

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**THE EFFECT OF CUSTOMER RELATIONSHIP
MANAGEMENT ON CUSTOMER LOYALTY IN
GLOBAL TECHNOLOGY GROUP COMPANY LIMITED**

YEE MON MYO HEIN

MBA (Online) 161115

ONLINE MBA

DECEMBER, 2019

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ACADEMIC YEAR (2016-2019)

Supervised By:

Daw Hla Hla Myo

Lecturer

Department of Management Studies

Yangon University of Economics

Submitted By:

Yee Mon Myo Hein

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

Supervised By:

Daw Hla Hla Myo

Lecturer

Department of Management Studies

Yangon University of Economics

Submitted By:

Yee Mon Myo Hein

MBA (Online) 161115

Online MBA

2016 – 2019

ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Customer Relationship Management on Customer Loyalty in Global Technology Group Company Limited**” has been accepted by the Examination Boards for awarding Master of Business Administration (MBA) degree.

Board of Examiners

.....

(Chairman)

Dr.Tin Win

Rector

Yangon University of Economics

.....

(Supervisor)

.....

(Examiner)

.....

(Examiner)

.....

(Examiner)

DECEMBER, 2019

ABSTRACT

The study aims to examine the effect of customer relationship management practices on the CS and to analyze the effect of CS on CL in Global Technology Group Co., Ltd. The analysis was conducted based on a survey conducting with 281 responder who are selected among 1035 customers of 5BB. The result of this study indicates that CRMP of reliability, responsiveness, information technology and customer attraction have strong positive effect on CS. The study also indicates that CS has a strong positive effect on CL in Global Technology Group Co., Ltd. The study highly recommends the company that they should maintain on its reliability, responsiveness, customer attraction and information technology to develop CS that tends to increase CL.

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LIST OF ABBREVIATION

CRM	Customer Relationship Management
CRMP	Customer Relationship Management Practices
CS	Customer Satisfaction
CL	Customer Loyalty
ISP	Internet Service Provider
5BB	Internet Product Name of Global Technology Group Co., Ltd.
OTT	Online
LaLaKyi	Online Media Streaming Program
FTTH	Fiber to The Home
BOD	Board of Director
ED	Executive Director
CTO	Chief Technical Officer
OTT	Over-The-Top online media

CHAPTER 1

INTRODUCTION

All business, chiefly the internet service sector, there is no denying the fact that it is difficult to exit alone in the customer market. Nowadays, not only are companies seeking to satisfy their customers, but also, they are trying to do it more effectively than their competitors in the competitive market to achieve their goals. The most important goal of a business is to build CS, CL and focus on a customer-centric approach to organizational and marketing strategies (Azzam, 2014). Customer relationship management (CRMP) is a new competitive tool for organizations for serving internal and external customers. The present affiliations are focusing on vanquishing the minds of customers, to make them satisfied and undaunted with the help of intricate, effective CRMP tries. This study is to explore the CRMP in organizational interfaces and its electiveness with regards to CS and CL. The related literature demonstrates that there is a influential association among elective CRMP, CS and customer CL.

CRMP ensures the relationships with customers to increase the organization's market share by integrating technology, procedures and people. CRMP is to maintain the customers and increase their satisfaction and the organization's profit. CS is the main element in a successful CRMP implementation for retaining customers (Long, Khalafinezhad, Ismail, & Rasid, 2013). Customer relationship the management (CRMP) is an idea for dealing with an organization's communications with clients, customers, and deals possibilities. It includes utilizing innovation to sort out, mechanize, and synchronize business forms. The goals of CRMP are to upgrade productivity, salary, and consumer loyalty. To achieve CRMP, numerous associations utilize set of instruments, advances, and techniques to help the association with the client to improve deals. CRMP is an issue of strategic business and process rather than technical (Dowling, 2002). CRMP is an authoritative methodology to grow commonly profitable long-term relationships with the customer. It encourages the organization to gather and protect customer details through constant study of data about product and service offered to the customer (Bergeron, 2002).

CRMP systems are becoming popular in most sectors and has emerged as the main business strategy today competitive environment. CRMP has been widely accepted and practiced as the most effective marketing technique that involves human and technical dimensions. It is a centrality of the customer in the round and commitment of the entire organization. Effective CRMP has become a key challenge in commercial competition and in marketing and economics advancement of a country. CRMP is the movement which is interest on the principle customer of the association, in the proficiency of an association and in the customer knowledge management, with the point enhancing the effectiveness of organizational decisions related to customers, leading, therefore, to the improvement of marketing performance in particular and organizational performance in general (Zablah, Bellenger , & Johnston, 2004).

Bowen and Chen (2001) argued that having fulfilled customer isn't adequate. This is on the grounds that consumer loyalty needs to have direct effect to CL. Stress that there is a rising acknowledgment that the last target of CS estimation ought to be CL . CL is a key for business success (Sivadass & Baker-Prewitt, 2000). The study is intended to understand the attitudes and behaviors of loyal customers and to examine the relationship between CRMP, CS and CL. The purpose of this chapter is to provide an overall picture of the research. It begins with the background to research, followed by rationale of the study, objectives of the study, scope and method of the study, and organization of the study.

This study concentrated on the effect of CRMP on CL in Global Technology Group Co., Ltd (5BB). 5BB is one of the leading ISP in Myanmar. Therefore, it is important to study the CRMP, CS and CL of 5BB internet service, so that the 5BB knows which CRMP can get CS and to determine how much customer are loyal to the business. The study will be done by observing the effects of the independent variables and the dependent variables.

1.1 Rationale of the Study

Most of old trade organizations did not consider to the new customer service techniques new and therefore lost their own existing customers. Additionally, associations should not accept that customer steadfastness the board is equivalent to client management

for productivity. Loyal customers are considered as extraordinary marketers and value source for selling (Maghsoudi, 2003). CL is very important in our intensity changing competitive environment in internet service industry to be in direct contact with the customers in order to build up good relationship so that satisfaction can be attained. The main elements of customer relationship management which can achieve CS and CL is a critical issue for internet service industry.

According to the research by Bhattacharya (2011), CRMP is executed in an organization to reduce cost and increment organization performance, which implies gainfulness result through CL. For sure, in an effective CRMP usage, information are gathered from inward and outer source, for example, deals office, customer care, showcasing, after sale services, acquirement, and others. This is vital in getting a comprehensive perspective on every customer necessity in a continuous framework. Hence, CS and CL would be accomplished through a fruitful CRMP implementation. Consequently, organization should to find various requirement of the customer and adjust their arrangements as indicated by their needs to build the association's intensity. Many economic specialists recommend that relationship management can assist organizations with accomplishing better returns from customer (Baron, Conway, & Warnaby, 2010). The hypothesis of relationship showcasing demonstrates that to pull in customers, it is very important to build a strong customer relationship, as well as encourage CL.

In recent years, many businesses have turned to customer relationship management (CRMP) to build their customer bases and develop CL. CRMP extensively uses information technology (IT) to detect, monitor and satisfy customer needs and expectations. Innovation of mobile technology, the fast development of the mobile services market and its speedy rise to development, and market elements may offer numerous difficulties to CRMP, however. The study has been undertaken to analyze the implementation of CRMP of Global Technology Group Co., Ltd (5BB) and also to the effectiveness of CRMP on ISP. Therefore, this study explores the CRMP that have effects on CS and CL of 5BB. The study is also very important especially for the ISP industry. This study helps to understand the importance of the effects of the CRMP and which can help the business achieve satisfaction which can make the CS and can maintain the CL.

Myanmar is the second-biggest nation in Southeast Asia with a land area of around 654,000 square kilometers and a population of around 52 million. Around 29% of the population is under 15 age, and about 55% is below 30. At 90%, the grown-up proficiency rate is high for nations with tantamount pay per capita. Myanmar's huge and developing populace, disproportionate percentage of young people, and high proficiency rates are critical drivers of data and correspondences innovation (ICT) appropriation, particularly versatile broadband and the resultant accessibility of music, video, programming, and internet based life (ADB Report, Telecommunication Towers Infrastructure Project, 2016). One of the challenges facing the technology service industry today is to increase the profitability of internet services. The current internet protocol stack lacks support for implementing efficient market mechanisms. Consequently, service providers have limited economic incentives to invest in technology for new services that users may value more. This leads to a service industry and limits the future evolution of the internet. To correct this state of affairs, it is essential to implement economic mechanisms that would enable service providers to charge more for better services and collect a fair share of the increased revenues (He & Walrand, 2006).

1.2 Objectives of the Study

The objectives of the study is to analyze the effect of customer relationship management on CL in 5BB. This study efforts to achieve the following objectives:

- (1) To examine the effect of CRMP practices on CS on 5BB internet of Global Technology Group Co., Ltd.
- (2) To analyze the effect of CS on their loyalty on 5BB internet of Global Technology Group Co., Ltd.

1.3 Scope and Method of the study

This learning examine the effect of CRMP on the CS and CL of Global Technology Group Co., Limited (5BB) in the internet service industry and focus on CL. The survey was showed on loyalty of 5BB. In this study, CRMP used in order to examine the effect of CS and to analyze the effect of CS on CL . Other practices of external influences are not studied.

The descriptive research method used for this study and quantitative research used for this study. It distribute a set of questionnaires to collect data from the responder . To obtain require data, the simple random sampling method used in this study. Primary and Secondary data used in this study. Primary data is especially meant for making a survey to a total 281 responder of a total population of 1035 customers. The sample size resulted 281 persons from Raosoft Calculator and collected the questionnaire survey and structure questionnaire with five point Likert scale to responder . The secondary data are collected through the articles, resources, reports, international research paper, journals, and various reference books, website and company's record. Finally, the linear regression method is used to present the effect of customer relationship management on CL in Global Technology Group Co., Ltd. The duration of the study was from February 2019 to December 2019.

1.4 Organization of the Study

This learning consists of five chapters. Chapter one contains introduction of the study and it involves of rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two contains of the theoretical background of the study which is that CRMP, CS and CL and then provides conceptual framework of the study with diagram. Afterwards, chapter three offerings the company profile, CRMP practice of Global Technology Group Co., Ltd. Chapter four shows the analysis on the effect of CRMP on CS and CL in Global Technology Group Co., Ltd. Chapter five shows the conclusion that defined by the findings and discussions, suggestions, recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

In the chapter, theoretical background, relevant theories and literatures and empirical studies associated with the CRMP such as customer attraction, reliability, responsiveness, information technology, the CS and CL and the last part is the conceptual framework of the study.

2.1 Definitions of Customer Relationship Management (CRMP)

CRMP is an incorporated way to deal with recognizing, gaining and holding customers. By empowering organization to manage and facilitate customer connections over different channels, divisions, line of business and topographies, CRMP assist organization with augmenting the estimation of each customer communication and drive superior corporate execution. CRMP is a business system that maximize benefit, income and CS by sorting out around customer sections, encouraging conduct that fulfills customers and implementing customer driven procedures. CRMP is the center business strategy that coordinates interior procedures and capacities, and external network, to make and deliver value to focused customer at a benefit. It is grounded on great customer related information and empowered by information technology. CRMP is an information industry term for approaches, programming and ordinarily internet capacities that help an enterprise manage customer relationships in a composed manner (Buttle & Maklan, 2015).

CRMP is the way of managing all parts of communication an organization has with its customers, including prospecting, sale and services. CRMP applications endeavor to provide knowledge into and improve the organization/customer relationship by consolidating every one of these perspectives on customer interaction into one picture. CRMP is an integrated information system that is utilized to plan, schedule and control the pre-deals and post-deals activities in an organization. CRMP embraces all parts of managing possibilities and customers, including the call center, sales force, marketing, technical and field service. The customer behavior of CRMP is to improve long term growth and profitability through a superior comprehension of customer behavior. CRMP means to give increasingly powerful input and improved combination to all the more likely measure the return on investment (ROI) in these sectors. CRMP as taking

three principle structures operational, analytical and strategic. Strategic CRMP Strategic CRMP is a core customer-centric business strategy that aims at winning and keeping profitable customers. Operational CRMP focus around the computerization of customer confronting procedures, for example, selling, advertising and customer care service. Investigative CRMP is the procedure through which associations change customer related information into noteworthy knowledge for either key or strategic purposes. CRMP is the core business approach that incorporates internal processes and functions, and external network, to make and bring value to focused customers at a benefit. It is grounded on best quality customer related data and empowered by information technology (Buttle, 2009).

CRMP is a main business strategy that aims to make and deliver value to focused customers at a benefit. This clearly signifies CRMP isn't just about IT. CRMP incorporates internal process and functions. Moreover, back office capacities, for example, operations and finance can gain from and contribute customer related information. Customer related information permit providers and members from their 'external network', for instance distributors, value-added resellers and agents, to adjust their efforts with those of the local company. Supporting this core business strategy in most of cases is IT – programming applications and hardware. CRMP is a technology-enabled approach to deal with the executives of the customer interface. Most CRMP activities expect to have impact on the costs-to serve and revenues streams from customers. The utilization of technology likewise changes the customer's understanding of executing and communication with a provider. Hence, the customer's perspective on CRMP is a significant thought in this book. CRMP influences customer experience, and that is of fundamental strategic significance (Buttle & Maklan, 2015).

CRMP is a business process that understands, collects and manages all the information in the business environment related to the customer. The goal of CRMP is to communicate with customers more effectively and improve customer relationships over time. This is a mutually beneficial relationship that is built on trust and loyalty through marketing, customer service and relationship programs. CRMP is the term used by companies to manage customer relationships, technology, and e-commerce capabilities. CRMP is a management concept according to which the company's goals can be best achieved by identifying and satisfying the needs of customers. CRMP helps to analyze potential customers, understand customer needs and build relationships to provide the most

appropriate products and enhanced customer service. It can also help companies show a unified face to customers and improve the quality of relationships, while enabling customers to manage some information on their own.

2.2 Customer Relationship Management Practices (CRMP)

The practices that influence the CRMP implementation are new customer attraction, customer buying behavior, competitive advantage, CS, customer Retention, Acquisition, long-term relationship, knowledge management, web enabled customer service, customer value (Karakostas, Kardaras, & Papathanassiou, 2005). Tekin, (2013) argued that IT, long-term relationship, higher profitability and significant investment in technology are the main influencing CRMP. CRMP relate to IT, human resources, organizational structures, and reward systems (Rigby, Reichheld, & Schefter, 2002). Multiple CRMP approaches the following, CRMP customer attraction, reliability, responsiveness, information technology, customization, commitment, orientation (Shaon & Rahman, 2015). In this study collected the four CRMP such as customer attraction, reliability, responsiveness and information technology which relevant with business nature.

2.2.1 Customer Attraction

CRMP is characterized as helping associations to better discriminate and all the more effectively allocate resources to the most profitable group of customers through the cycle of customer identification, customer attraction, and customer maintenance and customer improvement. Detailed knowledge must be developed systematically to obtain a more understanding of every customer's practices, qualities and needs (Ling & Yen, 2001). An element of customer attraction is direct marketing a promotion process which motivates customers to place orders through various channels (Ngai, Xiu, & Chau, 2009). Valued customers are always providing good feedback. Customer attraction acts as a driver of customer responsibility. CRMP is a systematic marketing effort of understanding customers, especially what they expect, to what extent, and what should be incorporated into products and services (Shaon & Rahman, 2015). Customer attraction is one of the best methods for marketing for an organization. Then again it can improve CL to the organization by giving a simple and clear perspective on data about its product or

services in their web site and also by saving the valuable time of customers (Agolla, Makara, & Monametsi, 2018).

2.2.2 Reliability

Reliability is defined as the capacity of service to reliably and accurately perform the guaranteed service or delivering on its guarantees. The reliability as a component of service quality is basic as customer frequently need to organizations that certainly communicate and keep to their guarantees (Zeithaml et al., 2006). Reliability is one of the most common practices of CRMP. The activity of CRMP is to distinguish reliable customers and to communicate with them. Then again, reliability largely relies upon the reliability of IT systems where customer relations are managed. CRMP consistently attempt to fill a customer's expectations and give better customer support, which isn't constantly possible without reliability. Reliability concerns the capacity of service to constantly and accurately perform the guaranteed service or delivering on its guarantees. This is accomplished through keeping guarantees to accomplish something, providing the right service, consistency of performance and reliability, service is performed at the right time, the organization keeps accurate billing and keeps records accurately, and transactions and records are without error. Reliability also consists of accurate request satisfaction, accuracy records, accurate billing, accurate charging of commissions and keeping any guarantees with regarding services (Shaon & Rahman, 2015).

2.2.3 Responsiveness

Responsiveness is the determinant that defines the willingness to support customers and to provide quick service. CRMP has been constantly responsible to provide data to customer. Service recommendations like "what can I do for you" obviously underline the importance of customers. It is also involved in understanding the requirements and needs of the customers, convenient operating hours, individual attention given by the staff, attention to issues and customers safety (Kumar, Tamilmani, Mahalingam, & Mani, 2010). Responsiveness refers to the willing to offer quick service and support customers. It is concerned about customers' requests, complaints and inquiries attentively and promptly. A responsive firm regularly communicates with them and extent it takes to manage their

issues or answer their inquiries (Zeithaml et al., 2006). The speed with which an interest for service is satisfied. This can be measured utilizing pivot time or process duration. Responsiveness becomes to be significant that you need to call out a technician to fix a water or gas leak (Buttle & Maklan, 2015).

2.2.4 Information Technology (IT)

Information technology is the research, design, development, implementation, support or management of computer-based computer systems (in particular software and hardware applications). IT workers can help ensure that computers work for people. According to Chen & Popovich (2003), the role of IT is to help redesign CRMP processes, to facilitate changes to work practices, and to establish innovative methods to link a company with customers, suppliers and internal stakeholders. CRMP applications exploit full preferred position of innovation technology with their ability to collect and examine information on customer structures, interpret customer behavior, develop predictive models, react with timely and effective customized communications and deliver service and product value to singular customers. Feinberg & Kadam (2002) analyzed online business rather than traditional way of business is necessary nowadays. So along these lines, the usage of internet provides a chance to business to utilize it as a tool for CRMP. As indicated by their research, there is significant connection between CRMP implementation on websites of the retailers and CS which prompts CL. According to (Buttle & Maklan, 2015), CRMP was made possible by advances in Information Technology, namely the ability to capture, store, interpret and distribute customer-related data cost-effectively so that organizations could enact their relationship management strategies. CRMP has traditionally depended on its abuse of organized information about customers, prospects and partners housed in organization possessed databases.

2.3 Customer Satisfaction

The satisfaction is influenced by satisfiers, neutrals, and dissatisfies. Accordingly, the satisfiers influence the customer's intrinsic needs, while dissatisfies influence the extrinsic needs of customers. Customers have basic require put in a rank of satisfaction. Once the basic needs are satisfied, the customer will require other needs to be satisfied. CS

will be realized once the intrinsic needs are met complete assessment to rank CS (Cadotte & Turgeon, 1988). Another CS model considers it as a complete assessment of accumulated ingestion and buying experience that reflects a comparison between perceived payments and the sacrifice experienced. In this context, sacrifice include intangible costs such as energy and time spend to make arrangements and reservations and the monetary costs involved in the purchase of a service. (Iglesias & Guillen, 2004). The organizations have adapted customer-centered philosophy to fulfill the customer needs and to enhance perceived values of customer. Hence, adopting customer-centric strategies aimed at maintaining and enhancing relationships with existing customers is important for survival (Krishnamoorthy & Srinivasan, 2013). Exceptionally satisfied customers of a firm are likely to buy more frequently, in more prominent volume and purchase different products and services offered by same service provider. Many organizations focus around finding new customers as opposed retaining and satisfying the existing customer base. Since competition among organizations is extreme, the maintenance of customers has become more significant than the procurement of new customers. In recent years, organizations have understood that a critical success factor is not a single transaction, however the making of a long-term relationship by the strategy for CRMP (Ampoful, 2012).

CS has assumed a major role in the market share as in the organization investment. Examines in the field have proposed a few meanings of CS. numerous definitions focus around the disconfirmation all expectations. Some theories clarify how CS identifies with customer needs, where a customer will be satisfied once the individual feels satisfied with the product offered to them. Commonly the customers have desires towards a given product. After buying a product, a customer will expect that the new product should meet his desire. In circumstances where the desires towards the service are not met, the customer will be disappointed (Joudeh1 & Dandis, 2018). Expanded CS can provide organization benefits like CL, extending the life cycle of a customer expanding the life of product the customer buy and increment customer positive word of mouth communications. At the point when the customer to buy often and to recommend products or services to potential customers. It is impossible for a business organization to grow up in the event that the organization ignores or disregards the need of customer (Tao, 2014).

2.4 Customer Loyalty

Loyal customers directly impact company profitability therefore, organizations should focus on CL as a right direction to develop business in some aspects. It is evident that loyal customers bring many benefits for organizations. CL has likewise been the subject of significant research. There are two major approaches to defining and measuring loyalty, one based on behavior, the other on attitude (Buttle & Maklan, 2015). The CL involves a company building an emotional bond with its customers that building loyalty in customer involves blending customer experience management with the emotional, physical and value elements of shopping experience into a cohesive experience (Taylor, 1997). It has been suggested in the literature that it is less expensive to retain customers than acquiring new ones and that it is considered the most cost-effective strategy to dive CL and CS (Teeter C, 2000). Loyal customers are known to guarantee sales and are bound to purchase high-margin enhanced services and products. These customers are also known to help minimize costs associated with marketing and consumer education, especially when these customers become the organization's Net Promoters (Taylor & Baker, 1994).

Companies that seek to grow and remain competitive tend to give attention to these three variables. It is suggested that satisfied customers are more likely to remain loyal to a brand, make repeat purchases, and offer a positive word of mouth and consequently market the company. It is also suggested that customers who feel the good experience of quality service often tend to share their good experiences with others leading to an expanded customer base that customers tend to become loyal customers (Spreng & Mackoy, 1996). Conversely, dissatisfied customers tend to share the bad experiences with the poor quality of service with others and this leads to reduced purchases and customer base (Smith & Bolton, 2002). Loyal customers directly impact company profitability; therefore, organizations should focus on CL as a right direction to develop business in some aspects. It is evident that loyal customers bring many benefits for organizations, for instance: reduce costs on advertising and promotion, attract new customers through word of mouth and achieve support of customers' positive feedback (Buttle, 2009). Besides, CL cannot easily be persuaded to move to competitors because they have strongly believed that their demands, desires and preferences will always be met by the best through organization (Morgan & Hunt, 1994).

As a result, an organization will be able to achieve competitive advantage by loyal customers. A relationship with a customer is equally important in CL and this requires that company work in a border context that extends beyond itself, as no company can be world class at everything (Keen & McDonald, 2000). CL into three different categories that behavior loyalty, the emotional loyalty and intentional loyalty. The customer behavior loyalty is frequently purchasing habit while intentional loyalty is the possible buying intention. Emotional loyalty, it's achieved when a customer feels that a brand corresponds with their value, ideas and passion (Gremler & Brown, 1999). CL can be seen as a customer commitment to deal with a particular business, and buy their products and services. A loyal customer encourages others to do business with the business. Loyal customers are also considered to be the most important assets of a company and it is thus essential to keep loyal customers who will contribute long-term profit to the organization. In a business nature, loyalty is a psychological awareness process or the observable reaction of a consumer, where intentional and factual retention or intensification of the relationship is based on specific reasons (Keaveney, 1995).

2.5 Empirical Studies

The passages include the impact of CRMP on CS and CL. A previous research on “The Effect of Commitment, Trust, Competence, Communication, Conflict Handling on Relationship Quality, CS, CL” (Senasu,2012) found out there was a positive effects of the CRMP, CS. CS can be accomplished through an effective CL implementation. An effective customer relationship management is positively related to the loyalty of customers. CRMP helps organizations to build long-term relationships with their customer (Shaon & Rahman, 2015).

A triangle strategy between quality, CRMP, and CL which is prompting organizations competitiveness. This examination was intended to quantify satisfaction and loyalty of the customers dependent on two primary conditions where the customer database and strategy of CRMP should be well structured and the limit of the strategy should be sufficient to deliver information for exact analysis. The finding of the research, any progressions of the quality of the services or productions in a firm after some time could be utilized as an indicator to find the level of CL through a well-organized CRMP

technique. If the indicators of interaction, infrastructure, and environment are connected to the product and procedure quality, it encourages the researchers to discover what changes are required in CRMP strategy to improve CS and CL (Wilson , Zeithaml, Bitner, & Gremler, 2016).

CRMP is a comprehensive strategy that incorporates the process of acquiring certain customers, keeping them and helping out them to make a distinguished value for both the organization and the customer (Parvatiyar & Sheth, 2001). This strategy requires integrating the functions of marketing, sales, customer's service and exposition chain so as to achieve the highest competence and efficiency in delivering value to the customer. As it appears, this definition regards CRMP as a technique with a primary objective of delivering a distinguished value to the customers through improving the marketing profitability and satisfaction (Azzam, 2014).CRMP model is based on two perspectives. To begin with, measures the practices related to customer behavior, for example, repurchasing, cross and up selling and customer securing rate, and second, measures the relationship quality, for example, CL and CS. The finding emotional and functional behavior of customers has positive impact on CS and CS has positive effect on customer behavior based on CRMP elements. Finally, the result shows that customer behavior based on CRMP have a positive effect on customer and brand loyalty (Wang & Lo, 2004).

A wide scope of customer relationship are responsible for making CS, yet most banks in Jordan consider most of such elements which may encourage CS and CL. This exploration research the principle components of CRMP that are responsible for CS and CL. Researcher based on the literature reviewed proposes a model which reflect the main elements of CRMP that are responsible for creating CS with CRMP elements, as an independent variables with six main elements i.e services quality, learning customer needs and complaints, producing solutions peculiar to customer, behavior of employees, physical environment and social network and the dependent variable is represented by CS (Azzam, 2014). Haq (2012) analyzed to investigate the relationship between CS and CL. Results affirmed that CL and CS are straightforwardly and strongly related.

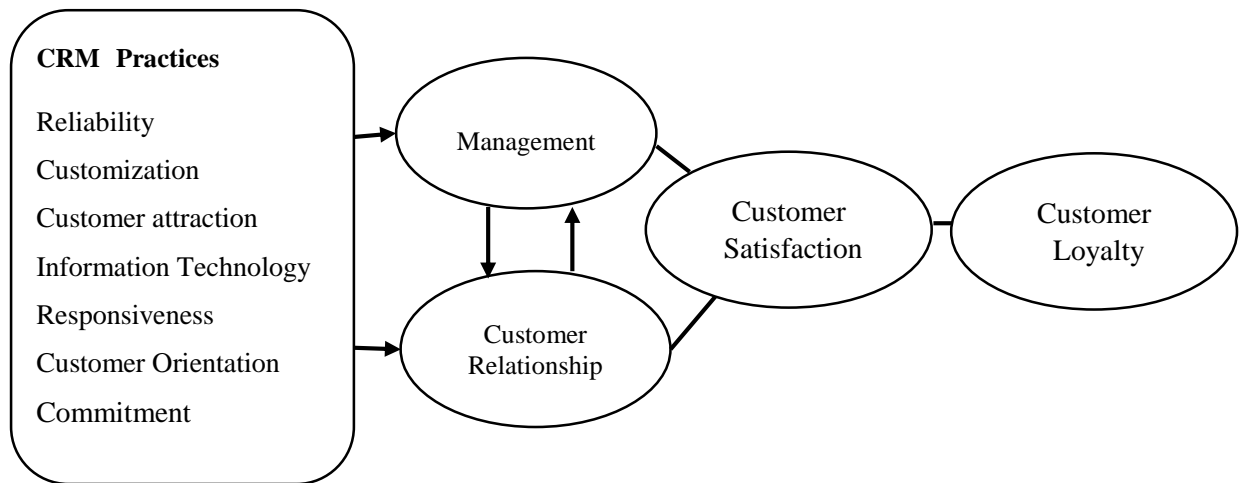
Al-Rousan and Mohamed (2010) examined the relationship between CL and namely reliability, responsiveness, assurance, tangibility, assurance and empathy. The study

confirmed the relationship between responsiveness, tangibility, assurance and reliability and CL. Khaligh et al. (2012) researched the effect of CRMP on CL and retention that responsibility and vision of the management system is exceptionally required for a fruitful CRMP implementation. The structure of the strategy should be founded on adaptability and explicitly of the policies especially pricing policies. These practices are very important to increase CL and benefit of the firm.

CL is related to a service provider's ability to maintain its customers' loyalty and persuade them to recommend its services to potential customers (Zeithaml, Berry, & Parasurman, 1996). Loyalty requires a positive attitude of the customer towards an organization and its services; maintenance, on the opposite side, can exist with a negative attitude on a company (Bruhn, 2009). The relationship between CL and perceived service quality, customer relation, and the CS as mediating the relationship between perceived service quality, product quality and CL within the Taiwan automobile industry. Results confirmed that CS mediates the relationship between CL and perceived service quality and customer relation (Bei & Chiao, 2001).

A satisfied customer always connects with a service provider. CRMP is a formation that ensures CS. CRMP is a systematic process of building long-term relationships with its customer by providing optimum satisfaction. The organization effectively makes the fundamental steps in order to promote satisfaction. Keeping up the perfect degree of CS requires a proactive corporate responsiveness in getting to, building and retaining satisfied customers for sustainable competitive advantages in market place (Rahman, Redwanuzzaman, Hasan and Rahman, 2014). CRMP impacts positively affect CS. If an organization has a decent CRMP technique, at that CS will naturally be expanded; on the other hand, the absence of a good CRMP strategy will result in customer dissatisfaction. CRMP factors likewise influence CS. Sound, reliable, customized information technologies etc., positively affect CS (Shaon & Rahman, 2015).

Figure (2.1) CRM Practices of CS and CL



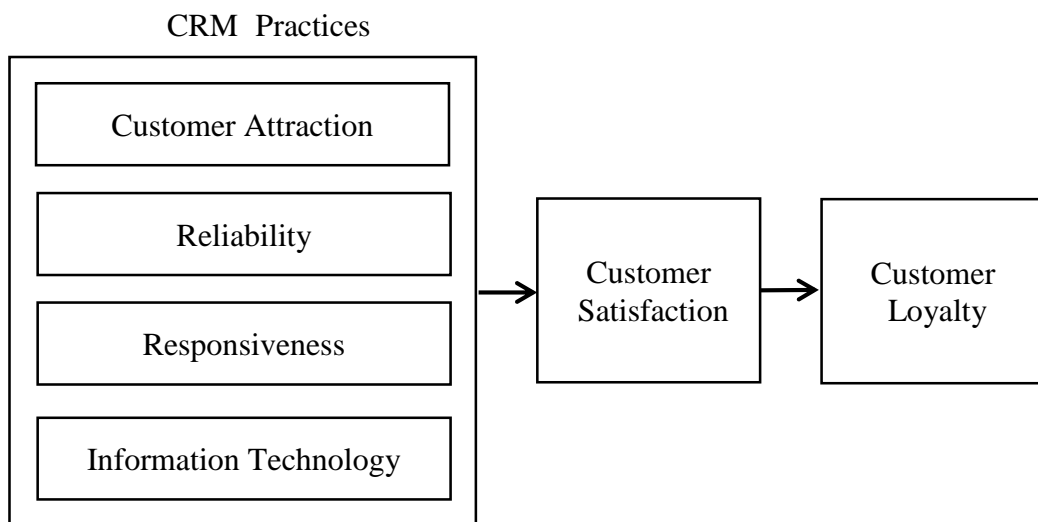
Source: Shaon and Rahman (2015)

According to the research by (Shaon & Rahman, 2015) “A Theoretical Review of Customer Relationship Management Effects on CS and CL”, examined that there is a significant relationship between the independent variables (i.e., CRMP represented by reliability, customization, customer attraction, customer retention, information technology, responsiveness, customer orientation and commitment) and CS and CL as a dependent variable. Kirmaci and Kocoglu (2012) analyzed customers switch to products and services offered by other organizations when they are dissatisfied. Organizations should offer high-quality products and services with a competitive price in order to promote CL. Client relationship management can be a helpful component to render the customers loyal. The degree of loyalty can be estimated by watching the frequency of visits and purchasing behavior of customers. Customers know about the power they have market and that each action is acknowledged for them. It is now easier to find products and services. Before picking a given trademark, customers look at the price, newness, accessibility of the product and the extra services offered. As the choices expanded, customers’ loyalty to the products and services decreased. Firms have entered into effort to introduce at a lower cost than their rivals the products and services that can meet the customer wishes and desires completely, so they can render customer increasingly loyal. CRMP provide the correct and right time information about products and services.

2.6 Conceptual Framework of the Study

Conceptual framework is formed based on the study objectives. It exhibitions both dependent variable and independent variables. These variables are linked with a test on this study. Figure (2.2) is the conceptual framework that focus on two dimensions that determines the effect of customer relationship management and CS on CL in Global Technology Group Co., Ltd (5BB). The independent variables include CRMP: customer attraction, reliability, responsiveness, information technology.

Figure (2.2) Conceptual Framework of the Study



Source: Own Compilation, 2019

The conceptual framework is structured CRMP and their effect on CS and CL. According to the researched by Shaon and Rahman (2015), CRMP such as customer attraction, reliability, responsiveness, information technology are main things to study. In addition, regarding from the basis of this conceptual framework, the interactions between the variables are specified. In this study, four CRMP (customer attraction, reliability, responsiveness, information technology) to analyze of CS and CL that reliable with 5BB business.

CHAPTER 3

CRMP PRACTICES OF GLOBAL TECHNOLOGY GROUP CO., LTD.

In the chapter presents a description of the company profile including vision, mission organizational structural, services plan, research design, profile of responder and the CRMP of the company, Global Technology Group Co., Ltd.

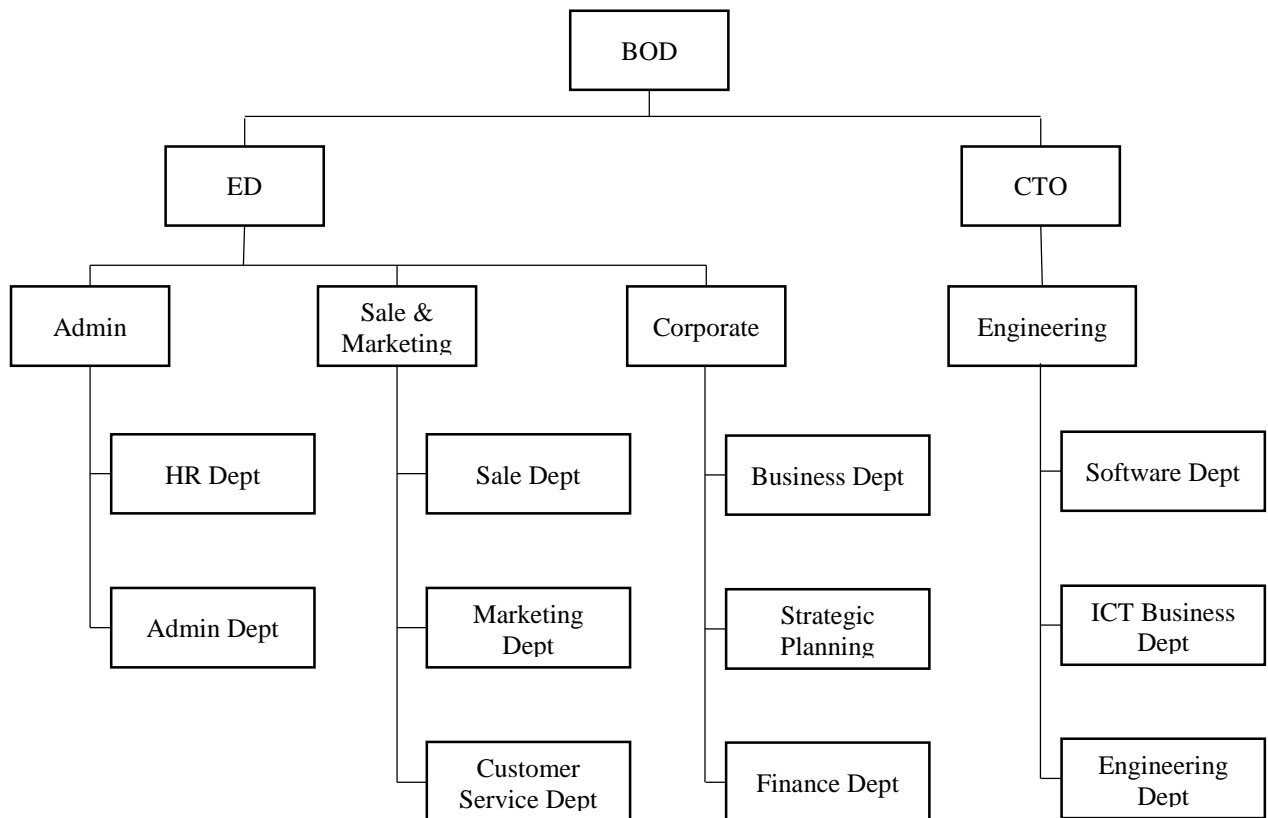
3.1 Profile of Global Technology Group Co., Ltd (5BB Internet)

Global Technology Group Co. Ltd established in 2003, is one of the leading integrated service provider in Myanmar. Led by an experienced leadership team with 20 years of telecom, IT and Engineering experience and closely working with key stakeholders in Myanmar. The company owns a fibre network infrastructure (backbone and metro cables), providing high quality services to home customers and enterprises. Global Technology Group is now building on its network expertise to become a digital player in Myanmar market and have recently launched a digital media (OTT media service).

Afterward, group expands to the verticals business sectors including TMT (technology, media & telecommunications), financial services, trading, real estate and consultation. We offer our services to a diverse range of clients – a large enterprise, corporate or mid-market company or a small and medium sized business or a public sector government enterprise. The company operated with over 500 employees in which mostly are business development professionals, consultants, engineers, ICT experts, and financial experts. Vision: a sustainable group for Myanmar: create healthy environment, facilitate socio-economic growth, and promote quality of life. Mission: create millions job opportunities in 2023, shaping GDP growth as Myanmar national company, be one of the largest tax payer in Myanmar, transparency and environmental stewardships for the country, towards international. Value: integrity – take pride in our commitment, transparency – fairness and high ethical standards, excellence – build trust & loyalty, partnership – strengthen the relationship. Global Technology is a complete end-to-end ISP and an independent system integrator, providing a broad range of system integration services. Global Technology is providing telecommunications, data communications and networking systems to the commercial, government, Bank, Finance Education, Healthcare and Defense sectors.

In 2016, Global Technology Group was born the 5BB ISP that business used two technology, FTTx and LTE. FTTx is growing very fast to connect everywhere, best service provider in the market and largest FTTH in Myanmar, design the network for 1.2 million households. 5BB also distribute a broad range of world-class telecommunications, data communications and networking products. As an integrator we always make sure projects in hand with the highest quality and ensure to bring the most effective solutions to perfectly perform the system integration. 5BB believe footprints highlight success in longstanding commitments and exceeding customer expectations. The 5BB services have 9 plan for customers. There are Eco plan (5 Mbps and 25000 kyats), XXS plan (6 Mbps and 30000 kyats), XXS+ plan (10 Mbps and 40000 kyats), XS plan (16 Mbps and 49500 kyats), XS+ plan (26 Mbps and 72000 kyats), S plan (45 Mbps and 99500 kyats), M plan (70 Mbps and 150000 kyats), L plan (100 Mbps and 250000 kyats) and XL plan (200 Mbps and 450000 kyats). LTE, awarded spectrum license for region 1, design the network for 3 million households. 5BB have 5 value: affordable price, unlimited data, high speed internet, more coverage and beyond internet. The Figure (3.1) shows the organizational structure of 5BB.

Figure (3.1) Organizational Structure of 5BB



Source: Global Technology Group 2019

The organization structure of Global Technology Group Co., Ltd: 5BB is top to bottom but sometimes bottom to top is accepted. Management is done by three of BOD. Under the BOD have Executive Director(ED) and Chief Technical Officer (CTO). CTO is taken the duty of engineering parts. ED is taken the duty Administration, Marketing, Corporate. Bottom of the ED and CTO have each Head of Department (General Manager) are taken of each their departments administration department , HR Department , Finance Department ,customer service department, sale and marketing department, strategic planning department, business department, legal section, software department, broadcasting department, ICT business department, strategic management department, CNOD Department, ANOD Department. Each of department have one manager, assistant manager, supervisor and minimum three to maximum thirteen staffs.

3.2 Research Design

The descriptive research method was used to examine the objectives of this study are to analyze the effect of CRMP on CL through the effect of CS. The primary data will be poised by structured survey to the customers of 5BB. The secondary data composed from company information and customer database. To obtain required data, the study includes search and get references on the literatures and previous studies of CRMP, CS and CL. The research process will be completed along three basic stages distribute questionnaire, collect data and data analysis. The survey question used for this study consists of three main portions CRMP, CS and CL. The structured question with two section. First section is question no. 1 to 5 are responder's demographic background, which included the gender, age(year), education, occupation and experience of internet. Second section is question no. 1 to 37 are asked with a five point Likert scale ranging from "strongly disagree to strongly agree" which included responder's perception on CRMP, CS and CL. 5BB customers 1035 then used Raosoft for sample size after that got the recommended sample size 281 persons and collected survey questions.

3.3 Demographic Profile of Responder

In this learning, responder are comprised of the 5BB customers 281 persons. Demographic information of responder have influential practices to play in expressing and giving the responses about the problem. The questions are given multiple choice, given out of which is the responder have chosen the most relevant one. The Table (3.1) shows the profile of responder.

Table (3.1) Demographic Profile of Responders

No.	Particular and characteristics		No. of Responder	Percentage (%)
Total Number of Responders			281	100
1	Gender	Male	163	58
		Female	118	42
2	Age (years)	Under 25	61	22
		25-34	92	33
		35-44	85	30
		45-54	36	13
		Above 54	2	1
3	Education	High School	29	10
		Under-Graduate	39	14
		Bachelor Degree	150	53
		Master Degree	63	22
4	Occupation	Student	59	21
		Employee	124	44
		Government Employee	59	21
		Own Business	36	13
		Other	3	1
5	Internet Experience Years	1-5 years	47	17
		6-10 years	150	53
		Above 10 years	84	30

Source: Survey Statistics, 2019

Table (3.1) illustrates the gender distribution of 118 female and 163 male. Meaning that majority of the respondents are female employees. Regarding the age of respondents' percentage are under 25 is 22 percentage, 25-34 is 33 percentage, 35-44 is 30 percentage, 45-54 is 13 percentage and each of 1 percentage 60 year and 58 year. The age group of 54 above was the smallest portion in the respondents because most of the 5BB customers are middle age of people.

Education level regardless of the respondent which level are most of used in internet. Respondents answered the following high school level is 10 percentage, under graduate level is 14 percentage, the largest portion of education is 53 percentage of Bachelor degree and second largest portion is 22 percentage for Master degree.

Difference occupation types describe several result to 5BB. In this study, seven occupational levels of the respondents were observed. The largest portion 44 percentage is employee, second largest portion of 21 percentage is student, 21 percentage is government staff, 13 percentage is own business. In order to get more competitive advantage and market share, 5BB needs to focus those major group.

The experience of the internet respondents' segment with three parts 1-5 years, 6-10 years and above 10 years. The largest portion of the internet experience users is 53 percentage that show the experience internet users are still using the 5BB internet. The second largest portion of the internet experience users 30 percentage is between 6 to 10 years and the smallest portion of internet experience user 17 percentage is 1-5 years. Moreover, the ISP should build good relationship with the long term customer and new customers.

3.4 CRM Practices of Global Technology Group Co., Ltd

Global Technology Group launched in 2016. 5BB have plan rollout to 17 cities by 2023. 5BB is the fibre internet service provider. The Fibre to the home segment ("FTTH"), provides fibre broadband services to consumers. There are more than 25 Internet Service Providers in Myanmar. Internet service industry is peak period of product life cycle in the competitive market. ISP focus on full of feeling factors and to building good relation with their customer will have a competitive advantage for future market share. Accordingly the condition of the market, customer is value for business and also need good relation with customer for a long term. 5BB knew the CL is main key for long term sustainable business.

So that 5BB considered to use CRMP that's an overall business strategy that enables companies to effectively manage relationships with customers. CRMP provides an integrated view of a company's customers to everyone in the organization. Therefore 5BB using the four CRMP to develop business, retain profitable and long term good relationship with customers.

3.4.1 Customer Attraction

5BB advertised products and services various ways on billboard, google ads, journal, magazine and Facebook which to attract customer and to notice the 5BB. When customer frequently seen the 5BB logo after that want to know general question "what is 5BB?" "how many service plan" "how much?". For answer, customer search from various way of channel. So that 5BB already mention the details information of product and service at multi-channel and then link with 5BB website www.5BB.com.mm.

5BB service plans price standardized but not include in cheap price. 5BB have 9 types' service plans. Price range between 25000 kyats to 450000 kyats and speed range between 5 Mbps to 200 Mbps. 5BB service plan target to individual to business and attract to customer with various plans and price. 5BB using the FTTH technology. The quality of 5BB service plans are high speeds for all devices. 5BB delivers fiber optics straight to front customer home that get stable internet connection than other ISP. 5BB usually advertise the various promotion plans when seasonal greeting and company anniversary. The several of promotion plans are data bonus, lucky draw programs and 1months free data, 10 days free data etc. Sometime 5BB take customer's advice using promotion recommendation form for next promotion plan thus cause most of promotion plans increased to sale units.

5BB well trained to sale team and engineering team with international trainer and using efficient software for just in time installation to customer. 5BB's normal service installation time is within 3 days. But customer prefer within 2 days or something like that, 5BB sale team arrange and discuss with engineering team then sale team negotiate between customer prefer and engineering schedule. Mostly 5BB could install the customer prefer

date. 5BB billing period from 25th to 5th of every month and start from November 2019, sale teams directly collect bill to customer and trial using online payment system through banks and microfinances. 5BB knew customers satisfied the ways of payment systems from customer feedback.

3.4.2 Reliability

Technology reliable is important for digital age. Unreliable service cause the negative affect on CS thus high reliability is a mandatory requirement for CS. 5BB management team carefully manage to sale team for 0% payment error with customer. 5BB owned not only strong infrastructure but also safety data center and other backup system for server. 5BB management team arranged the service plan prices and quality that suitable price for payment. 5BB well trained to sale representative who effective advised the suitable plan to customer and provided in time service. 5BB management team arranged using with latest technical software, to get the right quality to customer. For example the 50 Mbps customer every single time get the fully speed expect the fiber optics cutout. 5BB assigned day shift and night shift engineering team for unexpected lack of internet connection.

3.4.3 Responsiveness

5BB prepared the simple customer application form both soft file and hard file. Since October 2019 start testing online registration form. 5BB management team paid the google ads for advertising at network display service. In there, most of 30 to 45 year old customers used online registration form. 5BB setup the FTTH rough the whole city that 5BB delivered in time service to customer location within 3 days. 5BB had the customer service team under the sale and market department. In the customer service team serve to customer 24 hr hotline and online service. All of the complaint call recorded in customer database and reply as soon as possible for customer questions. After solved the complaint from customer service team, sale team follow up to the customer Ok or not who contact from hotline and online then recorded in customer database. Customer can easily to change the service plan. Before 3 month ago, customer need to come the sale office and need to request the plan change form. After maximum 5 hr, customer need to check the plan change or not. Since October 2019, 5BB start used the online plan change form that system is

customer no need to come the sale office and after plan change email or message alert to customer. Customer can easily to change location, new address just fill in the relocation form within 3 days the 5BB engineering team serve the relocation process.

3.4.4 Information Technology

5BB have strong software team, web developer team and digital marketing team. 5BB had user friendly interface design website and customer easily check service plan in the website. In website, included the chat bot that reply general question of customer in every single time. 5BB purchase to google for network display advertising service that 5BB logo and services send to relate the customer. The digital marketing team take the responsibility for messenger quick response thus customer can easily to contact with 5BB and easily to know the services. 5BB software team send e-mail and message to customer that remind for pay bill and announce for plan change, relocation etc. 5BB customer can easily check about of 5BB services, promotion plan and other updated information from website and Facebook. The attractive website and active Facebook are one of competitive advantage for 5BB that customer easily to know about the 5 BB service and updated news of internet condition.

3.5 Customer Perception on CRM Practices

CRMP is an necessary way to understand what inspire customers. Customer relationships are becoming even more important market conditions get more adverse. CRMP can be utilized to examine what the customer expect, what channel of distribution they prefer, and what attributes should be incorporated in products and services (Shaon & Rahman, 2015). Based on the studied theories composed four CRMP: customer attractions, reliability, and responsiveness and information technology. That's to examine the effect on CS and to analyze the effect of CS on their loyalty to be responsible and sustainable business. This section is to explore the means and the standard deviation of the collected four CRMP which can be seen in the Table. The perception of the responders on CRMP of 5BB are gathered by using the structured questionnaire. In order to get the insight data, the five point Likert scale (5 strongly disagree, 4 Disagree, 3 neither disagree nor agree, 2 Agree, 1 strongly agree) is used. All data is collected from the 281 responders.

3.5.1 Customer Attraction

Customer attraction is a crucial one in CRMP. This section aims to explore the degree of customers' perception on the customer attraction of Global Technology Group Co., Ltd 5BB. To analyze the customer attraction with six structured questionnaire. Table (3.2) shows the intended of means and standard deviation.

Table (3.2) Customer Attraction

No.	Description	Mean	Standard Deviation
1	Advertisement of products	4.12	.722
2	Cheap price other ISP	3.49	.897
3	Superior quality of products	4.16	.635
4	Attractive Promotion plans	4.23	.763
5	One time installation	4.20	.698
6	Convenient Billing system & payment system	4.23	.626
Overall Mean		4.07	

Source: Survey Statistics, 2019

As shown in Table (3.2), the CS that 5BB customer attraction in advertising, price, quality, promotions, installation time, process system because the means scores of all these variables exceed the mid-point of the five point Likert scale. In these six attraction means scores, the promotion means and process system means score are the highest with a value of 4.23 and this means that customer agree and 5BB could attract the customers. Then the means score for installation time follows the second highest with a value of 4.20. The third and fourth highest means score for advertising and quality of 5BB and the means score of price is 3.49 and it is the lowest among six elements of CS on customer attraction the high degree score limit is between 3.41 and 4.20. Therefore all six attraction to customer for satisfaction are high agreement in 5BB.

3.5.2 Reliability

This unit aims to explore the degree of customers' perception on the reliability of Global Technology Group Co., Ltd 5BB. In order to analyze the customer attraction of 5BB with five questions are asked in the structured questionnaire. The Table (3.3) shows the intended of means and standard deviation.

Table (3.3) Reliability

No.	Description	Mean	Standard Deviation
1	Fixed Price	4.08	.707
2	Provide one stop purchasing service	4.19	.669
3	Right quality as recommend	4.17	.670
4	Provide useful suggestion which plan	4.16	.732
5	Technically safe in service	4.19	.661
Overall Mean		4.16	

Source: Survey Statistics, 2019

According to the results in Table (3.3), overall means score is 4.16 which lines between 3.41 and 4.20 that reliability degree stand at a high level in 5BB. The description "Provide one stop purchasing service and Technical safe in service" have the highest means score of 4.19 and this means that the customers agree that 5BB could rely. Then the means score for "Right quality as recommend" follows the second highest with a value of 4.17. This means that 5BB could rely the quality of products and services for customer.

This can be concluded that most of the 5BB customer have high awareness in customer reliability. As the result of means, 5BB need to consider the payment for fixed price. 5BB get the highest means in "technically safe in service" question thus 5BB need to maintain and update the latest technology for growth from current means. Another advantage point is "one stop purchasing system" 5BB need to consider how to improve current situation.

3.5.3 Responsiveness

This unit aims to explore the degree of customers' perception on the responsiveness of Global Technology Group Co., Ltd. In order to analyze the customer responsiveness of 5BB with six questions are asked in the structured questionnaire. The Table (3.4) shows the intended of means and standard deviation.

Table (3.4) Responsiveness

No.	Description	Mean	Standard Deviation
1	Service registration fast & easy	4.22	.624
2	In time service installation	4.24	.697
3	Handle customers complain calls	4.10	.729
4	Follow up the customers who complained	4.14	.809
5	Follow up the condition within 24 hr after installation	3.98	.877
6	Easy access service plan change and relocation	4.22	.685
Overall Mean		4.15	

Source: Survey Statistics, 2019

According to the outcome in Table (3.4), overall means score is 4.15 which lines range 3.41 and 4.20 that responsiveness degree position at a maximum level in 5BB CS. The description "In time installation" has the highest means score of 4.24 and this means that the customers agree that 5BB could quick response to the customer. Then the means score for "Service registration fast & easy and Easy access service plan change and relocation" follows the second highest with a value of 4.22.

This can be concluded the most of the responders have weak perception in "Follow up the condition within 24 hour after installation" means value 3.98. That's 5BB need to consider the scope of work and to check what is difficult for customer care section. Customers high perception in the easy to use the service registration and easy to change the relocation and service plan. In time service registration get the high means score 4.24, that show 5BB service team reach the location of customer within their promise time.

3.5.4 Information Technology

Social Networking sites such as Facebook, Twitter and Myspace are increasingly being used by company organizations to communicate with existing and potential customers. 5BB enhance the relationship with social media Facebook, Messenger, e-Mail, and Webpage. This section aims to explore the degree of customers' perception on the information technology of Global Technology Group Co., Ltd 5BB. In order to analyze the information technology of 5BB, six questions are asked in the structured questionnaire. The Table (3.5) shows the intended of means and standard deviation.

Table (3.5) Information Technology

No.	Description	Mean	Standard Deviation
1	Well know from social media advertising	4.24	.700
2	Quick response Facebook messenger	4.17	.802
3	Reminder e-mail and e-massage	4.22	.663
4	Provide information at website and Facebook page	4.14	.635
5	Website and Facebook is a competitive advantage	4.21	.621
6	Varity promotion	4.18	.702
Overall Mean		4.12	

Source: Survey Statistics, 2019

According to the outcome in Table (3.5), overall means score is 4.12, which lines range 3.41 ~ 4.20 that information technology degree stand at a high level in 5BB. The description "Well known from social media advertising" has the highest score of 4.24 and this means that the customers agree 5BB could build good relation with the customers to get satisfy by providing with advertisement on Facebook. As the customers spend most of their time on Facebook and used daily, the brand can be known faster and drives immediate result. Then the means score for reminder e-mail and message follows the second highest with the value of 4.22. This means 5BB can provide billing amount, invoice, and plan changing information directly to customers and always in touch

with e-mail and message. Then the means score for website and Facebook is a competitive advantage follows the third highest with the value of 4.21. Mean value of 4.14 (minimum) on “Providing information at website and Facebook page” points that improvement needed on Facebook and messenger services such as Full-time and hot-line services in IT section for in time announcements. Third lowest on “Varity promotion” that people are pleased with promotion plan but they demand surprise promotion such as reduce price, bonus offer, and lucky draw program. Since ISP business is competitive business, the promotion for every season and every occasion can makes company to be satisfy by existing and in coming new customers.

CHAPTER 4

ANALYSIS ON EFFECT OF CRMP PRACTICES ON CUSTOMER LOYALTY IN GLOBAL TECHNOLOGY GROUP CO., LTD.

In this unit, the CS on these CRMP is analyzed. And then the effects of CS on CL is examined.

4.1 Customer Satisfaction of Global Technology Group Company Limited

This unit aims to explore the degree of CS on 5BB. In order to analyze the CS on 5BB, eight questions are asked in the structured questionnaire. Table (4.1) shows the intended of means and standard deviation.

Table (4.1) Customer Satisfaction

No.	Description	Mean	Standard Deviation
1	Using Technology software	4.16	.670
2	Online registration	4.32	.651
3	Variety of service plans	4.23	.743
4	Support data information through customer database	4.23	.716
5	Exact Service and quality	4.18	.701
6	Variety of promotions	4.17	.704
7	Complain handling	4.13	.738
8	Rate of data accuracy and speed	4.16	.659
Overall Mean		4.12	

Source: Survey Statistics, 2019

According to the outcome in Table (4.1), overall means score for CS is 4.12 which lines between 3.41 and 4.20 that CS degree position at a high level in 5BB. Online registration include the services which customer account creation, internet plan changing and account privacy. Thus the description “Online registration” has the highest score of

4.32. This means that the customers agree that 5BB could satisfies the customer to loyalty with user friendly registration.5BB also provide several plans for respective customers from home use to professional business. That also has the second high means value of 4.23 in “Varity of service plans”. The means value for “Complain handling” is lowest with 4.13. That on time complaint handling needed to be improved. That call center hot line, and more field IT technicians and service engineers had to be appointed. But it has the means level above 4 that customer are satisfy with problem solving but they need quick response as the internet is daily use in home and office. “Rate of data accuracy and speed” has the second low mean valve with 4.16.

Although 5BB has intact fiber network, lack of proper distribution in fiber line and frequent electricity block out cause data speed to unstable sometime. So although customer are satisfy with high bandwidth speed, 5BB need to stable that speed to optimum all time. Since promotion for internet plan is mainly oriented to new customers, the incoming customer are pleased with promotion. But the old customer that used it for long time think they also deserved in bonus free internet plan and value added service. So “Varity of promotion” has a CS means valve of 4.17.

4.2 Customer Loyalty of Global Technology Group Company Limited

This unit aims to explore the degree of CL on 5BB. In order to analyze the CL on 5BB, five questions are asked in the structured questionnaire. Table (4.2) shows the intended of means and standard deviation.

Table (4.2) Customer Loyalty

No.	Description	Mean	Standard Deviation
1	Continue to use 5BB	4.29	.686
2	Prefer 5BB's service other ISP	4.22	.709
3	Recommend to friend and colleagues	4.18	.716
4	Satisfied 5BB customer	4.25	.709
5	Not consider to change to another service	4.25	.708
Overall Mean		4.24	

Source: Survey Statistics, 2019

According to the outcome in Table (4.2), overall mean score is 4.24 which lines range 3.41 ~ 4.20 that loyalty degree position at a high level in 5BB. Customers are happy with the overall CRMP and that they are willing to use 5BB and want to use it continuously. Thus the maximum means score of 4.29 in “Continue to use 5BB”. And the customers are satisfied with user friendly bill paying method that saving time to customer, and customer can choice varieties of service plans and can easily to change the service plan. That point they consider not to change to another internet service. Thus 4.25 means value in that aspects. Nowadays ISPs in high competitive market, all companies try to encourage with many method for customers. Mean value of 4.22 in “Prefer 5BB’s service other ISP” define the customers love to use 5BB. But 5BB still need to improve process such as promotion plans, 24 hours response team and hot line services. The company need more field engineers and technicians, and manpower. The means value 4.25 for 5BB customer satisfied and not consider to change to another service. That shown customer tenancy rate in the good condition. The lowest means value 4.18 is the description of “recommend to friend and colleagues”. This show customers could not fully recommend to friend the following two points, their worry their exception and other ones exception could not match and the price of 5BB is not include cheap.

4.3 Effect of Customer Relationship Management practices on Customer Satisfaction

In this learning, examined the influencing CRMP on CS of 5BB. The data and evidence collected through the survey questionnaires from the contributors. Dependent variable is CS. Since four CRMP customer attraction, reliability, responsiveness and information technology are approached, the effect of CS on each of these is analyzed. The results for the effect of CRMP on CS which is measured is shown in the Table (4.3).

Table (4.3) Effect of CRM Practices on Customer Satisfaction

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	Beta			
(Constant)	.440	.143		3.080	.002	
Customer Attraction	.093*	.143	.094	1.857	.064	2.683
Reliability	.162***	.050	.169	3.011	.003	3.272
Responsiveness	.357***	.054	.400	7.381	.000	3.049
Information Technology	.292***	.048	.284	5.584	.000	2.679
R	0.856					
R Square	0.732					
Adjusted R Square	0.728					
F Value	189.820***					
Durbin-Watson	2.272					

Source: Survey Statistics, 2019

Note: ***Significant1% level, **Significant5% level, *Significant10% level

To analyze the relationship between CRMP and CS of 5BB, Table (4.3). The multiple linear regression model was applied to explore the practices influencing CRMP on CS. Influencing practices include the CS on using customer attraction, reliability, and responsiveness and information technology. According to the significance (influential) values, it is found that there is a positive relationship between information technology and responsiveness and CS at 99 percent influential level. Similarity there is also a positive relationship between reliability (0.003) and CS at 95% influential level. Another independent variable, also positive relationship between customer attraction (0.064) and CS, by influential relating at the 90 % influential level.

The significantcoefficient values explain that one units of rewarding customer attraction can lead to 0.094 increase in satisfaction, one units of rewarding reliability can

lead to 0.169 increase in satisfaction, one units of rewarding responsiveness can lead to 0.400 increase in satisfaction, and one units of rewarding information technology can lead to 0.284 increase in satisfaction.

Variance inflation factor (VIF) was used to provide the information relating to the possible problem of multi-collinearity in the model. All the VIF values shown in Table (4.3) all VIFs are less than 10 and thus there is no problem about multi-collinearity among independent variables. Correlation coefficient (R) actions the connection between the independent variables and dependent variables.

Table (4.3) indicates that the R value, which is used to extent the relationship between independent variables (customer attraction, reliability, responsiveness and information technology) and dependent variable (CS) lies between 0 to 1 ($R = 0.856$). These practices are strongly correlated with the clients' attitude towards 5BB service.

R square value rate is 0.732. Thus, the linear regression model in this case can explain 73.2% about the relationship between independent variables of CRMP (customer attraction, reliability, responsiveness, information technology) and dependent variable CS. Adjusted R square value (0.728) indicates that the advisory power of dependent variable to the independent variables. F value test, the overall significance (influential) of the model is the highly influential at 99 percent level. Therefore the specified model can be said valid. Durbin-Watson value is 2.272, range 1.5 ~ 2.5 indicating that there is no auto correlation in the sample.

According to the above regression result, customer was satisfied on the four CRMP. Among the practices responsiveness, information technology and reliability were highly positive influential with CS. In this responsiveness variable, the company fully provide in time service installation and registration and easily to change the service plans and relocation for customers. The next variable information technology, customer satisfied on effective and efficient the service website and facebook used latest technology. Customer can easily to search the information, service plans and their specification of 5BB service. The customers to get satisfy by providing with high amount of advertisement on Facebook. As the customers spend most of their time on Facebook and used daily, the brand can be known faster and drives immediate result thus customer highly satisfied information technology variable of CRMP. Customer easily to contact with sale specialist of 5BB from

messenger. The high reliable can give to customer, vice vasa, can get more CS from customer used with these CRMP because the company maintain the service quality and provide the safety technology that positive influentially impact between reliability and CS in this company as per above regression result.

4.4 Effect of Customer Satisfaction on Customer Loyalty

To analyze the relationship between CS and CL of 5BB, linear regression statistics is applied to test of effect of CS on CL. The CS by responder is approached, the effect of CS on CL is analyzed. Results from the regression between CS and CL are shown in Table (4.4)

Table (4.4) Effect of Customer Satisfaction on Customer Loyalty

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	Beta			
(Constant)	.614	.199		3.086	.002	
Customer Satisfaction	.865***	.047	.739	18.360	.000	1.000
R	.739					
R Square	.545					
Adjusted R Square	.544					
F Value	337.108***					
Durbin-Watson	1.953					

Source: Survey Statistics, 2019

Note: ***Significant 1% level, **Significant 5% level, *Significant 10% level

To exploration the effect of CS on CL in Global Technology Group (5BB), a various regression model was applied. The result from calculation the statistics model is presented in Table (4.4). According to the significance (influential) values, it is found that there is a positive relationship between CS and CL at 99% influential level. This significant

(influential) coefficient value explain that if rise in independent variable, CS by one unit, the dependent variable of CL with increase by 0.739 unit proportionally. VIF value 1.000 that is less than 10 and thus there is no difficult about multi-collinearly among independent variables. The adjusted R square value is 0.544 and F value test, the overall significance (influential) of the model is highly influential at 99 percent level. Therefore the specified model can be said valid. Table (4.4) indicates, that the R values, which is used to measure the relationship independent variable CS on dependent variable CL lies between 0 and 1. The value of R is 0.739. Durbin-Watson value is 1.953, between 1.5 ~ 2.5 indicating that there is no auto correlation in the sample. R square value is 0.545. Thus, the linear regression model in this situation can explain 54.5% about the relationship between independent variable of CS and dependent variable CL.

Customer always look for the organization who can provide highest customer satisfied service in this industry due to the various ISP which is operation in time service, quality, technology and resources. Thus it is also CS for CL would be good enough in effective and efficient relationship with customers. According to the above regression result, customer can give higher loyalty if they get more effective satisfaction because of positive relationship influentially between CS and CL.

In summary, the results showed that the CRMP (information technology, reliability and responsiveness) have significant value is found to be CS. According to the about data analysis, it can be found that customers satisfied level can higher in customer attraction variable when the company have with the various promotions and entertainment value added service. In parallel, CS's in the company is mostly effected on the CL.

CHAPTER 5

CONCLUSION

In this part the results are discussed, conclusion will be pinched, an implication for endorsements will be given for next research. The main objective of this learning CRMP effect of CRM on CS and analyze the effect to CL on CS in Global Technology Group Co., Ltd.

5.1 Findings and Discussions

In exploring the principal practices of the 5BB, the study found that the average reply rate on overall observation on customer attraction, reliability, responsiveness and information technology are greater than average. Therefore, it could be determined that the 5BB has connection with four CRMP. Among of four CRMP, the overall means scores of reliability is the highest. It was indicated that customer reliable on 5BB's technology safe, in time purchasing service of sale team, right quality of service and useful suggestion of sale team to customer. Thus, the principal CRMP practice of 5BB is reliability practice.

According to the regression results on the effect of four CRMP on CS, the result indicated that the two practices, responsiveness and reliability are strongly effecting on the CS in positive way and customer attraction is marginally correlated to increase CS as well. Also the information technology is positive effecting on the CS. Hence it can be interpreted that as much as the Global Technology Group's management implements the customer attraction, responsiveness, reliability and information technology of 5BB organization, the CS will increase. The level of customersatisfied to 5BB services will be growth if the 5BB support customer necessity and meet customer prospect to be stronger.

After the analysis on the CRMP of 5BB that positive effect on the CS. According the survey result 5BB noticed the price of the services that was not cheaper than other ISP and CS quick response practice rather than problem solving. At the complaint time, customer side wants to know the condition but 5BB side searches answer thus cause delays

response to customer. Information technology practice is the competitive advantage other ISP that practice one of the increases CS. The better understanding of customer necessities, used the customer database(DB) has strong impact on CS and tends to CL. Price is one of consider point that effect to customer attraction practice and will be decreased the CS.

According to the finding of the relationship between CS and CL it can be interpreted that as much as customer has satisfaction in CL will be increased. The highest customer satisfied "online registration service" because that's differentiate from another ISP, it is found that CS is strongly related to CL because meet the customer requirement. The lowest means value complain handling linked with the CRMP practice's lowest means value responsiveness. Thus 5BB should control the systematic scope of procedure for follow up after sale service and complain handling.

5.2 Suggestions and Recommendations

Based on the outcome mentioned above, although this Global Technology has four types of CRMP customer attraction, reliability, responsiveness and information technology, but Global Technology focus to implement the current highest score reliability practice to improve the more satisfaction of 5BB customer. As the recommendation to improve CS, the management team should maintain information technology practices and responsiveness practice well. Global Technology Group should be consider the value added service which entertainment (free access to LaLaKyi content), free data upgrade and free installation fees (waiver for 3-6 months advance payments) for 5BB customers. The recommendation to Global Technology Group should be planning for after sale service which systematic operation procedure, customers' information and customer database. The finding point out to Global Technology Group should be consider the way to increase the customer attraction which adjust the price of 5BB service.

In conclusion, the more CS that increase CL form the customer regarding the key indicator in Global Technology Group that continue to use such as online registration system. The Global Technology Group should be careful the method of customer complain handling. Global Technology Group needs to realize the impact of their CRMP also effect on CS and CS also effect on CL. The more CS in business, it will increase more in CL. Hence, the management of Global Technology Group should observe to know other

CRMP. Global Technology Group have to control indeed focus on CL and CRMP in order to have improvements understand customer necessity and to get the better customer relationship for long term success in the Global Technology among the internet service providers in Myanmar. Therefore, the management of Global Technology Group should maintain emphasis CRMPs and CS in order to improve the CL.

5.3 Needs for Further Research

This learning was only emphasis to explore on the four types of CRMPs. There are many other ways to explore the CS and CL. And there are a lot of practices such as worker emotion and organization activities that can create CS and it will be more complete result if next researcher can study the relationship between those practices, CS and CL. Since, this study was only conducted to 281 responders , larger sample size in next study can also be more fruitful research. In addition, the users' behavior, worker behavior, attitudes and awareness on ISP should also be examined.

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APPENDIX I

SURVEY QUESTIONNAIRES

This questionnaire is to investigate the effect of customer relationship management on customer loyalty in Global Technology Group Company Limited (5BB). Please kindly answer all following questions. Structured Questionnaire

PART I: Demographics

1. Gender
 - Male
 - Female
2. Age
 - Under 25
 - 25 ~ 34
 - 35 ~ 44
 - 45 ~ 54
 - Above 55
3. Occupation
 - Student
 - Employee
 - Government Staff
 - Own Business
 - Others
4. Education
 - High School
 - Under graduate
 - Bachelor
 - Master
5. Experience of Internet
 - 1 to 5 year
 - 6 to 10 year
 - Above 10

PART II CRM Practices

This part of questionnaire is to describe the CRM practices of 5BB customer perceive it. Please answer all items and for each statement, please indicate 5BB customer opinion based on the following rating scale, Scale definition (1= Strongly disagree, 2= Disagree, 3=Neither disagree nor agree, 4= Agree, 5=strongly agree)

No.	Customer Attraction	1	2	3	4	5
1	Advertisement of products					
2	Cheap price other ISP					
3	Superior quality of products					
4	Attractive Promotion plans					
5	One time installation					
6	Convenient Billing system & payment system					

No.	Reliability	1	2	3	4	5
7	Fixed Price					
8	Provide one stop purchasing service					
9	Right quality as recommend					
10	Provide useful suggestion which plan					
11	Technically safe in service					

No.	Responsiveness	1	2	3	4	5
12	Service registration fast & easy					
13	In time service installation					
14	Handle customers complain calls					
15	Follow up the customers who complained					
16	Follow up the condition within 24 hr after installation					
17	Easy access service plan change and relocation					

No.	Information Technology	1	2	3	4	5
18	Well know from social media advertising					
19	Quick response Facebook messenger					
20	Reminder e-mail and e-massage					
21	Provide information at website and Facebook page					
22	Competitive advantage of Website and Facebook					
23	Varity promotion					

Part III Customer Satisfaction

No.	Customer Satisfaction	1	2	3	4	5
24	Using Technology					
25	Online registration					
26	Variety of service plans					
27	Support data information through customer database					
28	Exact Service and quality					
29	Variety of promotions					
30	Complain handling					
31	Rate of data accuracy and speed					

Part IV Customer Loyalty

No.	Customer Loyalty	1	2	3	4	5
24	Using Technology					
25	Online registration					
26	Variety of service plans					
27	Support data information through customer database					
28	Exact Service and quality					
29	Variety of promotions					
30	Complain handling					
31	Rate of data accuracy and speed					

APPENDIX II

SPSS OUTPUTS

Regression Analysis Result for Effect of CRM Practices on Customer Satisfaction.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.856 ^a	.732	.728	.24635	2.272

a. Predictors: (Constant), (Constant), Overall (Information Technology), Overall (Customer Attraction), Overall (Responsiveness), Overall (Reliability)

b. Dependent Variable: Overall (Customer Satisfaction)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.079	4	11.520	189.820	.000 ^b
	Residual	16.871	278	.061		
	Total	62.950	282			

a. Dependent Variable: Overall (Customer Satisfaction)

b. Predictors: (Constant), Overall (Information Technology), Overall (Customer Attraction), Overall (Responsiveness), Overall (Reliability)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.440	.143		3.080	.002	.159	.721		
	Customer Attraction	.093	.050	.094	1.857	.064	-.006	.192	.373	2.683
	Reliability	.162	.054	.169	3.011	.003	.056	.269	.306	3.272
	Responsiveness	.357	.048	.400	7.381	.000	.261	.452	.328	3.049
	Information Technology	.292	.052	.284	5.584	.000	.189	.395	.373	2.679

a. Dependent Variable: Overall (Customer Satisfaction)

Regression Analysis Result for Customer Satisfaction on Customer Loyalty

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.739 ^a	.545	.544	.37376	1.953

a. Predictors: (Constant), Overall (Customer Satisfaction)

b. Dependent Variable: Overall (Customer Loyalty)

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.093	1	47.093	337.108	.000 ^b
	Residual	39.255	281	.140		
	Total	86.347	282			

a. Dependent Variable: Overall (Customer Loyalty)

b. Predictors: (Constant), Overall (Customer Satisfaction)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.614	.199		3.086	.002	.222	1.006		
	Customer Satisfaction	.865	.047	.739	18.360	.000	.772	.958	1.000	1.000

a. Dependent Variable: Overall (Customer Loyalty)