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**CUSTOMER PERCEPTION ON INTERNATIONAL BANKING
SERVICES OF MYANMA FOREIGN TRADE BANK**

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**CUSTOMER PERCEPTION ON INTERNATIONAL BANKING
SERVICES OF MYANMA FOREIGN TRADE BANK**

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requirement for the degree of Executive Master of Banking and Finance
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ABSTRACT

The objective of the study is to analysis customer perception on the International Banking Services in Myanma Foreign Trade Bank. MFTB is providing commercial banking services in foreign currencies to assist the customers for their smooth and safe business transactions with their counterparts. The banking industry is definitely among the services industries that have been towards more efficient services that enable funds to be transferred from the buyer to the seller with flexibility and security. In the study, descriptive method is used based on primary data. Primary data was collected by survey questionnaire on the random 50 clients with structure questionnaires which describe the level of customer perception of MFTB during first week in December, 2019 to December 2019. Respondents were interviewed to know their perception and working days of one weeks by using survey questionnaires collections. Survey questionnaire mainly focus on customer perception of international banking services which are bank reputation, services quality and cost factor. Finally, the study suggest to strengthening international banking services, to decrease manual system, to improve the education of the staff in MFTB. The reputation of bank is strong and MFTB should maintain their reputation. At the same time, the bank needs modernize technology, warmly relationship to customers such as customer service training for staff like private banks and MFTB should try to take steps towards improving.

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LIST OF ABBREVIATIONS

AML	Anti-Money Laundering
ATM	Automated Teller Machine
ASEAN	Association of Southeast Asian Nations
CBM	Central Bank of Myanmar
DA	Documentary Against Acceptance
DC	Documentary Collection
DP	Documentary Against Payment
FX Market	Foreign Exchange Market
GDP	Gross Domestic Product
INGO	International non-governmental organization
KYC	Know Your Customer
LC	Letter of Credit
MFTB	Myanma Foreign Trade Bank
MPU	Myanmar Payment Union
NGO	Non-profit organization
POS	Point of Sale terminal
SWIFT	Society for Worldwide Interbank Financial Telecommunication
TT	Telegraph Transfer

CHAPTER I

INTRODUCTION

An international bank is one of the financial entities which offers banking and finance services, such as international transfer and financing opportunities, to the clients. Clients can be individuals and companies which are doing business related with international payment. Every international bank has its own policies outlining with whom they do business.

To individuals and corporations doing business related with overseas, international banking services are available. Anyone with extensive business partnerships in foreign countries or looking to expand into the global marketplace is expected to need international banking. An international bank will help clients fulfill their banking needs by offering essential services and assistance while competing on the world stage.

Private banking facilities, the ability to translate or swap currencies, pay and receive payment for their goods and services are the essential services they need when deciding to create an international banking relationship. To be competitive in international banking, these services are the basic level of services they need.

International banking services is just like other banking services, but it takes place across different nations or internationally. In other words, international banking is a financial service provided for citizens of another country by a residential bank of one country. This banking facility is used by mature multinational companies and individuals to transact. The bank should take an example for a better understanding of international banking.

Myanmar banking industry plays a pivotal role in the economic development and form the core of the money market in growth of country. Banking sector is one of the huge service sectors in Myanmar and strongest driver to Myanmar economic growth. In the present scenario, it is running in a dynamic challenge concerning both customer base and performance so as to provide efficient services to its customers. Banks are trying hard to win customer perception by providing better quality services. Today banks interest has shifted from customer acquisition to their perception and retention. In today's competitive environment, international banking

services plays a dominant role in customer perception such as new services that trade finance and other service quality have emerged as one of the important aspect.

1.1 Rationale of the Study

The financial system plays a significant role in the development of a country's economy and its smooth functioning is central to the economy's rapid and inclusive economic growth. In the banking sector, globalization has created opportunities and challenges. Competition gets a frequent boost. In the enormous competitive environment, it paces with the constant growth occurring.

The quality of service is described as the perception of the customer of how well a service meets or exceeds their expectations. Literature says consumers will measure the quality of service by contrasting the real (perceived) performance with what they believe it would be (expectations) as service performance. Private and international banks ' entry challenged the monopolistic role of banks in the public sector. With increasing competition and consumer expectations, the idea of service quality has gained momentum in the banking sector. The banking sector challenge is to develop new technologies that meet customer expectations, (Sidhardha and Rao, 2018).

Myanmar has four state-owned banks, eleven semi-governmental banks, 16 private enterprises and 13 foreign bank branches. Due to the vast untapped potential of the financial sector, banks are becoming more competitive in developing their innovative services, such as trade finance, online e-payment system, mobile banking and other related applications, (Central Bank of Myanmar, 2019).

MFTB that one of the leading banks for international banking in Myanmar, the bank is among the best-known in the country with more than 100,000 account holders, it has just a single branch in Yangon. Myanma Foreign Trade Bank held a monopoly on the foreign exchange market and trade financing for many years. And MFTB provided trade finance and foreign exchange related banking to the government, state-owned enterprises and the members of the international community who residents in the country. Moreover MFTB is providing international banking services for the State as well as for the private sector, co-operatives and joint ventures in Myanmar,(Kyaw, A.T .2016).

Reform for Myanmar banking sector started on 2011, when the government permitted private banks to conduct foreign exchange transactions and set up ATMs

across the country. The government approved the Foreign Exchange Management Law, followed by the enactment of the Central Bank of Myanmar Law in 2012. As the foreign exchange market was established in 2012, the archaic state banks, MFTB quickly lost foreign exchange market share to more competitive and efficient commercial lenders. After 2012, several new private banks started international banking services and remittance to play an important role in new banking services. While commercial banks strengthened their services and quickly adapted to increased competition with the aid of foreign banks that entered the market in 2014, the four state lenders in Myanmar were largely left behind. Via policy reform or mergers, the International Monetary Fund (IMF) and the World Bank (WB) had advised the government on options for modernization, but progress was slow. MFTB is trying to improve the banking service between competitions for new banking products and services, the state-owned bank, (Kyaw, A.T .2016).

MFTB provided as new product Myanmar Kyats saving account and fixed deposit account were started in 1st August, 2017. MFTB is endeavoring to provide a complete range of international banking and financial services to its customers through its worldwide extensive and firmly established correspondent network of over (263) banks in (54) countries. Starting from 1st April, 2019, MFTB removed bank commission charges (0.3%) for cash deposit and customer freedom from application form charges or any other documents charges. Moreover, the bank reduce some documents ask for application. MFTB tried to improve their foreign exchange market.

This study identified customer perception on international banking services of Myanma Foreign Trade Bank. The result of the thesis is very supporting and responsible to officers from MFTB to draw new marketing policies, price policies and international trade policies.

1.2 Objectives of the Study

This study set the objectives which are as follows:

1. To identify the international banking services of MFTB
2. To analyze customer perception on international banking services of MFTB

1.3 Scope and Methods of the Study

It deals only with Myanmar Foreign Trade Bank and mainly focus as on the international banking services of customers in Myanmar Foreign Trade Bank. This study is a type of descriptive research method using survey questionnaires collection. Primary data were collected from 50 clients by simple random sampling with structure questionnaires which describe the level of customer perception of MFTB during from 1stDecember, 2019 to 7th December, 2019. It covered 10% of the total population within one week.

1.4 Organization of the Study

This research is inclusive of five chapters to achieve of the objectives Chapter One is overview of the research which includes the introduction, rationale of the study, objectives of the study, scope and method of the study and organization of the Study. Chapter two provides the theoretical of international banking services, advantages, disadvantages. Chapter three consists of profile of Myanmar Foreign Trade Bank and practicing on international banking services of MFTB. Chapter Four analyses on customer perception on international banking services of corporate and individual clients of Myanmar Foreign Trade Bank Chapter five involves the conclusion of the research study, finding, suggestion and needs for further research of international banking services.

CHAPTER II

LITERATURE REVIEW

This chapter discusses the literature review on international banking services and international trade services. As a foundation of the research study, the chapter describes customer perception on international banking services quality in banks concentrating its activities to the field of international banking business i.e. export, import, guarantees and remittances.

2.1 International Banking Services

International banking services can consist of normal banking operations as well as international trade funds (import, export), trade reserves and currency exchange. Though observing the purchase cycle and comparing the experience with expectation, customers evaluate the efficiency of a service. Customer satisfaction is critical for service companies such as the bank to survive. Service quality has become a customer satisfaction factor. Day by day after, service quality has been shown to be linked to customer satisfaction.

To individuals and corporations doing business internationally, international banking services are available. Any one extensive business relationship in foreign countries or looking to expand into the global marketplace is expected to need international banking. Though supplying customer with essential services and assistance, an international bank will help customer fulfill their banking needs while playing worldwide. Private banking services, the ability to convert or exchange their currency and pay and receive payment for their goods and services are the essential services that consumers need when deciding to create and international banking relationship. To be competitive at international banking, these facilities are the basic level of customer services criteria. It sounds interesting to study the understanding of banks in the minds of consumers and comparative analysis of banking services.

According to the M. Sumathy and T.S. Sujith, 2018, Servicing is very important, particularly to grow and develop enterprises in the service sector. Because of the increasing importance of the service sector in the economy, the servicing measurement become significant. The banking sector faces challenges despite stiff competition and technological advancement. Service providers are become imperative

to meet the satisfaction of target customers with the quality of services they expect.

The provision of high quality services is a prerequisite for customer satisfaction and any organization can only achieve customer retention through customer satisfaction.

Banking services are considered to be one of the key services. Banks are supplying consumers with financial services. The banking industry has become the buyer's market because of rising competition and liberalization. Banks need to grow and build services that can meet the needs of customers, (Fulbag Singh, Davinder Kaur 2011, India).

Bank staff functions as a bridge between the bank and the customer. They are the people who deal with customers directly and the first to understand what the consumer really wants. As a service provider, their role is very significant in influencing the bank's image in the customer's mind. As services can make or break a customer, most banks focus a lot on providing services. A number of services researchers have closely examined the connection between service and customer satisfaction.

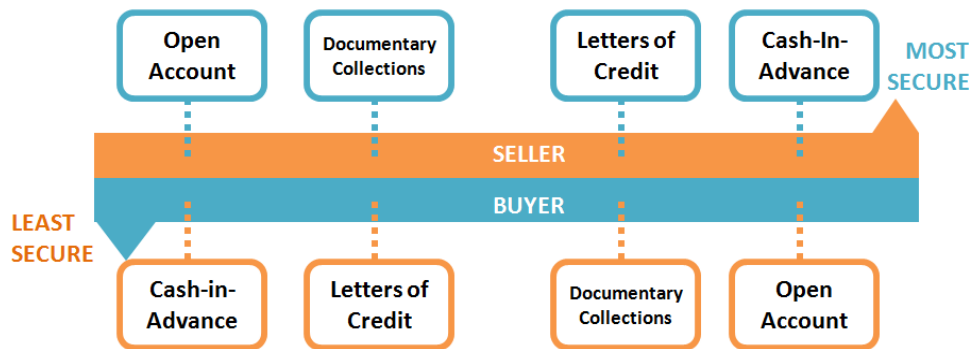
2.2 International Trade Payment Methods

There are mainly four common methods of payment in international trade banking services. These transactions are as follows:

- (1) Advance Payment / Cash in Advance
- (2) Open Account
- (3) Documentary Collection
- (4) Letter of Credit / Documentary Credit

The first three are the traditional methods of trade payment, which view the role of the bank as an agency to send or receive funds or documents as shown in figure 2.1. The ordering of the payment and distribution of the goods depends on the situation and convenience of the buyer and seller under documentary credit; on the other hand, the bank promises payment according to the completion of documentary terms, (US Gov. Agencies, 2016).

Figure 2.1 Payment Risk Diagram



Source: Trade Finance Guide, US, 2019

(1) Advance Payment or Cash in Advance

An exporter can escape credit risk with cash-in-advance payment terms because payment is received prior to the transfer of ownership of the goods. Wire transfers and credit cards are the most widely used cash-in-advance options available to exporters for international sales. Escrow services are becoming another cash-in-advance option for small export transactions with the advancement of the Internet. Nevertheless, the buyer's least attractive option is to require payment in advance because it creates unfavorable cash flow. Foreign buyers are also concerned that if payment is made in advance, the goods may not be sent. Exporters who rely on this method of payment as their only way of doing business will lose to rivals who give more favorable terms of payment.

The seller (exporter) will start delivering the goods to the buyer (importer) when the buyer (importer) pays the seller (exporter) by way of contract, draft or channel.

(2) Open Account

The open account purchase is a sale where the goods are purchased and delivered prior to payment, usually within 30, 60 or 90 days in international sales. Clearly, this is one of the most favorable cash flow and expense choices for the importer, but it is also one of an exporter's highest risk options. Because of intense competition in export markets, foreign buyers also push for open account terms to exporters as the seller's expansion of credit to the buyer is more popular abroad. Exporters, therefore, who are reluctant to extend credit may lose its competitors'

sales. Exporters may offer competitive open account terms while significantly reducing the risk of non-payment by using one or more of the relevant commercial financing strategies later covered in this Guide. The exporter may seek additional cover using export credit insurance when providing open account terms.

Open account for international business is one of many international payment forms. By this form of open account payment, a seller will receive payment from a buyer as soon as the goods arrive. Importer will be paid within a few days of the delivery of the goods (this is stated in the contract). By using the open account payment method, the production cost of the exporter will be decreased until the importer is charged.

(3) Documentary Collection

A documentary collection (D/C) is a transaction whereby the exporter entrusts to his bank (remitting bank) the collection of the payment for a sale, which sends the documents his buyer needs to the bank of the importer (collecting bank), with instructions to release the documents to the buyer for payment. Funds are received from the importer and transferred to the exporter in exchange for those documents through the banks involved in the collection. D/Cs requires the importer to pay the face amount either at sight (document against payment) or at a specified date (document against acceptance). The letter of collection provides instructions specifying the documents needed to transfer title to the goods. Although banks serve as facilitators for their clients, in the event of non-payment, D/Cs does not provide any verification process and minimal recourse. D/Cs are usually cheaper than LCs. Under this approach, two types of documents are discussed as follows:

(a) Documents Against Payment (D/P)

This payment is referred to as sight draft or cash against document. In such situations, goods are delivered and the exporter surrounds the title documents of the products along with the exchange bill to his bank. The bank must send the documents and bills in the country of the importer to its correspondent bank. The bank in the importing country will present the documents to the buyer along with the bill and will hand over the documents to the importer upon payment of the bill of exchange. The title to the goods vests with the exporter until the payments are made.

(b) Documents Against Acceptance (D/A)

It is also widely known as cash against documents. In this case, the documents should be sent by banker to the importer, the banker should be present the bill to the importer for acceptance, and if he accepts the bill, the bank should be deliver the title documents to the buyer (importer) in order to take possession of the goods. The bank should be again deliver the bill for payment to the buyer on the due date and, if payment is received, the receiving banker must transfer the amount to the exporter via regular banking channels to be credited to his account. The exporter should be usually have to wait for payment under D/A bills until the final payment is received on the due date. This can take time and commercial banks very often discount such acceptances and therefore the exporter receives the payment of the bill immediately after the goods have been shipped. Both the forms of bill-D/A and D/P are common in export trade, the exporter has to take into account different economic risks before deciding to accept payment on that basis.

(4) Letter of Credit

Letter of credit (LC) is one of the most secure tools available to international traders. An LC is an undertaking by a bank on behalf of the purchaser to make payment to the exporter, provided that the terms and conditions set out in the LC have been met, as verified by the presentation of all required documents. The buyer creates credit and pays to render this service to his or her bank. An LC is useful when it is difficult to obtain reliable credit information about a foreign buyer, but the exporter is satisfied with the foreign bank's creditworthiness. An LC also covers the customer as there is no obligation to pay until the items are delivered as expected. There are eleven types of letters of credit. They are as follows:

1. Standby Letter of Credit
2. Irrevocable Letter of Credit
3. Revocable Letter of Credit
4. Confirmed Letter of Credit
5. Back-to-Back Letter of Credit
6. Transferable Letter of Credit
7. Deferred Payment Letter of Credit
8. Red Clause Letter of Credit
9. Payment at Sight Letter of Credit

10. Revolving Letter of Credit

Funding for pre-shipment requires any funding an exporter wants before shipping goods to a buyer. Once the company has a verified order from a supplier, often backed by a Letter of Credit, working capital funding is often required to fund salaries, production costs and raw material purchases. Exporters can access financing backed up receivables, warehouse / inventory financing and pre-payment funding.

Once an exporter has shipped goods, a financier may advance the payment so they have adequate liquidity between the products being delivered and the payment being received. Post-shipment financing can operate in a variety of ways: through a letter of credit, a loan through an account receivables document, or through invoice factoring or receivables discounting,(US Gov. Agencies, 2016).

2.3 Bank Guarantee for International Banking Service

A guarantee is a guarantee of payment to the beneficiary from the guarantor that the guarantor will compensate the beneficiary if the beneficiary submits certain documentation or makes a specific request to the guarantor in a certain time or place. A bank guarantee is an arrangement between three different parties that includes: the borrower, the recipient and the bank. A bank guarantee is similar to a letter of credit as both instill trust in the agreement and the parties involved. The main difference, however, is that Letter of Credit ensure a transaction occurs, whereas a Bank Guarantee eliminates any losses incurred if the transaction does not go to plan. Most of guarantees are issued on behalf of their clients by the banks. Bank guarantees are also referred to as the Letter of Guarantees that can be loosely categorized as Financial Guarantees, Performance Guarantees, Bid Bond Guarantees, Customs Duty Payment Guarantees, Advance Payment Guarantees, Deferred Payment Guarantees, Shipping Guarantees, Performance Guarantees, and Retention Money Guarantees.

Bank guarantee or guarantee letter is a fee-based credit facility extended to its customers by the banks. The non-fund-based facilities are the banks ' letter of guarantee or letter of credit in which banks earn fee income and because there is no immediate outflow of funds from banks, they are also known as the non-fund-based facilities. In the case of a non-funded credit facility, however, the bank must discharge the financial liability of the contract agreed to on the guarantee or

documentary credit if the contract is partially or completely executed by the customer, (SurendraNaik, 2014, India)

Bank guarantee and Letter of Credit are not the same. Most times, people get confused with a letter of credit and a bank guarantee. A bank guarantee applies to a contractual or financial arrangement offered by a bank where the borrower promises or guarantees a recipient that it will make the payment to the creditor in the event that the actual client fails to fulfill its obligations. The creditor must pay for a loan guarantee on behalf of the client.

On the other hand, a credit letter refers to a promise or written undertaking made to a particular seller by a bank or any other financial institution or corporation that payment will be made to the seller if the seller completes the performance of anything mentioned in the credit letter. To order for the bank to make the payment on behalf of the original buyer, the documentary evidence should be given that the seller has successfully completed the transaction by providing the appropriate product or service on time. The seller will receive a guarantee from the bank that once the obligations are fulfilled, the seller will definitely pay the amount on behalf of the original buyer.

2.4 Anti-Money Laundering in Trade

Anti-money laundering is the process used by financial institutions and other business entities to address the risks posed by trade-based Money Laundering in-house. It is also known as one of three main ways for large-scale criminal organizations and terrorist groups to transfer funds in legal disguise. Trade-based money laundering can be carried out in many ways, which sheds light on why it is so prevalent in today's trading world.

Know Your Customer (KYC) and Customer Relationship Management clarify how banks may need adequate and comprehensive paperwork followed by a detailed on-board procedure. This helps the bank to have a clear idea of who the customer is and what their financial plans are. This can provide a strong insight into the individual/business' future activities, as well as providing a strong level of customer information that would be very beneficial if they committed any money laundering in the future.

The tracking of transactions helps the monitoring agency to keep track of any irregular trading activity and also to detect any anomalies between reported and actual

trades. This solves the problems raised by the methods in which criminals conduct money laundering described above.

Due Diligence follows the above Know Your Customer method, institutions can also carry out extensive due diligence in order to develop a better understanding of the business. They should be able to form a clear assessment of the risks involved with that customer through this study.

2.5 Previous Studies

The studying have two parts in this review. There are such as following:

Adesoga and Louise, 2016 conducted a study on "The customer perceptions of the banking services are essential requirements for understanding how well to delight banking customers. Customers viewed banking services are as the products of the bank. These products are derived from a variety of factors, including price, provided selection of services and low service charges".

Their conclusion is that banks will embark on intensive training for our staff to develop their customer-related skills and professionalism. Banks need to respect and believe in customer relationship management as well as strong public relations to create and have a good reputation with customers in order to provide a good lead for such customers.

H Mistry, 2013 conducted a study on "With the country's economic growth accelerating mode, the role of the banking industry in this growth is also significant. With the expansion of banking services to excluded peoples for their activities from banking services to large corporate search fund, banking services are significant. New technologies are being developed and economic risks are always being expected.

A customer places emphasis on bank employees ' responsiveness. This includes different requirements such as prompt service staff's relation on customers, ability to support customers, etc. Customer gives preference to the element of security, including requirements such as transaction health, service efficiency, etc."

Conclusion of this analysis, banks should concentrate more on improving efficiency, responsiveness and assurance. To this end, they can provide their employee with training that will help them provide personalized service. It will also encourage the implementation of an empathetic approach.

A company's success in providing the customers with a quality service would reward the high segment on the market and also increase the company's profit. Consumer perception of banking services can be lead to better market segment. In order to gain and sustain customer trust, the bank needs to know and appreciate customer perception in order to evaluate international banking services.

Consumer perception refers to the process for reputation, services and basic costs that a customer wants on that research paper. By researching international banking services, all banking services meet the needs of bank customers. Banks must review their banking services on an ongoing basis to achieve customer understanding.

In view of the above, bank should focus more on reliability, responsiveness, and assurance improvements. To this end, they should provide training for their employees to enable them to provide personalized service. It will also help to implement an empathetic approach.

CHAPTER III

PROFILE AND PRACTICES ON INTERNATIONAL BANKING SERVICES OF MYANMA FOREIGN TRADE BANK

The objective of this chapter presents about four parts. There are overview of banking sector in Myanmar, brief of MFTB, organization structure of MFTB and banking services of MFTB.

3.1 Overview of Banking Sector in Myanmar

The Central Bank of Myanmar (CBM) was founded in 1948 as the Union Bank of Burma and acts as the central monetary authority of the country. CBM works to ensure the financial system's price stability. The central bank also oversees Myanmar's financial institutions and private and state-owned banks.

Myanmar has four state-owned banks, 11 semi-governmental banks, 16 private companies, 13 branches of foreign banks. Because of the financial sector's vast untapped potential, banks are becoming increasingly competitive in developing their revolutionary services, such as online payment systems, mobile banking and other related applications. Myanmar remains an economy primarily focused on cash. Because they had previously experienced a banking and currency crisis, Myanmar's citizens have less confidence in the banking system than other countries in the region. Many citizens therefore prefer to keep cash in hand or buy property to protect their financial position (ThaiBiz Business Information Center, 2015).

However, the financial sector has taken important steps over the past couple of years to reduce cash transactions: 21 out of 28 banks have joined the SWIFT system, allowing local banks to make financial transactions to foreign correspondent banks. Myanmar banks set up the Myanmar Payment Union (MPU) in 2011 to act as Myanmar's national payment turn. MPU offers electronic platforms to enable non-cash payments such as Automated Teller Machines (ATM), Point of Sale (POS) terminals and mobile banking. Membership of the MPU is made up of three state-owned banks and 14 non-state banks. MPU became a public company in 2015, entering as members 23 out of 28 Myanmar banks. Using nearly 3,500 POS terminals in Myanmar, MPU cardholders can connect nearly 1,700 ATMs

nationwide. However, on 32 e-commerce websites, the cardholder can also buy products.

It is the first time in 50 years that foreign banks with their vast international experience and worldwide networks are permitted to fund the economy of the country. In 2016, Myanmar's Central Bank issued 13 foreign banks licenses to open a branch in Yangon. Foreign banking branches are limited to wholesale banking and are not allowed to engage in retail banking, although they are expected to contribute to the domestic banking sector's growth by participating in the interbank market, lending to domestic banks, and engaging in foreign exchange activity. Foreign banks are allowed to lend, collect deposits from foreign corporations and domestic banks in both international currency and Myanmar Kyat (ThaiBiz Business Information Centre, 2015).

Although Myanmar's banking sector has remained one of the most underdeveloped compared to other ASEAN member states and other countries around the world, this sector's potential development is enormous, and strong government intervention and effective regulations are required to contribute to the national economy. Analysts and economists also suggest that the government take steps to improve legislation, helping the banking sector push further towards international standards and a stronger banking system in the future.

In Myanmar, with intense competition and technological development, the banking sector faces challenges. Service providers must meet or exceed the satisfaction of target customers with the quality of services they receive. The present research has therefore attempted to analyze the perception of consumers of the quality of services, both of which are focused on their constituent variables in the public sector, the private sector and foreign banks.

3.2 Brief History of MFTB

MFTB is a state-owned bank and originated in the Foreign Department of the State Commercial Bank that was established in 1954. In 1963, all the private and foreign commercial banks were nationalized, On 1 February 1970, the State Commercial Banks, the State Agricultural Bank and all nationalized banks were reorganized and amalgamated into single bank, the People's Bank of the Union of Burma, and later changed its name to the Union of Burma Bank.

On the date of amalgamation, the Foreign Department of the State Commercial Bank was formed as Foreign Exchange Division of the new Bank. In order to develop appropriate banking system in the business environment of State Economic Enterprises, a new Bank Law was passed in 1975.

The Bank Law of 1975 divides Burma Bank's single monolithic union into four independent specialized banks, namely Burma Bank Union (Central Bank), Myanma Economic Bank, Myanma Agricultural Bank, and Myanma Foreign Trade Bank. It came into being on 1 April 1976 taking over the businesses of the Foreign Exchange Division of the Union Of Burma Bank. On 4 July 1990, Myanmar Law's Financial Institutions were enacted and MFTB was deemed to have been set up and to have acquired a separate legal entity under that law. As such, in accordance to that Law, it is one of the State-owned banks which has continuously undertaken international banking operations. MFTB is endeavoring to provide a complete range of international banking and financial services to its customers through its worldwide extensive and firmly established correspondent network of over (263) banks in (54) countries. The Bank will strive to improve its services in line with the latest international banking developments to be able to carry out the implementation of achieving a highly developed financial services sector. MFTB handles the majority of foreign currency exchanges related to trade and non-trade transactions in international banking..

The vision of MFTB are "to carry out with modern banking technologies by sustainable reviewing the international banking services, to promote the capacity of Bank's staff and to do banking business transparently" and the mission of MFTB are "to be carried out the smooth functioning of banking services as foreign banks and to be strived for the development of state and public sectors. (Myanma Foreign Trade Bank, 2019)

MFTB is organized by twelve departments with task –administration and human resource department, account department, FX market, card and SWIFT department, information technology department, exchange control and remittance department, financing and guarantee department, export department, import department, audit department, anti-money laundry department, research policy and legal department, international relation and correspondent banking department. Organization Structure is Appendix-1.

3.3 Banking Services of MFTB

MFTB provides international banking services for the State as well as the co-operative, joint venture and private sectors. It is, up to now, concentrating its activities to the field of international banking business i.e. export, import, guarantees and remittances, etc. MFTB allows to open two types of foreign currency account. They are current deposit account and interest bearing six months fixed deposit account. United State Dollar, Euro Dollar and Singapore Dollar are eligible in MFTB.

There are various customers using foreign currency in MFTB which are from embassies & its staff, United Nations & international organizations, local firms, national individuals, ministries & state-owned economic enterprises, foreign firms, foreigner individuals and joint venture corporations.

MFTB is carrying out its operations to the fullest of its capacity for facilitating the smooth functioning of financial services of its customers. These are as follows:

1. Exchanging foreign currencies to government staff who is going to foreign countries and accepting foreign currencies from government staff after finished their trips.
2. Inward and outward remittances
3. Collecting foreign cheques and draft, collecting credit cards
4. Daily cash deposit (foreign currency) by government departments, embassies, private firms, NGO and INGO
5. Issuing the Import letters of credit and drawing, accepting and collecting bills of exchange
6. Advising and confirming letters of credit
7. Issuing and advising bank guarantees
8. Calculating the daily foreign exchange rates for themselves by using CBM reference rate
9. Communicates and conducts international banking business with foreign correspondent banks
10. Issuing the authorization to pay for the Grant Aid Projects

MFTB issued ATM card starting from 2012. Moreover MFTB offers Myanmar kyat saving account and fixed deposit account as new products were started in 1st August, 2017. Since MFTB relies on both government and private

sectors, its trade and non-trade foreign exchange transactions are higher than others. MFTB is one and only bank in Myanmar that seeks to cooperate with other financial institutions overseas through Cooperation Agreements and Credit Line Agreements to help and develop different sectors. In cooperation with neighboring countries ' export import banks, Myanmar Foreign Trade Bank has supported financial institutions in implementing major infrastructure, agriculture, manufacturing and telecommunications projects such as Machinery Rehabilitation Project, Ministry of Industry's Earth Moving Equipment Project (former name), Yangon Mandalay Trunk Line.

As the bank aims to develop its offerings and meet its customer's needs, the bank has been awarded the Century International Quality Era Award in the 2007 Gold Category, presented by the Business Initiative Directions (BID), Madrid, Spain for quality, leadership, and innovation and customer satisfaction achievements. The bank currently performs its international banking services through its global network, (Myanmar Foreign Trade Bank, 2019).

3.4 Types of International Banking Services of MFTB

MFTB provides many international banking services for their clients. Among of them, the following are the most used international banking services in MFTB

1. Foreign remittance (Inward and outward)
2. Issuing the import letters of credit and drawing, accepting and collecting bills of exchange
3. Accepting the export letter of credit, advising and confirming export letter of credit
4. Issuing and advising bank guarantee

1. Foreign Remittance (Inward and Outward)

MFTB provides its clients with foreign remittances as an international banking facility via MFTB's overseas bank account in two ways. Accepting foreign funds as inward remittance from abroad and remitting funds as outward remittance to foreign countries.

A remittance is a transfer of money to a person in their home country, often by a foreign worker. Money sent home by migrants as one of the largest financial inflows to developing countries competes with international aid. The remittances of

workers are an important part of international capital flows, particularly with regard to labor-exporting countries. Remittances play an increasingly important role in many countries' economies. It leads to economic growth and those countries' livelihoods.

MFTB remittances are intended to make a cross-border transfer of money. Routinely, foreign or migrant workers working in another country give money back to their families. Generally these payments are for the care of the house, etc. International remittance is a transfer of money from a foreign worker in their home country to their families or other individuals. Remittance is an integral part of a nation's gross domestic product or GDP in many nations. In fact, remittances from overseas are big business.

In addition, the Import Department and Export Department both endorse TT remittance imports and TT remittance exports. The inward remittance includes receipts for company registration fees, contributions of paid-up and working capital, monthly expenses, wage payments for local representatives, commissions, remittance of employees and grants. Outward remittances include, for the most part, wages from foreigners working in foreign investment firms and NGOs or INGOs, payment of management fees from local branches to their respective headquarters overseas, repatriation of air ticket revenues from foreign airline companies such as Thai Airways, Bangkok Airways, All Nippon Airways, repatriation of foreign airline services revenue. Most of these remittances are used both under the Open Account system and Advanced Payment method, both inward and outward. Foreign currency inward and outward transactions are carried out through the network of (263) correspondent banks from around the world.

2. Documentary Collection for Import

MFTB offers documentary collection or issuance of credit and drawing import notes, receiving and processing exchange bills as international banking facilities to its clients dealing with overseas trading firms.

Under Import Division, Import Letter of Credit Section provides consumers with letters of credit issued abroad. Also Import Bills Section under Import Department offers acceptance of shipping documents as well as trade bill, commercial invoices, packing list, origin certificate, country of origin, insurance

certificate also shipping line loading bill sending from MFTB's correspondent bank. And pass the balance of the bill to the bank of the seller.

3. Documentary Collection for Export

Export Department provides MFTB's customers with acceptance of the export letter of credit from the buyer's bank abroad. And bank advices to customers the export LC from abroad. Collections of export bills raise funds from outside the country via export shipping records. Many import and export bills are used documentary collection as part of international banking payment.

4. Issuing and Advising Bank Guarantee

The role of advising bank like MFTB receives a bank guarantee issued by another bank, the guarantor and advises the client—the guarantor's beneficiary, without any commitment. The advising bank's role is limited to confirming its customer-recipient authenticity under the guarantee and transmitting payment requests made by the recipient under the L/G.

A bank guarantee may be issued by any person or corporate entity with an account held at a mainstream bank. There should be no reason why a bank would refuse an application to grant a Bank Guarantee for bona-fide business purposes if they retain sufficient assets in their account.

CHAPTER IV

ANALYSIS OF CUSTOMER PERCEPTION ON INTERNATIONAL BANKING SERVICES OF MFTB

The chapter is the analysis of customer perception on international banking services of Myanmar Foreign Trade Bank in order to understand more about customer perception on international banking services.

4.1 Research Design

The design of the research had been based on the simple random sampling method. The simple random sampling method, 50 customers had been chosen from 1st December, 2019 to 7th December 2019. This study investigates to identify and analyze, the required data that were collected through sample survey. A structure questionnaire was used. The questionnaires instrument includes three sections.

The respondents of this study consist of 50 customers who deal with international banking services of MFTB. In this study, the respondents were selected by using survey questionnaires collection. The questionnaire instrument consisted of three parts:

1. Analysis on socio-demographic factors of respondents such as gender, age, education background, occupation and monthly income level
2. Customer experience on international banking services of MFTB
3. Customer's perception on international banking services of MFTB

4.2 Profile of Respondents

Profile data of respondents cover gender, age, education background, occupation and monthly income level. This section presents the profiles of selected 50 customers who deal with international trade clients of MFTB.

1. Gender of Respondents

The gender of respondents areas shown in table 4.1.

Table (4.1) Gender of Respondents

Gender	Number of Respondents	Percentage
Male	12	24
Female	38	76
Total	50	100

Source: Survey Data, 2019

According to the Table 4.1, the female respondents are higher by 76% where male respondents are only 24%. Therefore it is significantly difference between numbers of male and female using the international banking services.

2. Age of Respondents

Age of respondents are classified into four groups. Table 4.2 age of respondents. These group are under 30, 31 to 40, 41 to 50 and over 50 years.

Table (4.2) Age of Respondents

Age(Years)	Number of Respondents	Percentage
Under 30	3	6
31-40	25	50
41-50	18	36
Over 50yrs	4	8
Total	50	100

Source: Survey Data, 2019

According to Table 4.2, ages between 31 to 40 years of respondents are more concentrated in banking sector than ages under 30. Moreover, ages over 50 years are less concentrated in banking sector. Therefore, middle age group use international banking.

3. Education Level of Respondents

Education backgrounds of respondents are classified into three groups. Table 4.3 present the distribution of the education standard of respondents. In this study, users in international banking services are divided by graduated, master and Ph.D.

Table (4.3) Education Level of Respondents

Age	Number of Respondents	Percentage
Graduated	42	84
Master	7	14
Ph.D	1	2
Total	50	100

Source: Survey Data, 2019

According to Table 4.3, among four groups, majority of the respondents are graduated personnel by 84% and that of the least respondents are PhD personnel by 2%. Therefore, majority of clients who are using international banking services got bachelor degree.

4. Occupation of Respondents

Occupations of respondents are classified into five groups: business owner, company employee, diplomatic staff and government employee. Table 4.4 present the distribution of occupation of respondents.

Table (4.4) Occupation of Respondents

Occupation	Number of Respondents	Percentage
Business owner	8	16
Company Employee	19	38
Diplomatic staff	7	14
NGO Staff	11	22
Government Employee	5	10
Total	50	100

Source: Survey Data, 2019

According to Table 4.4, the highest respondents are company employee by 38% and that of government employee are least by 10%.

5. Monthly Income Level of Respondents

Monthly income level of respondents are classified into five groups. There are under 500,000 KS, 500,001 KS to 1,000,000 KS, 1,100,001 KS 1,500,000 KS, 1,500,001 KS to 2,000,000 KS and over 2,000,000 KS.

Table (4.5) Monthly Income Level of Respondent

Monthly Income	Number of Respondents	Percentage
≤ 500,000ks	15	30
500,001–1,000,000ks	12	24
1,000,001–1,500,000 ks	8	16
1,500,001–2,000,000ks.	9	18
Above 20,000,000 ks	6	12
Total	50	100

Source: Survey Data, 2019

According to Table 4.5, the majority of clients who get monthly income under 500,000 ks. are using international banking of MFTB and 500,000 ks. to 1,000,000 ks. are second using. Another group of respondents are not too different level who use international banking.

4.3 Customer Experience on International Banking Services of MFTB

Customer experience on international banking services data consists of attribute the first consideration of respondents in selecting bank, country which do business for international banking services, the reason for chose which services, payment method, using service years and satisfaction or dissatisfaction.

Reasons of Selecting MFTB

According to the Table 4.6, the survey which is being reported herein launched on during two weeks into December 2019. Data was collected with 50 respondents of exporter, importer, remitter and grantor who dealing international banking services of MFTB. The following results show that the question asked to evaluate the sample's opinion on the impact on different types of behavior of the MFTB's international trade services.

Table (4.6) First Consideration in Selecting Bank

Attribution	Number of Respondents	Percentage
Services Quality	11	22
Trust / Guarantee	6	12
Bank reputation	12	24
Cheaper cost	7	14
Correspondent banks	12	24
Public bank	2	4
Total	50	100

Source: Survey Data, 2019

MFTB has a good reputation in long time experience between the correspondent banks and customers according to the result of bank reputation and correspondent are high. MFTB is widely and safely connected with over the world for international banking.

Contacted Countries of Respondents

The respondents choose the country to do for business country which do business for international banking Services. These countries are Asia countries, Europe countries, North/South America countries and other countries.

Table (4.7) Contact Country for International Banking

Country	Number of Respondents	Percentage
Asia countries	36	72
Europe countries	10	20
North/South America	2	4
Other countries	2	4
Total	50	100

Source: Survey Data, 2019

According to survey data, clients of MFTB choose Asia countries for their business. Table 4.7 showed Asia countries represent the largest group of respondent by 72 % and Europe countries represent the second largest group of respondent by 20 %. North/South America countries are 4 % and other countries also 4 %.

Types of International Banking Services Used by Respondent

There are different types of international banking services that has been using by respondents in MFTB such as: remittance, import, export and guarantee services.

Table (4.8) Types of International Banking services in MFTB

Types of Services	Number of Respondents	Percentage
Remittance Services	15	30
Import Services	15	30
Export Services	4	8
Guarantee Services	16	32
Total	50	100

Source: Survey Data, 2019

As the result from respondents, Table 4.8 show remittance is 30 % import is 30 %, majority of the respondents are using guarantee services by 30%. Export is the least. Therefore, customers use remittance and import services than other services.

Duration of Respondent Contact with MFTB

Table 4.9 shows long time using banking services of MFTB such as less than one years, 1 - 5 years, 6 - 10 years, 11 - 20 years and over 20 years.

Table (4.9) Duration of respondent contact with MFTB

Duration(Years)	Number of Respondents	Percentage
< 1	0	0
1 - 5	9	18
6 - 10	17	34
11 - 20	18	36
> 20	6	12
Total	50	100

Source: Survey Data, 2019

As the result of Table 4.9, 36 % are used 11 - 20 years for international services. Another 34 % are used 6 - 10 years .1 - 5 years and over 20 years are 18 % and 12 %.

4.4 Analysis of Customer Perception on International Banking Services of MFTB

In this section, the survey questionnaire was designed to obtain feedback from exporter, importer, remitter and grander on international trade and international banking in three keys areas which are reputation, services quality and transaction cost provided by customers.

Customer Perception on Bank Reputation

This dimension includes the appearance of reputation, thoughts and attributes. It means how it was surveyed on the knowledge and courtesy of staffs in MFTB. This is customer's perception data analysis on reputation.

Table (4.10) Bank Reputation

No.	Statement	Mean
1	MFTB have a lot of correspondent banks worldwide relationship.	3.90
2	International banking services of MFTB are very effective with convenience, trustworthy and safety.	4.20
3	MFTB have a good reputation in long time experience of banking services between correspondent banks and clients.	4.30
4	MFTB provide international banking (Export, Import, Remittance and Guarantee) and it is secure services for clients.	4.10
5	International banking services have accountability and transparency to all who deals with bank's services.	3.78
	Average	4.06

Source: Survey Data, 2019

According to Table 4.10, the average customer perception on reputation is high level 4.06 %. The mean score 4.3 % shows that MFTB have a good reputation in long time experience of banking services between correspondent banks and clients. The lowest score 3.78 % is showing that international banking services have still accountability and transparency to all who deals with bank's services is a good condition.

Customer Perception on Services Quality

This dimension shows customer perception on services quality of MFTB.

Table (4.11) Services Quality

No.	Statement	Mean
1	The staff can provide you for international banking transaction than other banks.	3.00
2	Staffs are very responsive for client needs.	2.50
3	MFTB offer individual advice from their clients.	2.70
4	Staffs know full knowledge about international banking.	3.10
5	MFTB could provide the variety of international banking services.	3.70
	Average	3.00

Source: Survey Data, 2019

Table 4.11 depicts that average customer perception on services quality. As the percentages are 3.0 %, it shows MFTB about how it provides services, problem solving, customer satisfaction. However, staff is very responsive for client's which mean is 2.5.

Customer Perception on Cost Factor

This dimension of customer perception on cost factor was measured by the willingness to assist and more provide excellent services from the survey data. The customer perception on cost factor is shown in Table 4.12.

Table (4.12) Cost Factor

No.	Statement	Mean
1	Banking services fees of MFTB are reasonable price compare with other local bank's charges.	4.10
2	The customer can deposit or withdraw easily for bank notes even old notes.	4.70
3	Banking services fees of MFTB are cost effective.	4.20
4	IT facilities are freely available to customers such as WI-FI.	3.50
5	MFTB provide the foreign Exchange services with market exchange rate.	3.60
	Average	4.02

Source: Survey Data, 2019

According table 4.12, the customer can deposit or withdraw easily for bank notes even old notes score is 4.7 %. It is highest among of other score. Banking services fees of MFTB score also reasonable for customer as score is 4.2 %. According average is 4.02 %. It means cost factor of MFTB is a good satisfaction of customers.

Summarized factor, it shows measure of Reputation, Services and Cost for customer perception on international banking services.

Overall Mean of Respondents' Reputation, Services and Cost

Table (4.13) Overall Respondents' Reputation, Services and Cost

No.	Factor	Mean
1	Reputation	4.6
2	Services	3
3	Cost	4.02
	Average	3.87

Source: Survey Data, 2019

As the result Table 4.13, average is 3.87 %. It shows customer perception level on international banking services of MFTB is in a good condition. Among these factors, reputation is highest by 4.6% and services quality need to try for their servicing in future.

CHAPTER V

CONCLUSION

This chapter includes three main sections: (1) Finding, (2) Suggestion and (3) Need for future research.

5.1 Findings

Finding from this studying provide an initial understanding on the customer perception on international banking services of MFTB.

First, in gender, more female are using international banking services than male. The highest percentage of respondent's age is 31 to 40 years, the second highest is 41 to 50 years and the third is over 50. In education level, majority of exporter, importer, remitter and guarantor using international banking services got bachelor's degree while the second highest is the master degree. For types of occupation, company employees are highest and NGO staffs, business owner and diplomatic staffs are second. It means majority of using in international banking is company staffs. At monthly income level, fewer than five hundred thousands are most and they are staff from companies. Company staff and salary are related in these two questionnaires. Other income levels are not too different level.

Experiences of respondent such as: first consideration in selecting bank, contact country for international banking, payment method for international banking and duration of respondent contact with MFTB. From survey data, majority of respondents contact with Asia countries and they use import and remittance services. Majority of respondent are over 20 year experiences in international banking services of MFTB. Their consideration is MFTB's reputation as first and services quality and many correspondent banks contact with MFTB's second and third.

For the perception of international banking services, three keys are supported namely reputation, services and cost. In reputation, MFTB's a good reputation is good images and mainly state-owned bank. For services quality, MFTB could provide more the variety of international banking services than other banks. At last, respondents like the point that customer can deposit or withdraw easily for bank notes even old notes. Thus, MFTB's cost is less than other banks. Majority of the respondents follow reputation of MFTB and customers' satisfaction less such as: staffs are very responsive for client needs.

According to the average of survey factors, banking services of Myanmar Foreign Trade Bank is reasonable in international banking in Myanmar. Myanmar Foreign Trade Bank was originated in the Foreign Department of the State Commercial Bank which was established in 1954. Therefore MFTB has long time international banking services in Myanmar. Moreover, customers are very sensitive about cost, the majority of correspondent banks over the world in Myanmar and they can easy to use international banking. Bank reputation is good images of MFTB.

To summarize the above findings, two main points are highlighted. The first one is exporting is still less than in past. However it happen the whole country in Myanmar. That is not affected the banking services. The second thing is banking services. That is still weak such as: staff's relation on customers. All these findings stated above are important factors to improve the state-owned banks: we need to be aware of those behaviors that make customers more satisfaction in Myanmar Foreign Trade Bank.

5.2 Suggestions

According to the results of observation with the each international service, MFTB's services depends on customer services such as: export, import, remittance policies. MFTB changes a lot of positive banking services behaviors in nowadays. Perception model suggest that MFTB should maintain their bank reputation about international banking services. On the other hand, IT technology of stated-owned banks left of private banks in Myanmar. Therefore, all state-owned banks should to improve IT skill improvements. However, improvement of state-owned banks depends on budget of State. If state-owned banks can get fully budget, their IT skill becomes stronger and more improve faster. According to the result of the survey data, majority of customers choose MFTB because of its reputation status. However, banking services and IT technology need changes like private banks does. At present time, all staffs are learning banking subjects continuously in training center of MFTB.

MFTB should monitor process how to provide training the staffs to get more knowledge on international banking services. The main point is servicing and it means the bank needs to train their staffs about how to deal the customers with kind manner. The importance is the bank should create new product and need to know minds of their staffs. Otherwise, the staffs will not switch to other job and to reduce servicing time and some unnecessary procedures. Finally, the study encourages to

improve the customer perception on international banking services of Myanmar Foreign Trade Bank.

5.3 Needs for Further Study

The international banking services refer to the various banking models that enable funds to be transferred from the buyer to the seller with flexibility and security. Each has different levels of risk which depend on whether the business is importing or exporting. However, we still predict that further that further study efforts are being needed to examine these factors with additional sample before generalization can be made: study the different types of international banking services by using in developed countries and comment on their usefulness to the customer and analyze how the future of Myanmar Traditional Banking Industry is going to shape up, increasing involvement of customers in helping the new international banking services compare with worldwide.

The result of this study indicated customer perception can be influenced effects of banks services quality and international banking services with smooth and safe. Customer perception can be considered as the key contrast to bank for the overall performance. While the study found that four factors in (services, reliability, tangible and time duration). This study is only emphasized on banking services for international trade and several factors affect the foreign trade of firms and their perception and behavior patterns. This study is somewhat limited in scope and it doesn't completely cover international banking services of Myanmar Foreign Trade Bank. Moreover, future researches are should be conducted. So that it is recommended to do future researches for international banking services.

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APPENDIX - A

Survey questionnaire on comparative analysis on international banking services of private and public banks in Myanmar.

FUNCTION(A) ANALYSIS ON SOCIO-DEMOGRAPHIC FACTORS OF RESPONDENTS

Give Tick [✓] in the box that best describes you.

1. Gender

- A. Male
- B. Female

2. Age

- A. Under30
- B. 31-40
- C. 41-50
- D. Over 50yrs.

3. Highest Level of Education

- A. Non Graduated
- B. Graduated
- C. Master
- D. Ph.D

4. Occupation

- A. Business owner
- B. Company Employee
- C. Diplomatic staff
- D. NGO staff
- E. Government Employee

5. Monthly Income Level of respondents

- A. \leq 500,000ks.
- B. 500,001–1,000,000ks.
- C. 1,000,001–1,500,000 ks.
- D. 1,500,001–2,000,000ks.
- E. $>$ 20,000,000 ks.

FUNCTION(B) CUSTOMER EXPERIENCE ON INTERNATIONAL BANKING SERVICES OF MFTB

Give Tick [✓] in the box that best describes you.

6. Which attribute the first consideration in selecting the bank?

(Please rank in order of importance your considered starting from rank 1,2,3,4,5,6)

- A. Services Quality
- B. Trust / Guarantee

- C. Bank reputation
- D. Cheaper cost
- E. Many correspondent banks contact with MFTB
- F. Public bank

7. Which country did your company do business for international banking services?

- A. Asia countries
- B. Europe countries
- C. North / South America countries
- D. Other countries

8. I choose the international banking services of MFTB when I required relation to my knowledge in order to comply with international banking standards and practices and their experiences. Which reason?

- A. Remittance Services
- B. Import Services
- C. Export Services
- D. Guarantee Services

9. Which payment method do you use for international payment method?

- A. Advance Payment/ Cash in Advance ()
- B. Open Account ()
- C. Documentary Collection ()
- D. Letter of Credit / Documentary Credit()

10. How long have you been a customer of MFTB?

- A. Less than one year
- B. 1-5 years
- C. 6-10 years
- D. 11 - 20.years
- E. Over 20 years

11. Overall, how satisfied or dissatisfied are you with MFTB?

- A. Very satisfied
- B. Somewhat satisfied
- C. Neither satisfied nor dissatisfied
- D. Somewhat dissatisfied
- E. Very dissatisfied

FUNCTION(C) CUSTOMER'S PERCEPTION TOWARDS INTERNATIONAL BANKING SERVICES

Give Tick [✓] on one answer

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

No.	Trust Component	1	2	3	4	5
1	MFTB have a lot of correspondent banks worldwide relationship.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	International banking services of MFTB are very effective with convenience, trustworthy and safety.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	MFTB have a good reputation in long time experience of banking services between correspondent banks and clients.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	MFTB provide international banking(Export, Import, Remittance and Guarantee) and it is secure services for clients.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	International banking services have accountability and transparency to all who deals with bank's services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FUNCTION(C) CUSTOMER'S PERCEPTION TOWARDS INTERNATIONAL BANKING SERVICES

Give Tick [✓] on one answer

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

No.	Services Quality	1	2	3	4	5
1	The staff can provide you for international banking transaction than other banks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Staffs are very responsive for client needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	MFTB offer individual advice from their clients.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Staffs know full knowledge about international banking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	MFTB could provide the variety of international banking services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FUNCTION(C) CUSTOMER'S PERCEPTION TOWARDS INTERNATIONAL BANKING SERVICES

Give Tick [✓] on one answer

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

No.	Cost Component	1	2	3	4	5
1	Banking services fees of MFTB are reasonable price compare with other local bank's charges.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The customer can deposit or withdraw easily for bank notes even old notes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Banking services fees of MFTB are cost effective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	IT facilities are freely available to customers such as WI-FI.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	MFTB provide the foreign Exchange services with market exchange rate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MYANMA FOREIGN TRADE BANK FLOW CHART

