banking as long as is not accepted safe and secure in terms of customers and employees aren't concerned called as service (Aliyu et al., 2012).

3. Customers Support Services

Several studies have examined accountability as one of the factors of e-banking service quality or customer satisfaction. These studies have shown responsiveness, increase customer satisfaction (Yoon, 2010).

4. Transaction speed

Transaction speed which is often called response times, has attracted a lot of attention in the field of information systems and e-commerce that has been attracted increasing attention and focus on operational efficiency (Yoon, 2010).

5. Information Content

Information content refers to information placed on the website or instruments of electronic banking services. Content play very important in influencing customer behavior. That's why most consider content as a tool to measure the quality of sites and devices (Yoon, 2010).

6. Design

Good design device increases usability. And thus increase its success or Website services. Designing plays an important role in attracting and retaining consumer or customer favorite (Yoon, 2010).

CHAPTER (3)

PROFILE OF MYANMAR CITIZENS BANK LTD

This chapter describes about historical background of Myanmar Citizens Bank, organization structure of Myanmar Citizens Bank, financial services provided by Myanmar Citizens Bank, types of debit card services by Myanmar Citizens Bank.

3.1 Historical Background of Myanmar Citizens Bank

Myanmar Citizens Bank was established in 1991 company registration No. (274/1991-92) under the Financial Institutions of Myanmar Law 1990, Central Bank of Myanmar Laws and by Myanmar Special Company Act 1950, granted on 30.10.1991 and commenced banking operations at No. 383, Mahar Bandoola Road, Kyauktada Township, Yangon , 2nd June, 1992.

Myanmar Citizens Bank is a public listed company and it is one of the first banks to take initiative to be listed in Yangon Stock Exchange in August and conducts trading starting on 26th August, 2016. Myanmar Citizens Bank's share had been owned by private entrepreneurs is 77.4%, government (The Ministry of Commerce) is 9.8%, general public is 12.8%. Currently, shareholder of Myanmar Citizens Bank's private entrepreneurs are Ahtar Oo Co ltd, Capital Diamond Star Group of companies , New Golden Gate Co ltd, Shwe Me' Co ltd, Farmer PhoYar Zar group of companies and Zeya & Associates Co ltd.

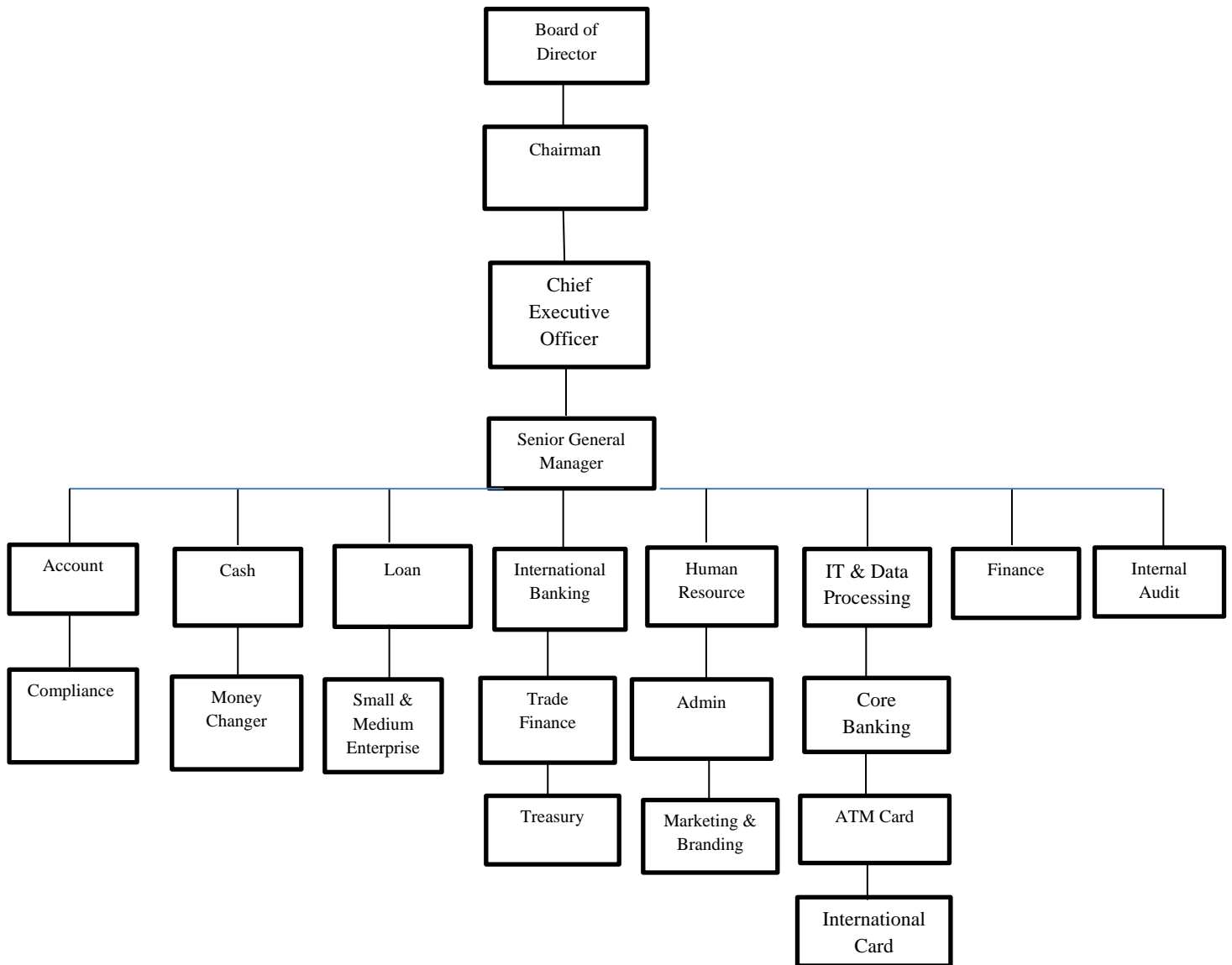
The Authorized Capital of Myanmar Citizens Bank is 75 billion Kyats and its paid-up capital is 52 billion Kyats. Myanmar Citizens Bank holds Authorized Dealer License and is currently conducting International Banking Services since 2003. As Central Bank issued Money changer License to Private Banks in October 2011, Myanmar Citizens Bank was granted the money changer license on 24 October 2011 and it has opened money changer counters at Kyauktada Branch, Muse Branch, Mandalay Branch and Dawpon Mini Branch.

The vision of Myanmar Citizens Bank is to build a strong, stable, sustainable bank which is value creative to all the MCB stakeholders by harnessing and contributing to the spirit of progress in Myanmar. The mission of Myanmar Citizens

Banks is to creative value for their investors through sound financial performance embedded in transparency, accountability and good governance.

Figure (3.1) Myanmar Citizens Bank Organization Chart

30.9.2019



Source: Myanmar Citizens Bank Ltd, 2019

3.2 Organization Structure of Myanmar Citizens Bank

Board of Directors at Myanmar Citizens Bank Ltd was formed with 12 members in total, including 2 independent Directors and 10 shareholders in accordance with section 74, Articles of Association, List of Board members was for 2016-2017 financial year held on 8th July 2017. One of Board member is serving as Chairman and Managing Director.

Directors were also assigned responsibilities at proper roles in forming committee. They are Board IT Steering Committee, Risk Management Committee, Audit Committee Loan Committee, Remuneration Committee, Payroll Committee, Liability, Revenue and Assets Management Committee and Strategic Management Committee. Myanmar Citizens Bank primary manage by the advisors (foreign advisors); such as Chief Executive Officer (CEO), Chief Operation Officer (COO), Chief Information Officer (CIO) and Credit Risk Officer (CRO). There are (44) branches of Myanmar Citizens Bank in 2019-2020 financial year. At head office of Myanmar Citizens Bank, there are (18) departments. They are Account Department, Cash Department including money changer, Loan Department, International Banking Department, Admin Department, IT and data Processing Department, Compliance Department, SME Department, Trade Finance Department, International Card Department, Human Resource Department, Marketing and Branding Department, Core Banking Department, Finance Department, Internal Audit Department, Treasury Department, and Core Banking Department.

3.3 Financial Services Provided by Myanmar Citizens Bank

Myanmar Citizens Bank provides efficient banking services to individual customers as well as business corporate clients with over 27 years of experiences in banking services in Myanmar. Myanmar Citizens Bank offers a range of deposit products and services such as current accounts, saving accounts, senior citizen saving accounts, time deposit accounts, call deposit accounts, payment order (domestic), payment order (FC), bank guarantee (domestic), bank guarantee (FC), money changers, foreign currency accounts, account transfer, treasury operations, E-payment Service, Loans and Financing, Hire Purchase services ,Trade Finance (SWIFT), Domestic and International Remittances and Mobile Payment , Meter Bill Services, Pay Roll Services, Visa Card, Master Card Acquiring and Issuing such as Citizen Card (MasterCard) accounts, Myanmar Payment Union (MPU) ATM card accounts, and technology driven alternate delivery Channels for customers every stage of life by using core banking system. Myanmar Citizens Bank operates the CBM Net system, Real Time Gross settlement System (RTGS) which is the internet for doing book to bank fund transfer customer from one bank transfer to another bank

customer. Currently, Myanmar Citizens Bank is not ready for operating Mobile Banking. But in the future, Myanmar Citizens Bank will provide this Mobile Banking system.

Myanmar Citizens Bank operated service concerning foreign currency from 1994 to 1998 and halted it in 1988 as per the state policy Myanmar Citizens Bank holds Authorized Dealer License and is currently conducting International Banking Services since 2003. By connecting with correspondent banks, Myanmar Citizens Bank is currently providing the following services. They are foreign currency current account opening, cash disbursement, account transfers, foreign exchange activities for exporters and importers.

Myanmar Citizens Bank also obtaining profit by providing money transfers agencies such as Money Gram International Ltd-MGIL Dubai', International Money Express (IME) (Malaysia) (Ria), Trans Fast , Merchant Trade, Transfer to Mobile and Queen Bee Capital, Transfer World Wide Money Transfer Services for customers working in foreign countries so that they could make the transactions handily.

Currently, Myanmar Citizens Bank is expanding banking network by keeping the momentum in high performance with the changes in technology, and aiming to provide customers with better services of Digital Banking System for their convenience and satisfaction, with anywhere and anytime banking services in the future.

3.4 Types of Debit Card Services by Myanmar Citizens Bank

Myanmar Citizens Bank offers two types of debit card services. They are ATM card and Master card service. These debit cards can apply every Myanmar Citizens Bank branches and customers have to open a debit card account at bank.

An ATM card is a payment card or dedicated payment card issued by a financial institution which enables a customer to access Automated Teller Machines (ATMs). Myanmar Citizens Bank MPU Debit Card allows the customers to make cash withdrawal at MCB ATMs and other ATMs with MPU Logo and to make payment via any MPU (POS). ATM cards are payment card size and style plastic cards with a magnetic stripe or a plastic smart card with a chip that contains a unique card number and some security information such as an expiration date or Card Security Code (CVVC) / (CVV). ATM cards are known by a variety of names such

as bank card, MAC (money access card), client card, key card or cash card, among others.

If the customer will open the ATM Card account, first, the customer must have NRC and ID photo, Myanmar Citizens Bank MPU ATM card can be opened with minimum initial deposit of MMK-10,000 and minimum balance to be maintained is MMK-1000.

ATM cards can also be used on improvised ATMs such as "mini ATMs", merchants' card terminals that deliver ATM features without any cash drawer. These terminals can also be used as cashless scrip ATMs by cashing the receipts they issue at the merchant's point of sale. Customers can transact its ATM card account easily and safely by using Personal Identification Number (PIN). Customers can access all ATMs installed by KBZ, AYA and CB banks in MPU network with Myanmar Citizens Bank's ATM Cards.

ATM card of Myanmar Citizens Bank offers the ability to withdraw cash anytime at every ATM, and any other ATMs of MPU member banks, Point of Sale (POS), the ability to check the ATM card account quickly, enable to pay taxes, top up the phone bills, purchase things online as E-Commerce the cashless payment (as in retail stores, hotels, restaurants), reduce to carry the cash, transactions for ATM card accounts has strong security, the use of ATM is 24 hours service, ATM card account transfer, balance inquiry, PIN number change, mini statement, reduce the workforce of bank staff, ATMs are beneficial and suitable for all customers of Myanmar Citizens Bank.

Master Card (Citizen Card) is a re-loadable prepaid card accepted by Master Card merchants globally. It comes with an optional smart-phone application allowing cardholders to manage transactions with real-time monitoring and online support on both IOS and Android platform. The Citizen Card is issued by Myanmar Citizen Bank and 2C2P Co Ltd, who is licensed by Master Card to issue Master card cards. Myanmar Citizen Bank has entered into agreement with Master Card where cards bearing the Mater Card Logo shall be accepted for payment at all merchants or retail points where Master Card transactions can be made.

Citizen card can be obtained at any Myanmar Citizens Bank branches in Myanmar. It is also available via the Myanmar Citizens Bank website by filling out an online form. Cardholders can enjoy special benefits with merchant partners, in

addition to waived signed-up fees. Existing cardholders can add value to their Citizen card at any MCB outlet, with more top-up options rolling out in 2015.

Citizen Cards are flexible substitutes or additions to the traditional bank checking account. The Citizen Card is the first network to make cardholder signatures optional, both on the card and on receipts. Prepaid debit cards have a reputation many types of fees and this type of fees can vary fees. Loading Fees many prepaid cards charge a fee to deposit money on to the card account. To avoid surprises, consumers need to aware of the types of fees levied along with possible ways to avoid them.

If the customer will open the Citizen Card account, first, the customer fills up the card opening form name, date of birth, NRC or Passport, one photo, e-mail address, telephone number, address, and signatures (2 times). It can open many citizen card accounts by only one customer. Citizen card can be available by virtual and physical card; card purchase fee is USD 10. Supply of the Citizen card will be limited to minimum USD 20 to maximum USD 5000 if the customer will open the USD account in Myanmar Citizen Bank, from this USD account. But, the account transfer fees are deducting 2 US dollar from current account (USD) per transaction. If the customer will open the Myanmar kyat current account, from this kyat account can transfer to Citizen Card account. For this transaction, there is no charge or no transaction fees by Myanmar Citizen Bank reference buying rate.

At overseas, the customer can withdraw the cash by Citizen Card from ATM, cash withdrawal fee is 3 USD per transaction. If the Citizen card withdraws by online transaction, there is no transaction fee.

If the customer will have Citizen Card mobile Phone application, there is no need to withdraw bank statement at bank and the customers can enquiry for their card balance (or) bank statement. If the application download, for Android Phone-play store and if IOS- in I

Tunes, "Citizen Card" can be downloaded and installed. After installed the mobile application, the customer can enter to the application by Myanmar Citizen Bank Activation Code (Any 6 digits-two times) password.

Citizen Card (Master Card) of Myanmar Citizens Bank operates the fastest payments processing network, connecting consumers, merchants (POS), and businessmen. Citizen Card product makes everyday commerce activities-such as shopping center, online shopping, hotels, restaurants, online air tickets and online exam fees. It is more secure and more efficient for everyone. Citizen Card can be used

by Citizen Card Account Deposit, Citizen Card Account Transfer, Citizen Card to Citizen Card Account Transfer, Cash Withdrawal, and Citizen Card Mobile Phone Application from time to time and can get promotion from Master Citizen Card face book page. Moreover, Citizen Card provides east to get, safer than cash, easy to manage financial position for customers. By getting Citizen Card is easy and available by Myanmar Citizens Bank in all branches. The costs of Myanmar Citizens Bank's debit cards are reasonable for all ATM card and Master card users. Myanmar Citizens Bank debit cards (ATM card and Master card) security is safe, ease of use and Bank takes the responsibility for loss of debit card users.

CHAPTER 4

ANALYSIS ON CUSTOMER SATISFACTION TOWARDS DEBIT CARDS SERVICES OF MYANMAR CITIZENS BANK

This chapter describes the demographic factors on debit card customers of Myanmar Citizens Bank and analyses customer satisfaction towards debit card services of Myanmar Citizens Bank. The detail steps of the analysis and the results are collected by Myanmar Citizens Bank's survey data sources, 2019.

4.1 Research Design

This study assesses the debit card services provided by Myanmar Citizens Bank to support the assessment; the required data were collected through sample survey. The questionnaire survey was composed the information about the profile of respondents, the general debit cards information and debit card services. This research study has been collected questionnaires from 150 debit card customers of Myanmar Citizens Bank. In this research, the quantitative data and a structured questionnaire was used. These paper questionnaires are implemented online, such as e-mail, web surveys.

The first part included the questions on the demographic factors of customers namely gender, age, occupation, education, income levels of respondents. The second part is analysis on customer relationship with Myanmar Citizens Bank, reason for using debit card services, customer satisfaction on debit card services of Myanmar Citizens Bank. These data helped to deduce the level of customer satisfaction with services rendered by the Myanmar Citizens Bank.

Research design and analysis completes a full evaluation of survey objectives and proposed actions to ensure that all possible issues are brought to bear on the design of the survey questions. Moreover, the debit card data of each customer satisfaction employed five point Likert Scale. They are strongly disagree, disagree, neutral, agree and strongly agree. After the survey data collection and sampling 150 respondents was used debit cards of Myanmar Citizens Bank. These data analysis were used by SPSS statistical software (Statistical Package for Social Science Version 22).

4.2 Demographic Factors of Customers

The demographic factors of the profile of respondents are 150 random samples from Myanmar Citizens Bank. These factors include gender, age, occupation, education and income level.

Gender of Respondents

Table (4.1) Gender of Respondents

Category	Number of respondents	Percent
Male	86	57.3
Female	64	42.7
Total	150	100.0

Source: Survey data, 2019

According to table (4.1), when the number of respondent is 86 males, the sample is made up of 57.3% of males. When the number of respondent is 64 females, the sample is made up of 42.7% of females in terms of gender. This means that respondents of males are more usage debit cards than females. Other customers from Myanmar Citizens Bank were used inward remittances, outward remittances, international money transfer services and domestic money transfer services.

Age of Respondents

Table (4.2) Age of Respondents

Category	Number of respondents	Percent
Under 20	17	11.3
20-34	88	58.7
35-49	33	22.0
Over 50	12	8.0
Total	150	100.0

Source: Survey Data, 2019

As the results of table (4.2), 17 respondents have under age 20 of usage on debit cards and only 11.3% was used debit cards. At age 20 to 34, 88 respondents of

usage on debit cards 58.7 % was used. At age 35 to 49, 33 respondents of usage on debit cards 22.0 % was used. At age over 50, 12 respondents of usage on debit cards 8.0 % was used. These can be found that at age 20 to 34, there is the most number of respondents and the most percentage of usage on debit cards of Myanmar Citizens Bank.

Occupation Status of Respondents

From the empirical results collected from the respondents that their occupation is the following table 4.3.

Table (4.3) Occupation Status of Respondents

Category	No of Respondents	Percent
Business Owner	28	18.7
Company Staff	77	51.3
Seaman	34	22.7
Government Staff	11	7.3
Un- employed	0	0
Total	150	100.0

Source: Survey Data, 2019

According to table (4.3), there are five categories of occupation in this survey. They are business owner, company staff, seaman, government staff and un-employed. 28 respondents are working on as business owner, 77 respondents are company staff, 34 respondents are working on as seaman, 11 respondents are working on as government staff and un-employed is zero. The highest percentage was 51.3 % and 51.3% of the respondents are company staff , the second largest was 22.7% and 22.7% of respondents are seaman ,18.7% of respondents are business owner and the lowest percentage was 7.3% and 7.3% of respondents are government staff.

Education Levels of Respondents

The table (4.4) presents the distribution of education levels of respondents. There are three levels of education among the respondents in the sample under graduate, graduate and master degree.

Table (4.4) Education Levels of Respondents

Category	No of Respondents	Percent
Undergraduate	13	8.7
Graduate	80	53.3
Master Degree	57	38.0
Total	150	100.0

Source: Survey Data, 2019

The education levels of respondents can influence on the satisfaction of debit card service quality. According to the table (4.4), most of the debit card customers are graduated with holder degree was 53.3% and the second largest of master degree was 38.0% and other 8.7% of respondents are undergraduate.

Income Levels of Respondents

In this research study, approximate average income levels of respondents per month can be classified into five levels. Table (4.5) shows the distribution of income level of respondent.

Table (4.5) Income Levels of Respondents (Kyats in Lakh)

Category	No of Respondents	Percent
Under Ks 100,000	8	5.3
Ks 100,000 - 300,000	55	36.7
Ks 300,001- 500,000	34	22.7
Ks 500,001- 700,000	26	17.3
Above Ks 700,000	27	18.0
Total	150	100.0

Source: Survey Data, 2019

According to table (4.5), 5.3 % of 8 respondents earn income level under kyats one lakh, 36.7 % of 55 respondents earn income level between kyats one lakh and three lakhs, 22.7 % of 34 respondents earn income level between kyats three lakhs, one and five lakhs, and 17.3 % of 26 respondents earn income level between kyats five lakhs, one and seven lakhs.. In this case, it was found that a small group of

respondents earn lower income and most of respondents earn as income between kyat one lakh and three lakhs. As their income level determines the type of business that they employed.

4.3 Analysis on Customer Relationship with Myanmar Citizens Bank

This section discussed analysis on customer relationship with Myanmar Citizens Bank. The factors that influenced are usage years of respondents on debit cards by Myanmar Citizens Bank, types of debit cards used by Myanmar Citizens Bank, frequency of using debit cards by Myanmar Citizens Bank and customer choice of location by Myanmar Citizens Bank.

Usage Years of Respondents

The usage years of respondents of debit cards of Myanmar Citizens Bank can be classified into four groups: less than one year, one-two years, two-three years, three-four years and above four years. The following table (4.6) shows the distribution of usage years of respondents of debit cards of Myanmar Citizens Bank.

Table (4.6) Usage Years of Respondents

Category	No of Respondents	Percent
< 1 year	13	8.7
1 -< 2 years	40	26.7
2- < 3 years	43	28.7
3 -< 4 years	39	26.0
4 ≥ years	15	10.0
Total	150	100.0

Source: Survey data 2019

The table (4.6) shows 28.7% are most of using Myanmar Citizens Bank debit card services two to three years. 26.7 % are the second largest respondents one to two years one-two years using Myanmar Citizens Bank debit card service. According to this survey, most of respondents have used debit card service of Myanmar Citizens Bank.

Types of Debit Cards

Currently, Myanmar Citizens Bank has been used debit card products. They are Citizen Card, ATM Card and some are using both Citizen Card and ATM Card.

Table (4.7) Types of Debit Cards

Category	No of Respondents	Percent
Citizen Card	18	12.0
ATM Card	90	60.0
Both Citizen Card and ATM Card	42	28.0
Total	150	100.0

Source: Survey data, 2019

According to table (4.7), it was found that 60.0% are largest using ATM card and 12.0 % are using Citizen Card. ATM Card can be used for local only and which can be used for any person such as receiving salary, purchase things online as E-commerce, top up phone bill and travelling expense. This is a basic card, low fees and simple procedure. Therefore, majority of customers are used by ATM card of Myanmar Citizens Bank. Citizen card can be used for both local and abroad. This is a popular card and which can be used for medical expense, online exam fees, travelling expense and online shopping.

Frequency of Using Debit Cards

The frequency of using debit card services of Myanmar Citizens Bank can be classified into four categories. They are daily, weekly, monthly and yearly. Table (4.8) shows the frequency of using per in Myanmar Citizens Bank.

Table (4.8) Frequency of Using Debit Cards

Category	No of Respondents	Percent
Daily	13	8.7
Weekly	39	26.0
Monthly	87	58.0

Yearly	11	7.3
Total	150	100.0

Source: Survey data, 2019

The results showed that 58.0 % are the most using monthly debit card service in Myanmar Citizens Bank and 26.0 % are the second most using weekly debit cards service.

Customer Choice of Location

The following table (4.9) shows customers choose the branches of Myanmar Citizens Bank. They are Head Office, Bayintnaung, Pabedan, Pazundaung and Latha branch.

Table (4.9) Customer Choice of Location

Category	No of Respondents	Percent
Head Office	62	41.3
Bayintnaung Branch	30	20.0
Pabedan Branch	33	22.0
Pazundaung Branch	11	7.3
Latha Branch	14	9.3
Total	150	100.0

Source: Survey data, 2019

A sample of 150 respondents, it is found that 41.3 % are using Head Office, 22.0 % are using Pabedan branch, 20 % are using Bayintnaung branch, 9.3 % are using Latha branch and 7.3 % are using Pazundaung branch.

Reasons for Using Debit Card Services of Myanmar Citizens Bank

The following table (4.10) shows the distribution of reason for using debit cards service of Myanmar Citizens Bank. This can be classified into two categories. They are reasons for using ATM cards and reasons for using Citizen Card (Master Card). Reasons for using ATM cards are receiving salary, purchase things online as e-commerce, top up phone bills and travelling expense. Reasons for using Citizen

Cards are medical expense, educational fees, travelling expense and online shopping and online air ticket.

Table (4.10) Reasons for Using ATM Card

Category	No of Respondents	Percent
Receiving Salary	70	46.7
Purchase Things Online as E-Commerce	31	20.7
Top Up Phone Bill	38	25.3
Travelling Expense	11	7.3
Total	150	100.0

Source: Survey data, 2019

According to the survey results have shown in table 4.10, 46.7 % of 70 respondents are the most of customer using ATM card of Myanmar Citizens Bank due to receiving salary , the second most of customer using ATM card of Myanmar Citizens Bank is 25.3 % due to top up phone bills, the third is 20.7 % and it has been used by purchase things online as e-commerce, and 7.3 % of 11 respondents have been used by travelling expense.

Table (4.11) Reasons for Using Citizen Card

Category	No of Respondents	Percent
Medical Expense	13	8.7
Educational Fees	36	24.0
Travelling Expense	53	35.3
Online Shopping	11	7.3
Online Air Tickets	37	24.7
Total	150	100.0

Source: Survey data, 2019

According to the survey results have shown in table 4.11, 35.3 % of 53 respondents are the most of customer using citizen card of Myanmar Citizens Bank

due to travelling expense, 24.0 % of 36 respondents have been used by educational fees. 24.7% of 37 respondents have been used by online air tickets. 8.7 % of 13 respondents have been used by medical expense. 7.3% of 11 respondents have been used by online shopping.

4.4 Customer Satisfaction on Myanmar Citizens Bank

In this section, customer satisfaction on Myanmar Citizens Bank can be classified into six categories. They are customer satisfaction on ease of use, security, customer support service, transaction speed, information content and design of debit cards. In each section of the questionnaire, Five point Likert scale is used for each statement ranging from Strongly Disagree to Strongly Agree.

4.4.1 Customer Satisfaction on Ease of Use

Table 4.12 shows customer satisfaction on ease of use can be classified into five categories. They are the internet banking system of the bank has quick and users friendly, by using ATM cards and Master cards make us feel relaxed for not carrying cash all the time, ATM card and Master card users can transfer money to other account, bank ATM machine can issue the slip and can easily check the customer's ATM card account balances and Master card users can easily check their transactions in mobile application time to time and can get promotion from master citizen card face book page. Overall average mean is 4.58 and standard deviation is 0.6746.

Table (4.12) Customer Satisfaction on Ease of Use

Categories	Mean	Standard Deviation
The internet banking system of the bank has quick and users friendly.	4.35	.777
By using ATM cards and Master cards make us feel relaxed for not carrying cash all the time.	4.91	.292
Users can transfer money to other account with ATM card and Master card.	4.56	.773
Bank ATM machine can issue the slip and can easily check the customer's ATM card account balances.	4.45	.773
Master card users can easily check their transactions in mobile application time to time and can get promotion from master citizen	4.61	.758

card face book page.		
Overall Average	4.58	0.6746

Source: Survey data, 2019

The table (4.12) shows that the customers' satisfaction on ease of use debit card services overall average mean is 4.58 is more than norm means 3. Most of the debit card users are satisfied in using debit card of Myanmar Citizens Bank because ATM cards and Master cards make us feel relaxed for not carrying cash all the time and it is ease of use for them which mean value is 4.91.

4.4.2 Customer Satisfaction on Security

According to table (4.13), customer satisfaction on security can be classified into five categories. They are Debit card security is safe and protected from the card stolen, ATM card users feel safe in MCB ATM transactions, the bank maintains customer's debit card account information and balance enquiry, bank debit card account is a safe place to keep money and bank takes the responsibility for loss of debit card users. Overall average mean is 4.37 and standard deviation is 0.915.

Table (4.13) Customer Satisfaction on Security

Categories	Mean	Standard Deviation
Debit card security is safe and protected from the card stolen.	4.69	.636
ATM card users feel safe in MCB ATM transactions.	4.66	.693
The bank maintains customer's debit card account information and balance enquiry.	4.55	.671
Bank debit card account is a safe place to keep money.	3.97	1.295
Bank takes the responsibility for loss of debit card users.	3.99	1.280
Overall Average	4.37	0.915

Source: Survey data, 2019

The table (4.13) indicates that the most respondents agree with debit card security being safe and protected from the card stolen which mean is 4.69.

4.4.3 Customer Satisfaction on Customer Support Service

Customer satisfaction on customer support service factors are described in the below table (4.14). There can be classified into five categories. They are the bank staffs provide prompt response to customer's complaints, bank service charges of debit cards are reasonable, customers can able to withdraw cash from any Myanmar Citizens Bank branches of ATM in 24 hours a day, the employees of bank give honest answers to customer's enquiry and the bank provides debit cards customer's bank statement requests by e-mail and fax. Overall average mean of customer satisfaction on customer support service is 4.48 and standard deviation is 0.773.

Table (4.14) Customer Satisfaction on Customer Support Service

Categories	Mean	Standard Deviation
The bank staffs provide prompt response to customer's complaints.	4.53	.652
Bank service charges of debit cards are reasonable.	4.27	1.055
Customers can able to withdraw cash from any Myanmar Citizens Bank branches of ATM in 24 hours a day.	4.72	.451
The employees of bank give honest answers to customer's enquiry.	4.27	1.055
The bank provides customer's bank statement requests by e-mail and fax.	4.62	.652
Overall Average	4.48	0.773

Source: Survey data, 2019

Table (4.14) shows the customers can be able to withdraw cash from any Myanmar Citizens Bank branches of ATM in 24 hours a day which mean value is 4.72. This can be found that the debit card customers are mostly satisfied with Myanmar Citizens Bank which provides customer's bank statement requests by e-mail and fax which gets the mean value of 4.62.

4.4.4 Customer Satisfaction on Transaction Speed

According to the table (4.15), there are five transaction speed questionnaires in this survey. They are the bank's online banking transaction speed is faster than cheque, there are acceptable speed and accuracy in transaction of debit card services, the bank's ATM machine can run the system to withdraw the money, speed of ATM card transaction internet system is high enough to process the payment and speed of Citizen card mobile application is high to process the payment. Overall average mean of customer satisfaction on debit card transaction speed mean is 4.54 and standard deviation is 0.6088.

Table (4.15) Customer Satisfaction on Transaction Speed

Categories	Mean	Standard Deviation
The bank's online banking transaction speed is faster than cheque.	4.45	.651
There are acceptable speed and accuracy in transaction of debit card services.	4.71	.454
The bank's ATM machine can run the system to withdraw the money.	4.45	.651
Speed of ATM card transaction internet system is high enough to process the payment.	4.57	.578
Speed of Citizen card mobile application is high to process the payment.	4.50	.710
Overall Average	4.54	0.6088

Source: Survey data, 2019

There are many reasons of transaction speed on using debit cards of Myanmar Citizens Bank. According to the table (4.15), the reason is bank's online banking transaction speed is faster than cheque, acceptable speed and accuracy in transaction of debit card, the bank's ATM machine can run the system to withdraw the money, speed of ATM card transaction internet system is high, speed of Citizen card mobile application is high to process the payment. Among these reasons, the most respondent's agreed the speed and accuracy in transaction of debit card services having the mean value of 4.71. Overall average mean is 4.54 is greater than norm mean 3.0.

4.4.5 Customer Satisfaction on Information Content

Customer satisfaction on information content can be classified into five categories. They are information sent by the Myanmar Citizens Bank are clear, easy to understand and useful for debit card users, the bank provides up to date information content, customers can send e-mail and phone call to the service center if there is any information related to debit cards information, customers can easily find the information of debit cards from public media such as face books, internet web pages and customers can acquire information brochures and pamphlet at Myanmar Citizens Bank. Overall average mean is 4.63 and standard deviation is 0.662.

Table (4.16) Customer Satisfaction on Information Content

Categories	Mean	Standard Deviation
Information sent by the Myanmar Citizens Bank are clear, easy to understand and useful for debit card users.	4.44	.773
The bank provides up to date information content.	4.62	.642
Customers can send e-mail and phone call to the service center if there is any information related to debit cards information.	4.71	.619
Customers can easily find the information of debit cards from public media such as face books, internet web pages.	4.60	.724
Customers can acquire information brochures and pamphlet at Myanmar Citizens Bank.	4.76	.552
Overall Average	4.63	0.662

Source: Survey data, 2019

The above table (4.16) shows overall average mean is 4.63 greater than standard norm mean 3.0. The most respondents agreed the information brochures and pamphlet at Myanmar Citizens Bank which mean value is 4.76.

4.4.6 Customer Satisfaction on Design

Customer satisfaction on design can be classified into five categories. They are design of debit cards is attractive to customers, bank's facilities and design of debit cards make customers to feel enjoyable, internet banking system website design is easy to use for debit card users, logo design of citizen card has been made up by peahen picture, Myanmar Citizens Bank's logo and MasterCard logo and secure

payment application is also designed to authenticate cardholders when the payment transaction is processing. Overall average mean is 4.47 and standard deviation is 0.765.

Table (4.17) Customer Satisfaction on Design

Categories	Mean	Standard Deviation
Design of debit cards is attractive to customers.	4.73	.620
Bank's facilities and design of debit cards make customers to feel enjoyable.	4.44	.719
Internet banking system website design is easy to use for debit card users.	4.06	1.227
Logo design of citizen card has been made up by peahen picture, Myanmar Citizens Bank's logo and MasterCard logo.	4.47	.774
Secure payment application is also designed to authenticate cardholders when the payment transaction is processing.	4.63	.485
Overall Average	4.47	0.765

Source: Survey data, 2019

The above table (4.17) shows average mean is 4.47 greater than standard norm mean 3.0 and standard deviation is 0.765. The most respondents in design of debit cards is attractive to customers which mean value is 4.73.

4.4.7 Overall Customer Satisfaction on Debit Card Service

Table 4.18 illustrates the overall customer satisfaction on debit card service of Myanmar Citizens Bank.

Table (4.18) Overall Customer Satisfaction on Debit Card Service

Categories	Mean	Rank
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Information Content	4.63	I
Ease of Use	4.58	II
Transaction Speed	4.54	III
Customer Support Service	4.48	IV
Design	4.47	V
Security	4.37	VI

Source: Survey Data, 2019

According to table (4.18), this analysis was calculated the overall average mean score based on six factors such as ease of use, security, customer support service, transaction speed, information content and design. Among them, it is found that information content factor is the highest mean score value.

CHAPTER 5

CONCLUSION

In this chapter conclusion, findings, suggestion and recommendation and need for further study are explained in details result of the study with related to customer satisfaction towards debit card service of Myanmar Citizens Banks.

5.1 Findings

The purpose of the study was analyzed customer satisfaction towards debit card service of Myanmar Citizens Bank and to provide quality services for all debit card customers. This study had been completed by the use of quantitative research method approach and based on descriptive model by means of questionnaire survey and analyzed the demographic factors of customer satisfaction on debit card service of

Myanmar Citizens Bank. This study was analyzed descriptive analysis on customer background information of debit card of Myanmar Citizens Bank. This study was found that male customers are more using debit cards than female customers. The majority of age group 20 between 34 is the most using debit card of Myanmar Citizens Bank. Because these age group is more knowledge information in banking services. In terms of types of occupation, it was found that the most respondents are company staff. And most of customers are graduated. With regard to monthly income level, most of respondents earn average income within kyats one lakh to kyats three lakhs. The most of using debit card of Myanmar Citizens Bank two between three years. Similarly, most of respondents are using ATM card and most of customers have used debit cards frequency by monthly. And then, regarding the customer choice of location, most of respondents have chosen by Head office due to location convenience.

According to this research analysis, the conceptual model has been used in terms of customer satisfaction on ease of use, security, customer support service, transaction speed, information content and design. These indicate that most of respondents are receiving satisfaction level of debit card service from the Myanmar Citizens Bank. With regard to overall customer satisfaction on debit card services of Myanmar Citizens Bank, information content variable is the highest mean score value. It was indicated that the most of debit card users have positive attitude towards debit card services of Myanmar Citizens Bank.

5.2 Suggestions

After reviewing the result findings, the suggestions and recommendations will be presented for improvement of debit card services in banking industry and to enhance customer satisfaction on debit card services of Myanmar Citizens Bank. The findings of this study suggest that conceptual model was used in terms of customer satisfaction on Myanmar Citizens Bank. These categories are ease of use, security, customer support service, transaction speed, information content and design. These findings could be valuable to Myanmar Citizens Bank , especially, the bank should make the customers feel relaxed for not carrying cash all the time, should protect the security of debit cards for card users, should provide prompt response to customer's complaints, should process the speed of debit card transaction internet system reach to as soon as possible time, should reduce the time of entry into system with minimum

time possible, financial reports and information of site should be relevant, useful and easily understood and move pages because webpage log into internet system is as a gateway to this page and offer to be the lightest, smallest and fastest page among other pages.

As the results of the analysis, customers can do many transactions with online payment using debit cards in order to increase the number of respondents use of monthly to weekly, to promote customer satisfaction, Myanmar Citizens Bank should offer some facilities, such as car parking, building, lighting, decoration and office furniture.etc, ... This study suggest that the Bank should provide training of efficient knowledge and skill for staffs and should provide marketing activity with related to debit card services. The Bank should collaborate with other retail companies to improve customer experience while using debit card Point of Sales machines, should maintain its good image and reputation to fulfil customer's satisfaction. Thus, Myanmar Citizens Bank's reputation will be better than future. Most of customers are need to know the transaction cost, high technology to mitigate case of fraud and to encourage adoption of debit card services. Information content variable is the highest mean score value but security variable is the lowest mean score value. This security factor is important for debit card users of Myanmar Citizens Bank. So, Myanmar Citizens Bank should promote more security of internet banking system for debit card users. From this study, testing and analysis of customer satisfaction on Myanmar Citizens Bank debit card services are found strongly positive relationship and they are significance examination.

5.3 Needs for Further Study

This study analyses customer satisfaction towards debit card services of Myanmar Citizens Bank. These mean that the study only focus on the sample size of 150 customers from Myanmar Citizens Bank five branches in Yangon. So, further study should be done with larger sample size and expanded survey on other state and divisions. This study has been used only qualitative method. So, further study should be conducted with quantitative and qualitative methods such as observation or interview. In this study, customer satisfaction is measured and investigated only from the customer point of viewed. Furthermore, similar studies should include more banks to be able to reflect debit card services of banking industry in Myanmar.

Moreover, further studies should include customer attitude towards other banking services such as personal banking, home banking, and online banking services. These services might also need to be studied on and each of service should conduct personal attention to every customer. The importance of further research analysis should have focused on customer point of viewed.

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Customer Satisfaction towards Debit Cards Services of Myanmar Citizens Bank Limited

Questionnaire for Customers

This information is obtained from the questionnaire which will be used only for Master of Banking and Finance research paper of Yangon University of Economics. Please be assured that your responses will be strictly confidential.

Section -A

Demographic Factors

Please **tick** the box that corresponds to your answer to each question.

(1) Gender

(a) Male

(b)Female

(2) Age

(a) Under 20 years

(b) 20 to 34 years

(c) 35 to 49 years

(d) Over 50 years

(3) Occupation

(a) Business Owner

(b) Company Staff

(c) Seaman

(d) Government Staff

(e) Un-employed

(4) Education Level

(a) Under Graduate

(b) Graduate

(c) Master Degree

(5) Monthly Income Level

(a) Under Ks 100,000

(b) Ks 100,000 - 300,000

(c) Ks 300,001 - 500,000

(d) Ks 500,001 – 700,000

(e) Above Ks 700,000

Section -B

Customer Relationship with Myanmar Citizens Bank Services

(1) Usage Years of Respondents

(a) < 1 year

(b) 1- < 2 years

(c) 2- < 3 years

(d) 3- < 4 years

(e) $4 \geq$ years

(2) Types of Debit Cards

(a) Citizen Card

(b) ATM Card

(c) Both Citizen Card and ATM Card

(3) Frequency of Using Debit Cards

(a) Daily

(b) Weekly

(c) Monthly

(d) Yearly

(4) Customer Choice of Location

(a) Head Office

(b) Bayintnaung branch

(c) Papeden branch

(d) Pazundaung branch

(e) Latha branch

(5) Reasons For Using ATM Card

(a) Receiving Salary

(b) Purchase things Online as E-Commerce

(c) Top Up Phone Bills

(d) Travelling Expense

(6) Reasons For Using Citizen Card (Master Card)

(a) Medical Expense

- (b) Educational Fees
- (c) Travelling Expense
- (d) Online Shopping
- (e) Online Air Ticket

Section –C

Customer Satisfaction . Debit Card Services

Please **tick** the box that corresponds to your answer to each question.

Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Q. No	Factor	1	2	3	4	5
<u>Ease of use</u>						
1	The internet banking system of the bank has quick and users friendly.					

2	By using ATM card and Master card make us feel relaxed for not carrying cash all the time.					
3	ATM card and Master card users can transfer money to other account.					
4	Bank ATM machine can issue the slip and can easily check the customer's ATM card account balances.					
5	Master card users can easily check their transactions in mobile application time to time and can get promotion from master citizen card face book page.					
	<u>Security</u>					
1	Debit card security is safe and protected from the card stolen.					
2	ATM card users feel safe in MCB ATM transactions.					
3	The bank maintains customer's debit card account information and balance enquiry.					
4	Bank debit card account is a safe place to keep money.					
5	Bank takes the responsibility for loss of debit card users.					

Q. No	Factors	1	2	3	4	5
	<u>Customer Support Service</u>					
1	The bank staffs provide prompt response to customer's complaints.					
2	Bank service charges of debit cards are reasonable.					
3	Customers can able to withdraw cash from any Myanmar Citizens Bank branches of ATM in 24 hours a day.					

4	The employees of bank give honest answers to customer's enquiry.					
5	The bank provides debit cards customer's bank statement requests by e-mail and fax.					
<u>Transaction Speed</u>						
1	The bank's online banking transaction speed is faster than cheque.					
2	There are acceptable speed and accuracy in transaction of debit card services.					
3	The bank's ATM machine can run the system to withdraw the money.					
4	Speed of ATM card transaction internet system is high enough to process the payment.					
5	Speed of Citizen card mobile application is high to process the payment.					

Q. No	Factors	1	2	3	4	5
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<u>Information Content</u>						
1	Information sent by the Myanmar Citizens Bank are clear, easy to understand and useful for debit card users.					
2	The bank provides up to date information content.					
3	Customers can send e-mail and phone call to the service center if there is any information related to debit cards information.					
4	Customers can easily find the information of debit cards from public media such as face books, internet web pages.					
5	Customers can be available information brochures and pamphlet at Myanmar Citizens Bank.					
<u>Design</u>						
1	Design of debit cards is attractive to customers.					
2	Bank's facilities and design of debit cards make customers to feel enjoyable.					
3	Internet banking system website design is easy to use for debit card users.					
4	Logo design of citizen card has been made up by peahen picture, Myanmar Citizens Bank's logo and MasterCard logo.					
5	Secure payment application is also designed to authenticate cardholders when the payment transaction is processing.					

“Thanks for your Answer the Questions.”

Appendix

Branch Name

Bank Opening date

1. Kyauktada Branch	02-06-1992
2. Mandalay Branch	06-06 -1996
3. Bayint Naung Branch	12-05-2011
4. Nay Pyi Taw Branch	02- 06-2011
5. Myin Chan Branch	12-08-2011
6. Monywa Branch	15-08-2011
7. Muse Branch	17-10-2011
8. Yasakgyo Branch	14-12-2012
9. Taze Branch	26-04-2013
10. Mandalay Mini Branch	12-07-2013
11. Monywa Mini Branch	23-08-2013
12. Dawbon Mini Branch	20-12-2013
13. Lasho Branch	01-03-2014
14. Aung Lan Branch	20- 6- 2014
15. Bayint Naung Mini Branch	25-10-2014
16. Pabedan Mini Branch	17-12-2014
17. Puzundaung Branch	06-12-2015
18. North Okkalarpa Branch	01-03-2016
19. Pyay Branch	01-05-2016
20. Latha Branch	04-06-2016
21. Sittwe Branch	07-06-2016
22. Pathein Branch	17-01-2017
23. Mandalay Branch (3)	02-05-2017
24. Myeik Branch	16-11-2017
25. Bago Branch	04-04-2018
26. Maungmya Branch	10-04-2018
27. Nay Pyi Taw Branch (2)	20-06-2018
28. Pakokku Branch	22-06-2018
29. TaungGyi Branch	29-08-2018
30. Muse Branch (2)	29-08-2018
31. Saw Bwar Gyi Gone Branch	17-09-2018
32. Ma Gway Branch	19-09-2018
33. Mandalay Branch (4)	11-11-2018

34. Mandalay Branch (5)	11-11-2018
35. Mandalay Branch (6)	11-11-2018
36. Mandalay Branch (7)	11-11-2018
37. Shwe Bo Branch	28-11-2018
38. Zee Gone Branch	10-01-2019
39. Yae Kyaw Branch	19-02-2019
40. Bo Aung Kyaw Branch	19-02-2019
41. Sanchaung Branch	15-03-2019
42. KyeemyinTaing Branch	15-03-2019
43. Khayan Branch	28-08-2019
44. Mawlamyine	2.12.2019