

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

FACTORS INFLUENCING CUSTOMER SATISFACTION
OF FIXED BROADBAND INTERNET SERVICE
IN YANGON

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EMBA II - 57

EMBA 16th BATCH

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ACADEMIC YEAR (2017-2019)

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“This Thesis submitted to the Board of Examiners in partial fulfillment of the requirements
for the Degree of Master of Business Administration (MBA)”

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ACCEPTANCE

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

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ABSTRACT

This paper aims to study the factors influencing customer satisfaction and customer loyalty on Fixed Broadband Internet Service in Yangon. The research is conducted base on 376 customers of four Internet Service Providers, Yatanarpon Teleport, 5BB(GlobalNet), Fortune Telecom and Myanmar Net(Frontiir). The findings indicate that service provisioning, price, quality and customer service have positively influenced on customers satisfaction of Fixed Broadband Internet Service in Yangon. This study also finds out that getting customer satisfaction affect customer loyalty on Fixed Broadband Internet Service. Internet Service Provider Companies should focus on better Service provisioning, Quality of Service, attractive Pricing and Customer Services to enhance customer satisfaction and their loyalty on Fixed Broadband Internet Service.

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ABBREVIATION

4G	Fourth Generation of Broadband Cellular Network
APNIC	Asia-Pacific Network Information Centre
ASN	Autonomous System Number
DIA	Dedicate Internet Access
FTTH	Fiber to the Home
ISP	Internet Service Provider
IP	Internet Protocol
MMIX	Myanmar Internet Exchange Association
MOTC	Ministry of Transport and Communications (Myanmar)
OSS/BSS	Operations support system and Business support system
PTD	Posts and Telecommunications Department
QoS	Quality of Service
SLA	Service Level Agreement
WISP	Wireless Internet Service Provider

CHAPTER 1

INTRODUCTION

The Info-Communication sector is one of the most critical growth drivers for any country. Especially in Digital Age, the Internet connectivity is the more critical for any country or any business. Broadband Internet is considered as a key to enhance competitiveness of an economy and sustaining economic growth (OECD, 2001, 2002). Many governments around the world are increasingly committed to extending broadband internet networks to their citizens (BAG, 2003).

Myanmar political change, i.e., change from military government to elected democracy government, has happened in 2010. After that Political change, elected democracy government is encouraging political and economic reforms to develop infrastructure and to become a modern country. In early 2013, Framework of Economic and Social Reform (FESR) was announced to the public. That Framework introduce about liberalization of mobile communication, investment and trade, broadband internet access and other eight important issues (Nehru, 2015). Myanmar has reached a pivotal point in it technological evolution, and Internet Service Providers eager to invest in a sector that continues to rapidly expand.

Pyidaungsu Hluttaw enacted the Myanmar Telecommunication Law (Law No. 31, 2013) on 8 October 2013 (Ministry of Transport and Communication, 2013). Telecommunication Law allows international telecommunication operators as well as local relevant companies to apply five categories of telecommunication licenses, which are Nationwide Telecom License, Network Facilities Service (Individual), Network Facilities Service (Class), Network Service and Application Service. Licensee holders have privilege to provide telecommunication services to the public. Since telecommunication law has been enacted, Myanmar telecommunication market trend starts to change from monopolize to competitive market environment.

There are (a) four Nationwide Telecommunications License , (b) severity-two Network Facilities Service (Individual) License , (c) seventeen Network Service License, (d) Sixty-six Network Facilities Service Classes License and (e) thirty-nine Application Service License, a total of one hundred and ninety eight licenses have been issued by Post

and Telecommunications Department (PTD) of Ministry of Transport and Communications (MOTC). According to MMIX (Myanmar Internet Exchange Association) presentation, among the 198 license holders, there are 34 ASN (Autonomous System Number) or IP Network already active and running. Among these, twenty-two companies are providing Fixed Broadband Internet service in Yangon.

Customer satisfaction is vital for business sustainability. If customers are satisfied with service/product and receive good thoughts after use, therefore they would involve in a repeat purchase and try to increase line extension (As Wells and Prensky ,1996). Therefore, improving the level of customer satisfaction is essential for an organization since satisfied customers may bring many benefits for organizations such as sharing positive recommendations through word of mouth. Moreover, satisfied customers would be able to make long-term profitable relationship with the brand. Today, Fixed Broadband Internet Service in order to achieve superior economic success, it is crucial to keep satisfy customers and increase their loyalty. The success of Internet Service Provider companies depends on the long-term relationship with customers, which is determined by customer satisfaction and loyalty. This study was based on the customer's perspectives and their experiences with Fixed Broadband Internet service in Yangon, Myanmar.

1.1 Rationale of the Study

Although, Myanmar is the last frontier of the telecommunication industry in South-East Asia, Myanmar telecommunication & Internet Provider Industry becomes highly dynamic and competitive market at present time. As many Internet Service Provider companies in Myanmar had begun launch the Fixed Broadband Internet service, the customers have face the difficult situation in selecting the best internet service. From the Service Provider's view, they also face the difficult situation to increase their market share by satisfying their customers. The Internet Service Provider companies need to be conscious of the factors affecting customer satisfactions and loyalty. Internet service provider industry is the service industry more than just selling the product. Therefore, customer satisfaction is very important factor for building customer trust and loyalty. This study aims to analyze the customer satisfaction or feedback of Fixed Broadband Internet service in Yangon, Myanmar.

1.2 Objectives of the Study

There are two main objectives of the study.

- To examine the factors influencing customer satisfaction of Fixed Broadband Internet Service in Yangon.
- To analyze the relationship between customer satisfaction and customer loyalty of Internet Service Provider companies in Yangon.

1.3 Scopes and Method of the Study

This study focuses on the factors influencing customer satisfaction of Fixed Broadband Internet service in Yangon. This study has limitation in generalizing the finding of the exact number of users in Yangon. Therefore research scope is randomly selecting 376 customers from four Internet Service Provider companies. These four Internet Service Provider companies are Yatanarpon Teleport, 5BB, Fortune Telecom and Myanmar Net. They are current market leader of Fixed Broadband Internet service in Yangon. The descriptive and analytical research method is used in this study. It is a quantitative study where the structured questionnaires are given out to the respondents. . The primary data is collected from respondents with a structured questionnaire designed with 5-points Likert Scale. Secondary data is collected from the literature, journals and documents from public and private sectors such as PDT, APNIC, Worldbank, MMIX and others. For data analysis, descriptive method and correlation analysis is practiced on this study. A regression analysis is also conducted to find out the influencing factors of customer satisfaction and relationship between customer satisfaction and customer loyalty of Fixed Broadband Internet service in Yangon.

1.4 Organization of the Study

This paper is organized into five chapters. Chapter one introduces rationale of the study, objectives of the study, scope and method of the study and organization of the paper. Chapter two illustrates the theoretical background regarding to customer satisfaction and customer loyalty and factors influencing customer satisfaction. Chapter three explains about the profile of selected Internet Service Provider companies such as Yatanarpon Teleport, 5BB, Fortune Telecom and Myanmar Net with their services. Chapter four focus on analysis of customer satisfaction and then effect on customer loyalty of Fixed Broadband Internet service in Yangon. Lastly, Chapter five is the

conclusion chapter in which finding and discussions, suggestions and recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter mainly presents about theoretical background of this study. In this chapter, the theories and definition of customer satisfaction and customer loyalty and factors influencing customer satisfaction and the relationship between customer satisfaction and customer loyalty are included. Then it is followed by the conceptual framework of the study.

2.1 Customer Satisfaction

In today's competitive environment, business owner are more influenced from client expectation and meeting the demand for client satisfaction is becoming very important. Every organization should define customer satisfaction level base on their market nature. Therefore, customer satisfaction cannot be defined as only quality or standard of product. Customer satisfaction is the relationships between the product or service and the customers. Important concepts are frequently used interchangeably with satisfaction, although they are the actual fact that they will be associated with satisfaction in various ways.

Khan and Afsheen (2012) discussed that though satisfactions explained by many researchers in many methods, previous researches have given significant importance to customer satisfaction. And satisfaction can be defined as a features or characteristics that can full either a need or want of a customer in better way than competitors. If a business organization offer a service according to their customer's requirements, it will lead the satisfaction of those customers.

Customer satisfaction is the measurement to which a customer perceives that an individual, company or business organization has effectively provided a product or service that meets the customer's needs in the context in which the customer is aware of and/or using the product but is a socially constructed response to the relationship between a customer, the product and the product provider/maker. To the extent that a service provider can influence the various dimensions of the relationship, the provider can influence customer satisfaction (Reed, John, Hall, and Nicholas, 1997).

As several of the theories mentioned above, expectation exerts vital influence on consumer satisfaction. So understanding what client expect from a service homeward organization is critical to realize client satisfaction. For a company that needs to stay its client loyal, desires a continual assessment and will very little down those gaps.

Customer's overall satisfaction with the services of the organization relies on (or a operate of) all the encounters/experiences of customer therewith organization. Kind of like service quality, customer satisfaction will occur at multiple levels in a company,

According to Kotler and Keller (2012), many internet service providers are systematically measuring how good they treat clients, identifying the factors of satisfaction, and changing operations and sale as a result. Wise companies measure client satisfaction frequently, as a result of it's one key to client retention. A highly satisfied customer generally stays loyal longer, buys more as the company introduces new and upgraded products, talks favorably to others about the company and its products, pays not attention to competing trademark and is not sensitive to price, offers product or service ideas to the company, and costs less to serve than new customers because transactions can become routine.

In addition, Cengiz (2010) discussed that customer satisfaction and measurement issues have vital roles for businesses in providing and maintaining a competitive advantage. It is recognized that the businesses forming components of marketing mix by acknowledging the customer's expectations, receive customer loyalty and profit in return. Through measurement client satisfaction, organizations don't solely have client information even have competitors' information within the market.

To realize client satisfaction, everyone inside a company should consider continuous improvement as something normal. As a part of the strategy, it's vital to outline the merchandise or service and therefore the customer's wants, creating a listing of customer's knowledge and complaints, and choosing processes. The central questions in this case are

- Which products or services do we produce?
- Who are our customers?
- Is it measurable?
- Which critical processes need improvement?

By answering these questions continuously, the customer will be better understood and the product or service will be better in tune with the market demand (Mahdavinia, 2008). In the service quality literature, perceptions of service delivery are measured separately from customer expectations, and the gap between the two, P (Perceptions) – E (Expectations), provides a measure of service quality and determines the level of satisfaction.

2.2 Factors Influencing Customer Satisfaction

The factors influencing customer satisfaction of Fixed Broadband Internet Service come from a variety of activities performed by a firm. In case of Fixed Broadband Internet Service, the major gains in customer satisfaction are likely to come from improvements in service provisioning, Technology, Price, Security, service quality; service features; and customer complaint handling procedures.

According to Khan and Afsheen (2012), value fairness, client services and coverage area unit major factors which may extremely have an effect on the client satisfaction. In addition Laheem (2012) found that value and quality of Broadband service have vital relevancy to the customers' satisfaction. Whereas, Syakir and Rafi (2011) found that value, speed and stability don't have any vital relationship with Broadband services client satisfaction. The higher than justifications indicate that client satisfaction depends on several factors reckoning on things.

In this research paper, these 5 factors such as Service Provisioning, Technology, Price, Quality and Customer service had been mainly focused in this study.

2.2.1 Service Provisioning

Service provisioning is the process describing the method and sequence in which service operating systems work and how they link together to create the service experiences and outcomes that customers will value. In Internet Service Provider

industry, provisioning is the process of preparing and equipping a network to allow it to provide new services to their customer. Fixed Broadband Internet Service provisioning process include a lot of steps depend on the technology. Fixed Broadband Internet Service provisioning start from obtaining customer request, on site survey for feasibility check and customer-premises equipment set up, and providing installation information. Operations Support System and Business Support System (OSS/BSS) operates effectively as a mediation device between operator's business processes (i.e. marketing, sales, customer care and billing, etc.) and network technology. Operations Support System and Business Support System (OSS/BSS) receives service work-orders from the sales team through the service management module, and then process them into equipment specific sequences of configuration commands and responses. A proper Operations Support System and Business Support System (OSS/BSS) have greater importance in achieving customer satisfaction while a delay and/or a gap in integration among the business processes during provisioning could dissatisfy the customers. Thus, as discussed above the effectiveness and efficiency level of service provisioning have its own impact on customer satisfaction level and Internet Service Provider companies have to give due care for service provisioning.

2.2.2 Technology

In a world where Info-communications companies find it more and more difficult to differentiate themselves from competitors, improved Technology can offer real benefits. The Technology includes providing best of art technology, up-to-date equipment and fully redundant network infrastructure. Internet Service Provider companies has to provide the customized product of the user need. And also able to provide a variety of Technology product time to time. Providing additional value-added service is not an easy task, especially for Internet Service Provider companies. That includes very complexity of the technology, equipment, processes involved in different stages. But a successful providing customer need can mean greater customer satisfaction, higher revenues.

2.1.3 Price

ITU (2012) in its Info-communications development sector report indicate that the affordability and accessibility of Fixed Broadband Internet service is mainly determined

by the prices that are charged for those services. The main key determinants of affordability, adoption and usage of Fixed Broadband Internet is pricing. Pricing at both retail and wholesale levels can also influence the investment and product decisions of network operators and Internet Service Provider companies. Fixed Broadband Internet access is often sold under a flat rate pricing model, with price determined by the speed chosen by the consumer, rather than a per usage hours or traffic volume charge. Per usage hours and traffic volume based charges are using by mobile Internet Provider companies. According to ITU, Fixed Broadband Internet pricing is the key industry factor in promoting Broadband Internet demand. If the lower the prices, the higher contribute for fixed Broadband usage. In return, the higher the prices, the lower fixed Broadband usage. In general, lower cost/price can contribute to higher Broadband adoption. Through statistical analysis of many countries, Garcia-Murillo (2005) confirmed fixed Broadband price and competition have been influential factors of fixed Broadband usage. Biggs and Kelly (2006) discussed that pricing strategy has major impact factors for the subscriber growth, online behavior, market transparency and choice of Provider. Options available to Broadband Providers to differentiate their service offering regarding price include an installation fee, equipment charges, monthly fee and value-added services.

2.1.4 Service Quality

There are many different theories used to explain and define —Quality. Moreover, Moreover, the Quality definition is modified consistent with the consumers view and criteria it would be used.. Taylor & Huneter (2002) cited in Laeheem (2012) believed that the perceived service quality contributes to positive business outcome as greater level of customer satisfaction, and by extension, favorable marketing, behaviors, like repurchases and positive word-of-mouth behaviors of customers. While some researchers used SERVQUAL instrument that area unit developed by Parasuraman, Zeithaml, and Berry to look at customer perceived service quality. SERVQUAL is AN empiric model accustomed compare service quality performance with client service quality desires.It is accustomed do a gap analysis of an organization’s service quality performance and also the service quality desires of its customers.That is why it's known as the gap model.It takes under consideration the perceptions of its customers to the relative importance of the service attributes.. The main aspects of service quality raters are reliability, assurance, tangibles, empathy and responsiveness. Unlike prices, which users can easily compare

across Provider, the Info-communications industry rarely publicizes quality of service (QoS). To address this gap, regulatory agencies in many countries have introduced QoS standard. If subscribers of Fixed Broadband Internet service get the amount of bandwidth they subscribe and that is consistent, such kind of service is assumed as a good quality service.

2.1.5 Customer Service

In Service Provider company world, it is more and more difficult to differentiate themselves from competitors, improved Customer services can offer real benefits. The Customer services support includes periodic or as-required maintenance or repair of equipment, complaint handling issues, bill settlement, consultation and related issues. Potluri and W/Hawariat (2010) mentioned that consumer often find it difficult to evaluate services in advance of purchase. After a consumer has subscribed a service, suppliers need to examine usage behavior through consumer ‘ interactions with service facilities and personnel. Assessing Customer services helps focus attention on major areas such as personnel efficiency, service delivery responsiveness, billing accuracy, maintenance speed, and complaint handling. An understanding of the effect of Customer services in satisfaction and post customer loyalty is important to Internet Service Provider companies because it allows them to differentiate their offering substantially, in a way that strengthens the relationship with their customer. And after performing a path analysis their finding shows that customer service quality affect satisfaction, which in turn affects customer loyalty. Hence, after customer service affects the overall offering and thus, the quality of the relationship with customers. Providing high quality customer service is not an easy task, especially for large global companies. The very complexity of the logistics and communication processes involved in picking up, repairing, and returning devices can easily increase turnaround times, while poorly aligned systems create yet more waiting time between steps in the process. But a successful delivery of customer service can mean greater customer satisfaction, higher revenues, and significantly lower costs. In addition it helps to meet consumer demand for a product or service.

2.3 Customer Loyalty

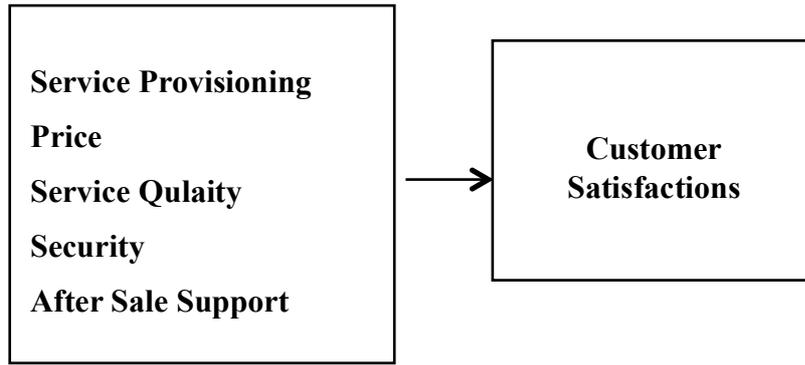
Customer Loyalty is Associate in Nursing outcome of a customer’s purchase and use ensuing from the comparison of the rewards and also the prices of the acquisition in

reference to the anticipated consequences (Churchill & Surprenant 1982). client loyalty are often seen as a operate of client satisfaction (Oliver 1980). Business organizations not solely got to attract new customers, however conjointly should retain them to confirm their profit and success. Jacoby (1975) advises that loyalty may be a biased behavioural purchase method that's caused by the customer's emotional processes. The that means of client loyalty are often explained because the customer's intention to remain with the present service supplier and, at a similar time, their behavior after they build frequent repeat purchases of their most popular brands (Dick & Basu 1994). Edvardson et al. (2000) outline client loyalty as a customer's intention to repurchase from a similar provider over time. as an example, a commitment that customers build to specific brands of products or services is Associate in Nursing indicator of their loyalty to those brands. Many times, service loyalty happens once customers reject the competitors' offerings geared toward dynamical their getting behavior. For this reason, client loyalty are often seen joined of the foremost reliable predictors of a service firm's success (Nguyen & Leblanc 2001). additionally, client loyalty are often represented because the efficiency of the connection between customers' angle and their repetitive purchase behavior (Dick & Basu 1994). In alternative words, there area unit 2 main ideas associated with loyalty: behavioural loyalty and attitudinal loyalty.

2.4 Previous Studies

There was one previous study that topic is “ A Study On Determinants of Customer Satisfaction Toward Broadband Services in Songkhla Province”. The purpose of the study was to identify the customer satisfaction level or feedback on the usage and adoption of broadband services in Songkhla Province, Thailand. The main theoretical framework used are Service Provisioning, Price, Service Quality, Security and After Sale Support. The conceptual model of this previous study was illustrated in Figure 2.1.

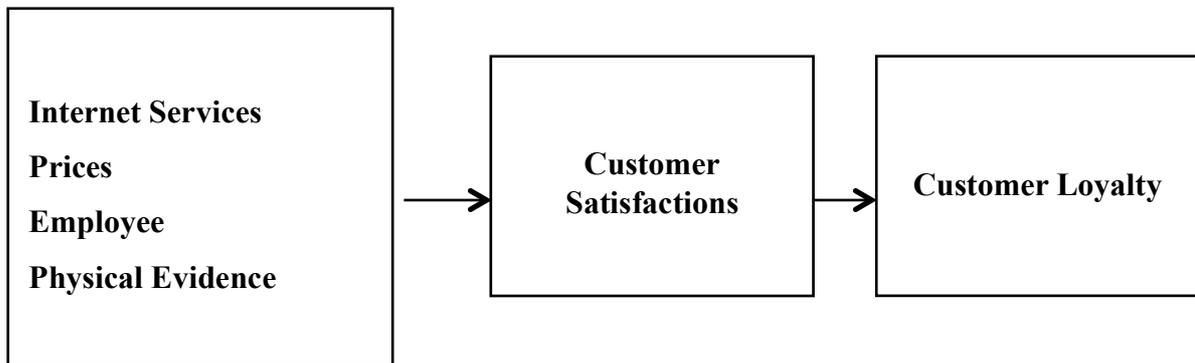
Figure (2.1): The Conceptual Framework of Determinants of Customer Satisfactions Toward Broadband Services in Songkhla Province



Source : Laeheem, M. F. (2012)

There is another previous study about Service Quality, Customer Satisfaction and Loyalty in an Internet Service Providers in Jordan. The previous research framework starts from the independent variables of this research which are Internet Services, Prices, Employee, and Physical Evidence then to the dependent variables such as customer satisfaction. The conceptual model of this previous research paper was illustrated in Figure 2.2.

Figure (2.2): The Conceptual Framework of Service Quality, Customer Satisfaction and Loyalty in Internet Service Providers in Jordan



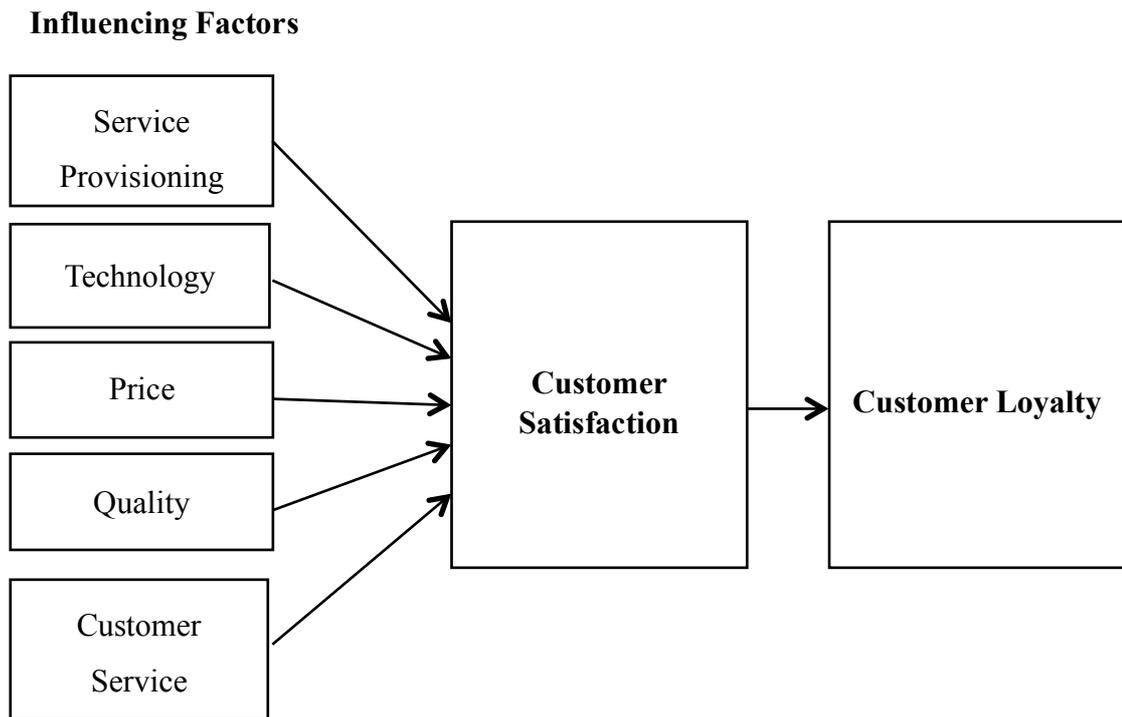
Source : Joudeh, J. M., & Ala'O, D. (2018)

From the conceptual model above the factors that affect customer satisfaction are triggered off by mostly the Price, Services. The nature of the relationships therefore is such that customer satisfaction is the dependent variable while Price, Services and so on are the independent variable. And there is also a relationship between customer satisfaction and customer loyalty.

2.5 Conceptual Framework of the Study

Through the study of previous research, factors such as Service Provisioning, Technology, Price, Quality and Customer Service are formulated in order to suit into this study. The conceptual model of this study is Figure 2.3.

Figure (2.3) The Conceptual Framework of the Study



Source: Own Compilation (2019)

According to the conceptual framework, Service Provisioning, Technology, Price, Quality and Customer Service are the factors that influence on customer satisfaction and there is also a relationship between customer satisfaction and customer loyalty. The framework is about the factors influencing on customer satisfaction and the relationship between consumer satisfaction and customer loyalty of Fixed Broadband Internet service in Yangon.

CHAPTER 3

PROFILES AND SERVICES OF SELECTED INTERNET SERVICE PROVIDER COMPANIES IN YANGON

This chapter includes the background of internet services in Myanmar, profile of selected Internet service provide companies such as Yatanarpon Teleport, Fortune Telecom , 5BB(GlobalNet) and Myanmar Net (Frontiir) .It also presents current internet services plan and value-added services of Internet Service Provider companies in Myanmar.

3.1 Background of Internet Service in Myanmar

The country of Myanmar is promoting the Info-communication Infrastructure and developing the Telecommunication services. Regulator let participate both international and local stakeholders in Info-communication industry to become more competitive, effectiveness and more choice data & Internet services for users in Myanmar.

Internet was first introduced in Myanmar at 2000. It is used to has low Internet speed. Dial up Connection, ADSL and Satellite were used before 2013. Pyidaungsu Hluttaw enacted the Myanmar Telecommunication Law (Law No. 31, 2013) on 8 October 2013(Ministry of Transport and Communication, 2013). Telecommunication Law allows international telecommunication operators as well as local relevant companies to apply five categories of telecommunication licenses which are Nationwide Telecom License, Network Facilities Service (Individual), Network Facilities Service (Class), Network Service and Application Service. Licensee holders have privilege to provide telecommunication services to the public. Since telecommunication law has been enacted, Myanmar telecommunication market trend starts to change from monopolize to competitive market environment.

There are total one hundred and ninety-eight companies that take respective licenses in Myanmar. Although there is many register companies, market leader companies are not more than twenty companies in Myanmar. There market leader companies are situated in Yangon and Mandalay. In Yangon, Famous Internet services companies are (1) Yatanarpon Teleport (2) Fortune Telecom (3) 5BB Broadband (Global

Net) , (4) Myanmar Net (Frontier Company Limited) , (5) MPT (Myanmar Posts and Telecommunication) , (6) AGB Communications, (7) Hi Broadband (Horizon Telecom) (8) Unilink Communication and so on.

3.2 Profile of Selected Fixed Broadband Internet Service Providers in Yangon

In this study, selected Internet Service Provider companies in Yangon are (1) Yatanarpon Teleport (2) Fortune Telecom (3) 5BB Broadband (GlobalNet) (4) Myanmar Net (Frontier Company Limited)

3.2.1 Profile of Yatanarpon Teleport

Yatanarpon Teleport formerly known as Bagan Cybertech IDC and Teleport was established in 2002 as the first Internet Service Provider in Myanmar. Yatanarpon Teleport is info-communication operator providing a full range of data communication services across a seamlessly integrated network infrastructure. Yatanarpon Teleport operates not only fiber Broadband network (FTTx) but also delivers a wide spectrum of network services such as internet access services, data services, Voice over Internet Protocol services, Data Center services and corporate Virtual Private Network services.

The company has the following vision in ” To be the most admired Internet Service Provider in Myanmar and a company that creates radical social transformation. ”.

Yatanarpon Teleport mission is “Deploy edge technology to continuously innovate to serve client wants in a user-friendly way. Set for customer care. Provide a vibrant and fulfilling work environment for a passionate and empowered team.”.

3.2.2 Profile of Fortune Telecom

Born and bred in Myanmar, Fortune Broadband is the leading pioneer of Fixed Broadband Internet Service in Myanmar. Since in 2011, Fortune has been the leader in Internet services Market. Fortune Telecom are assuring to deliver the quality of their internet service to the customers with highest professionally and innovationally at the forefront. Through continuous expansion Fortune are evolving and growing to deliver on their promise to elevate connectivity and minimize the digital divide. Their vision is to make all of Myanmar an interconnected fiber community.

In 2016, Fortune Telecom won the license to operate a high-speed 4G+ / LTE Network on 2600 MHz spectrum. Currently Fortune company is providing Fixed Broadband Internet service using with Fiber GPON technology in Yangon and Mandalay. Also they are in progress of expanding their network coverage to other cities such as Monwya, Tanugyi, Pathein, Magay and so on.

3.2.3 Profile of 5BB Broadband

5BB Broadband is the service brand of Global Technology Company Limited. 5BB by Global Technology is better way of enjoying the Internet with raging speeds for all devices. 5BB Fiber Internet Service is available in Yangon, Mandalay, Bago, Pyay & Mawlamyine and 5BB Wireless Broadband services are also available in Mawlamyine, Bago, Pyay, Hpa-an and Magway at Sept 30th, 2018. To fulfill requirements in internet market, to avoid the highest prices and enjoy unlimited data usage. 5BB also promise to get their services in more coverage of Myanmar.

Global Technology Group was established in 2003, provide a board range of world-class telecommunications services initially. Later on, group diversifies to the verticals business sectors including TMT (Technology, Media & Telecommunications), Financial Services, Trading, Real Estate and Consultation. Global Technology offer their 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 has the following vision in " To become number one Carrier Services & IGW Provider in Myanmar within 5 years. ". Their mission is To Provide Internet Revolution, Broadband Solutions everywhere, to promote High Speed and High

Quality Internet.” Their core value are – Quality, Integrity ,Values of choice and excellent and customer centric.

GlobalNet has been granted the Network Facilities Services (Individual) License affective from 30th November 2015 and shall remain in effect until the end of 15 years from the Effective Date (i.e.; 29th November 2030). These licenses are granted to provide the Telecommunications Services such as Network Facilities Services, Network Services and Application Services within the territorial limits of the Republic of the Union of Myanmar and between the Republic of the Union of Myanmar and other countries.

GlobalNet granted the IGW License (International Gateway License) in December 2017, which can construct and operate the own International Gateway for the provision of Telecommunications Services that enables international communications and connectivity between the Republic of the Union of Myanmar and one or more foreign point. Global Technology gets awarded the auction of 2600Mhz band Spectrum License for region 1(Nay Pyi Taw, Magway, Bago, Mon, Kayin, Tanintharyi) which has granted by Myanmar Post and Telecommunication Department (PTD).

3.2.4 Profile of Myanmar Net

Myanmar Net is an Internet Service aimed to be the best in Myanmar at an reasonable rate.Frontiir thrive to deliver a resonable, quick and reliable internet service.They provide the internet at a comparatively low rate.Their powerful technology keeps customers connected with high bandwidth through safe and secure network.Being a product of Frontiir, a first-class Enterprise ICT solution provider, at Myanmar Net, they believe perpetually up of their technology.Leding with experienced professionals who hold several US patents, their team consists only of the best in the industry.At Myanmar Net, they are passionate about revolutionizing Myanmar’s communication structure.Through their secure network, they offer the most enjoyable and convenient user experience at a comparatively low price.Myanmar Net’s mission is to provide affordable high-quality digital access and useful information services to people and help bridge the global digital divide.Myanmar Net leverages its world’s unique access network technology, which is highly capital efficient and high performing, to deliver affordable, fast and reliable Fixed Broadband Internet service for unlimited.

3.3 Fixed Broadband Internet Service Provided by Selected Internet Service Provider Companies

Selected Internet Service Provider Companies are providing variety plans of Fixed Broadband Internet Service base on Technology, Price, Quality and Service level agreement. Details of their Fixed Broadband Internet Service plans are as follow.

3.3.1 Fixed Broadband Internet Service of Yatanarpon Teleport

Yatanarpon Teleport provide variety of innovative information and communications services which suitable for not only consumer but also businesses and enterprises. There are three major business running in Yatanarpon Teleport, which are Fixed Fiber Broadband, Satellite Communication and International Standard Data Center.

Fixed Fiber Broadband Service which is called Fiber to the Home (FTTH) can provide huge bandwidth capacity to the customer. Yatanarpon Teleport is currently providing the following Fixed Fiber Broadband Service plan in Yangon. The basic plan is 5Mbps for the bandwidth and unlimited download/upload for data with price of 30000 Kyats per month. The other plans are 10 Mbps for 39000 Kyats per month and 16 Mbps for 52000 kyats per month.

3.3.2 Fixed Broadband Internet Service of Fortune Telecom

Fortune Telecom is strong local player in FTTH market with service coverage in major cities. Fortune Telecom also the award winner of 4G operator in Region II zone by PTD. In Yangon, Fortune Telecom provide Fixed Broadband Internet service based of bandwidth, price and SLA. The basic plan is Home Lite Package, 4 Mbps for download bandwidth , 2 Mbps for upload bandwidth and unlimited data with price of 16000 Kyats per month. The network uptime is 99.2 % . In this plan, Fortune Telecom assured that network downtime is not more than 5 hours 50 minutes and 38 seconds monthly. Additionally On-site support is within 2 business days. And also the installation fee of Fixed Broadband Internet is totally free. Another plans are 10Mbps with price of 24000 Kyats and 15 Mbps with 32000 Kyats.

Home Package plan starts with 22 Mbps for download speed with price of 38000 Kyats per month. Other plans are 32 Mbps for 45000 Kyats per month, 42 Mbps for 59000 kyats per month and x 52 Mbps for 69000 kyats per month. The assurance for network uptime and downtime are the same with Home Lite Plan. On-site support is within 1 business day and installation fee is free.

3.3.3 Fixed Broadband Internet Service of 5BB Broadband

5BB Broadband (GlobalNet) provides high speed with affordable price and reliable Internet for consumer. 5BB Broadband (GlobalNet) provides stable with highest speed and no limited Data usage . They also offered 24/7 call center service and within 48 hours on call service in case. The basic internet plan is ECO plan and download speed is 10 Mbps with 25000 kyats per month. They have also XXS plan with 20 Mbps download speed and 40000 Kyats per month. For the gaming users, 5BB Broadband offers XS+ plan with 50Mbps download speed and 72000 Kyats. 5BB has also value added service for Fixed Broadband Internet Service. They offer streaming video on demand service with the product name of LALAKYI.

3.3.4 Fixed Broadband Internet Service of Myanmar Net

Myanmar Net (Frontiir) provides their Fixed Broadband Internet service in 24 townships of Yangon. All service plan of Myanmar Net include basic Internet service plus value added service such as CANAL+ Live Channels and Myanmar Cast video streaming service . The setup fee is 19000 kyats and deposit 10000 kyats for all service plan. Basic plan start with 10 Mbps for download speed and 24000 Kyats per month. Other plans are 16.5 Mbps for 32000 Kyats, 24 Mbps for 44000 Kyats and 47 Mbps for 64000 Kyats . All their plan requires at least 3 month contracts. Myanmar Net also provide LAN Network Installation, IP CCTV service for security and IT Infrastructure quality upgrade.

3.4 Research Design

This study aims to explore the factors influencing customer satisfaction of Fixed Broadband Internet Service in Yangon and to analyze the relationship between customer satisfaction and customer loyalty of Fixed Broadband Internet Service in Yangon.

Analytical research method is used in this study. To achieve these objectives, both primary and secondary data are used in this study. Secondary data are obtained from relevant Internet Service Provider Company's websites, published paper, Myanmar Government Agency and reference textbooks.

Primary data is especially meant for making a survey using structured questionnaire to total 376 respondents. To obtain the primary data, the respondents at four leading Internet Service Provider companies were asked whether they have satisfaction and loyalty toward Fixed Broadband Internet service or not. Five-point Likert scales questionnaires are used to find out the influencing factors of customer satisfaction and the relationship between customer satisfaction and customer loyalty. Mean value of each variables is calculated in this study. A regression analysis is also conducted to find out the influencing factors of customer satisfaction and relationship between customer satisfaction and customer loyalty of Fixed Broadband Internet service in Yangon. The respondents were survey with the systematic survey question in Yangon. It is found that the responses from 24 respondents were not completed out of 400 respondents. Therefore, the sample size of this study is only 376 respondents. The respondents were surveyed by systematic random sampling method. SPSS (Statistical Package for the Social Scientists) is a data management and statistical analysis tool which has a very versatile data processing capability.

After the survey data were collected, these results were entered in SPSS to analyze the results and test the reliability analysis. Descriptive and analytical research method was used in this study. The survey question used for this study consists of three main sections. Section (A) includes the questions for demographic (personal) information. Section (B) includes the question for Respondents Characteristics of Using Fixed Broadband Internet service, Section (C) involves the questions for the factors influencing customer satisfaction. In Section (D) the questions for customer satisfaction and Section (E) customer loyalty of Fixed Broadband Internet service in Yangon. The questions in section (A) and (B) are closed questions (i.e., the respondents are required to choose one or more out of given possible answers). The questions in section (C), (D) and (E) are measured with a five-point Likert scale ranging from "strongly disagree to strongly agree" (1= strongly disagree to 5= strongly agree). In this chapter, all parts of the profile of the respondents are discussed by descriptive research method.

3.4.1 Reliability Analysis

Reliability was undertaken in order to test the internal consistency of the variables in the questionnaire. Cronbach's alpha is a measure of internal reliability of the questionnaire. Cronbach's alpha was selected to conduct the reliability test as it is the most common tool for internal consistency reliability coefficient in particular psychometric measurement. The reliability test is a process of measuring the consistency or repeatability of the scale. Cronbach's alpha test to see if multiple question Likert scale surveys are reliable. items. Cronbach's alpha results should give a number from 0 to 1, but negative numbers can get as well. A negative number indicates that something is wrong with data and to reverse score some items. The general rule of thumb is that a Cronbach's alpha of .70 and above is good, .80 and above is better, and .90 and above is best. Table (3.1), expressed reliability of each survey questionnaires.

Table (3.1) Reliability Analysis

Category	Cronbach's Alpha	No. of Items
Service Provisioning	0.903	5
Technology	0.904	4
Price	0.896	5
Quality	0.914	5
Customer Service	0.923	5
Customer Satisfaction	0.920	5
Customer Loyalty	0.953	5

Source: Survey Data (2019)

The Table (3.1) showed that Cronbach's Alpha of all the factors in this study were more than 0.7. Therefore, it can be interpreted that the data is considered to be reliable and valid.

3.5 Profile of Respondents

The analysis focuses are based on the survey results from customers from 4 Internet Service Provider companies of Yangon that have been provided Fixed Broadband Internet service. Total of 376 respondents from customer of the 4 Internet Service

Provider companies are included in this survey. Demographic characteristics of the respondents include such question as Gender, Age, Marital Status, Educational Level, Professional Level and work experiences in the organization. According to descriptive analysis, Table (3.2) shows the demographic data of the respondents.

From Table (3.2) , 73.67% (277) were males while 26.33% (99) were female. From these study findings there is no relationship that can be established between the gender of the respondents and the Fixed Broadband Internet service although it was obvious that there were more males than females.

Then six different types of age group are surveyed for this research. The largest distribution of the respondents is the group of respondents who are between 20 and 30 years old. The second largest group is age between 31 and 40 years old. The third place occupied by the group of respondents who are age between 51 and 60 years old. Therefore, this implies that customers who using Fixed Broadband Internet service in Yangon are Generation Z and Generation Y.

Table (3.2) Demographic Profile of Respondents

Demographic Factors	Description	No of Respondents	Percentage (%)
Total		376	100.00
Gender	Male	277	73.67
	Female	99	26.33
Age	Under 20 years	0	0
	20-30 years	188	50.00
	31-40 years	163	43.32
	41-50 years	16	4.25
	51-60 years	9	2.43
	Above 60 years	0	0
Academic Education	Under Graduate	4	1.06
	Bachelor Degree	321	85.37
	Master Degree	44	11.70
	Doctoral Degree	0	0
	Others	7	1.86
Occupation	Student	2	0.53
	Government Staff	6	1.59
	Company staff	339	90.15
	Self-employed	24	6.38
	Un-employed	3	0.79
	Others	4	1.06
Monthly Income	Below 300,000 Kyats	7	1.86
	300,000 Kyats – 600,000	64	17.02
	600,001 Kyats – 900,000	73	19.41
	900,001 Kyats – 1200,000	53	14.09
	1200,001 Kyats – 1500,000	46	12.23
	More than 1500,000	113	30.05

Source: Survey Data (2019)

The education level of the respondents is divided into five groups such as undergraduate, bachelor degree, master degree, doctoral and others. From the survey of 376 respondents, the majority of the education level of the respondents is bachelor degree. It indicates that the respondents who used for Fixed Broadband Internet service may be educated.

The occupation of the respondents is also classified into four groups such as student, government staff, company staff and self-employed. The majority of respondents' occupations are company staff. The second and third largest groups are government staff and self-employed respectively. The smallest portion of the distribution is the group who are dependent. This result represents that most of the consumers who visit to the hospital are company staff because nowadays most of the companies pay attractive salary and also have gone under employment medical checkup program.

In this study, the occupation of the respondents is also classified into six groups such as student, government staff, company staff, self-employed, unemployed and other. The majority of respondents' occupations are company staff. This result represents that most of the consumers who using Fixed Broadband Internet service are company staff because nowadays most of the companies are relying on Info-communication.

For the income, the monthly income levels of respondents are divided into six groups. The majority of respondents' income is above 1500,000 MMK. The second largest group is the respondents with monthly income between 600,001 and 900,000 MMK, followed by the respondents with monthly income between 950,001 and 1200,000 MMK. The minority of the respondents' income is under 300,000 MMK. Therefore, it can be concluded that most of the respondents who used Fixed Broadband Internet service have an income level of over 1500,000 MMK in this study because they have attractive salary to use.

CHAPTER 4

ANALYSIS ON REALTIONSHIP BETWEEN CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF FIXED BROADBAND INTERNET SERVICE IN YANGON

This chapter presents the descriptive and analytical research with three sections. In the first section, the analysis of factor affecting customer satisfaction of Fixed Broadband Internet service in Yangon. In the second part, the analysis on the customer satisfaction of Fixed Broadband Internet service in Yangon are presented. In the third part, the relationship between customer satisfaction and customer loyalty of Fixed Broadband Internet service in Yangon. The first sections presented with frequency, percentage and mean scores based on the findings. The second and third section are presented based on the linear regression results from SPSS.

4.1 Customer Perception of Fixed Broadband Internet Service

In this study, factors that influence customer satisfaction are identified. This study uses Service Provisioning, Technology, Price, Quality and Customer Service to measure customer satisfaction and customer loyalty. The Likert scale method is used to score and rate response. All data are shown by analyzing mean value and standard deviation for each dimension. The results are presented in the following Table (4.1), (4.2), (4.3), (4.4) and (4.5).

4.1.1 Customer Perception on Service Provisioning

Service Provisioning is analyzed by addressing survey to 376 respondents with five different questions. The following Table (4.1) shows the mean value and standard deviation of Service Provisioning factor that influence consumer satisfaction of Fixed Broadband Internet service. Then results are calculated and drawn on the following Table (4.1).

Table (4.1) Service Provisioning

No	Description	Mean	Std. Deviation
1	Consultation about Internet Service	3.60	.968
2	Easy and flexible	3.67	.948
3	Everyone can get Fixed Broadband Internet Service	3.77	.891
4	Provisioning days	3.49	.926
5	Provisioning requirements	3.61	.868
	Overall Mean	3.63	

Source: Survey Data (2019)

As shown in Table (4.1), the overall mean of service provisioning is above the neutral score of 3. The mean value of “Everyone can get fixed Broadband Internet service” is the highest mean score. It shows that the respondents are satisfied with to get Fixed Broadband Internet service.

4.1.2 Customer Perception on Technology

Technology is analyzed by addressing survey to 376 respondents with four different questions. The following Table (4.2) shows the mean value and standard deviation of Technology factor that influence consumer satisfaction of Fixed Broadband Internet Service. Then results are calculated and drawn on the following Table (4.2).

Table (4.2) Technology

No	Description	Mean	Std. Deviation
1	Up-To-date end-user equipment	3.40	.977
2	Variety of Technology product	3.49	.900
3	Customized product for the user need	3.26	1.014
4	Value-added-service of the products	3.32	.966
	Overall Mean	3.37	

Source: Survey Data (2019)

As mentioned in Table (4.2), it is found that the overall mean of Technology is above 3. The highest mean value is from variety of Technology product which means that respondents are highly satisfied with variety of product. It can be concluded that, the customers has a lot of variety choice of Fixed Broadband Internet service.

4.1.3 Customer Perception on Price

Price analyzed by addressing survey to 376 respondents with five different questions. The following Table (4.3) shows the mean value and standard deviation of Price factor that influence consumer satisfaction of Fixed Broadband Internet service. Then results are calculated and drawn on the following Table (4.3).

Table (4.3) Price

No	Description	Mean	Std. Deviation
1	Subscription and installation fee	3.50	.982
2	Usage charge (monthly fee)	3.40	.942
3	Encourages subscribers to subscribe higher bandwidth.	3.45	.881
4	Bill for only active connections	3.31	1.042
5	Better service compared to the payment	3.44	.862
	Overall Mean	3.42	

Source: Survey Data (2019)

4.1.4 Customer Perception on Quality

Quality is analyzed by addressing survey to 376 respondents with five different questions. The following Table (4.4) shows the mean value and standard deviation of Quality of the results factor that influence consumer satisfaction of Fixed Broadband Internet Service. Then results are calculated and drawn on the following Table (4.4).

Table (4.4) Quality

No	Description	Mean	Std. Deviation
1	Consistent speed	3.46	.997
2	Access the actual bandwidth	3.46	.968
3	Less interruption.	3.31	.883
4	Reliable service based on the SLA	3.23	1.089
5	ISP use up-to-date equipment	3.19	1.001
	Overall Mean	3.33	

Source: Survey Data (2019)

As shown in Table (4.4), the overall mean of quality is above the neutral score of 3. The highest mean value is from consistent speed and actual bandwidth. Therefore, the customers are pleased with speed and bandwidth.

4.1.5 Customer Perception on Customer Service

Customer Service is analyzed by addressing survey to 376 respondents with five different questions. The following Table (4.5) shows the mean value and standard deviation of customer service factor that influence consumer satisfaction of Fixed Broadband Internet service. Then results are calculated and drawn on the following Table (4.5).

Table (4.5) Customer Service

No	Description	Mean	Std. Deviation
1	Sufficient information to solve the problem	3.18	1.042
2	Professional and respond promptly	3.30	1.019
3	Time to solved the problem	3.22	.927
4	Automated phone system (helpdesk)	3.02	1.032
5	The process of customer service	3.19	.887
	Overall Mean	3.18	

Source: Survey Data (2019)

As shown in Table (4.5), the overall mean of customer service is above the neutral score of 3. The mean value of number of Professional and respond promptly is the highest mean score. It means that the staff and engineer are provides the prompt, quick services to solve the customer issues.

4.1.6 Summary of Customer Perception

The following Table (4.6) represents the summary of mean value of influencing factors such as service provisioning, Technology, Price, Quality and Customer service.

Table (4.6) Summary of Customer Perceptions

No.	Description	Mean
1	Service Provisioning	3.63
2	Technology	3.37
3	Price	3.42
4	Quality	3.33
5	Customer Service	3.18

Source: Survey Data (2019)

Results shown in the Table (4.6) indicates that the service provisioning is slightly higher than the price. According to the result, the respondents are getting fair enough of the service provisioning, Technology and Price. Therefore, it can be assumed that the service provisioning has the highest influence on consumer satisfaction towards Fixed Broadband Internet Service.

4.2 Customer Satisfaction of Fixed Broadband Internet Service

The following Table (4.7) shows the mean value and standard deviation of consumer satisfaction of Fixed Broadband Internet service in Yangon. There are five questions to be analyzed. The mean values and standard deviation of each and overall mean are shown as follow;

Table (4.7) Customer Satisfaction

No	Description	Mean	Std. Deviation
1	Satisfied for Fixed Broadband Internet service	3.53	0.872
2	Meet expectation	3.46	0.908
3	Affectively provide the services	3.49	0.903
4	Helpful and Informative from the website	3.25	0.938
5	To inform the new and improved packages	3.24	1.022
	Overall Mean	3.39	

Source: Survey Data (2019)

As shown in Table (4.7), the overall mean of customer satisfaction is above the neutral score of 3. The mean value of affectively provide the services is the highest mean score. It means that Internet Service Provider companies are providing the service in term of value and money.

4.3 Analysis of Factors Influencing Customer Satisfaction

This section analyzes the influencing factors on customer satisfaction and explores the most influencing factors on customer satisfaction. The five factors which are service provisioning, Technology, Price, Quality and Customer service will be analyzed. To know the detail about this, the linear regression method is used. The result is shown in Table (4.8).

Table (4.8) Analysis on Factors Influencing Customer Satisfaction

Variable	Un-standardized Coefficient		t	Sig	VIF
	B	Std Error			
(Constant)	.280	0.121	2.319	0.021	
Service Provisioning	0.163***	0.045	3.594	0.000	2.331
Technology	0.039	0.039	0.997	0.320	2.061
Price	0.115***	0.043	2.673	0.008	2.150
Quality	0.359***	0.054	6.634	0.000	3.981
Customer service	0.252***	0.043	5.853	0.000	2.576
R value	.837				
R Square	0.700				
Adjusted R Square	0.696				
F value	172.706 ***				

Source: Survey Data (2019)

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

In Table (4.8), R square and adjusted R square are at 70 percent and 69.6 percent respectively. This indicates that the model can explain 69.6 percent about the variance of dependent variable (customer satisfaction) with independent variable (Service provisioning, Technology, Price, Quality and Customer service). The value of F-test, the overall significance of the models, turned out highly significant at 1% level.

Four variables among five are significant and only one variable is not significant by regression analysis table. Therefore, Service provisioning, Price, Quality and Customer

service have positively significant effect on customer satisfaction. As it can be seen from Table (4.8), Service provisioning, Price, Quality and Customer service is significant at 1% confidence level. It indicates that reasonable service provisioning process, reasonable quality, more discount price and better customer service may increase customer satisfaction. Every one unit increase in Service Provisioning that are helps customer satisfaction to increase by 0.163. Every one unit increases in Price that is helps customer satisfaction to increase by 0.115. Every one unit increases in Quality that is helps customer satisfaction to increase by 0.359. Every one unit increase in customer service that is helps customer satisfaction to increase by 0.252.

Ease of Service provisioning such as on-line subscribing for internet services, activating the service within 24 hours are increasing customer satisfaction. For the price, giving seasonal discounts, offering referral fee is also gaining more customer satisfaction. Better quality such as speed consistent, higher bandwidth also important factor of customer satisfaction. Reducing mean time to repair (MTTR), 24/7 Customer service are also critical for customer satisfaction. It can be concluded that the customers are pleased with service provisioning process, better pricing, better quality and better Customer Service that can draw the customer satisfaction.

4.4 Customer Loyalty of Fixed Broadband Internet Services

The following Table (4.9) shows the mean value and standard deviation of customer loyalty of Fixed Broadband Internet service. There are five questions to be analyzed. The mean values and standard deviation of each and overall mean are shown as follow;

Table (4.9) Customer Loyalty

No	Description	Mean	Std. Deviation
1	Continue to use this service	3.53	1.000
2	Loyal to current Provider(Company)	3.35	0.938
3	Not to switch even better attractive offer	3.16	1.079
4	Choose current Provider to others	3.46	0.990
5	Say positive things about this Provider to others	3.58	0.902
	Overall Mean	3.42	

Source: Survey Data (2019)

According to Table (4.9), the respondents agree with all of the statements of customer loyalty and all of the mean value is more than 3.4. The mean values are range between 3.16 and 3.58. Moreover, the result brought out the respondents would like to say positive things about these Providers to others. The lowest mean is to choose this laboratory services in the future. However, the overall mean value for customer loyalty is 3.42, the Fixed Broadband Internet service has customer loyalty.

4.5 Analysis on the Relationship between Customer Satisfaction and Customer Loyalty

In this research, liner regression model is used in order to find out the relationship between customer satisfaction and customer loyalty by surveying 376 respondents. Table (4.10) shows the relationship of customer satisfaction on customer loyalty.

Table (4.10) Analysis on relationship between customer satisfaction and customer loyalty

Variable	Un-standardized Coefficient		t	Sig	VIF
	B	Std Error			
(Constant)	.217	0.114	1.909	0.057	
Customer Satisfaction	0.943***	0.033	28.895	0.000	1.000
R value	.831a				
R Square	0.691				
Adjusted R Square	0.690				
F value	834.906***				

Source: Survey Data (2019)

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

In Table (4.10), R square and adjusted R square are at 69.1percent and 69 percent respectively. This indicates that the model can explain 69 percent about the variance of dependent variable (Customer Loyalty) with independent variable (Customer Satisfaction). The value of F-test, the overall significance of the models, turned out highly significant at 1% level.

Customer Satisfaction variable has the expected positive sign and highly significantly coefficient value at 1% confidence level. It means that one unit of consumer satisfaction can lead to 0.943 increase in customer loyalty. Overall evaluation reveals that the models explain the customer loyalty well because the estimation produced expected signs and significant coefficient for customer satisfaction. The conclusion is that there is a positive relationship between customer satisfaction and customer loyalty of Fixed Broadband Internet service in Yangon. According to the survey findings, customer satisfaction could significantly raise the customer loyalty of Fixed Broadband Internet service in Yangon.

CHAPTER 5

CONCLUSION

This chapter presents the findings and discussions from analysis, suggestions and recommendations and needs for further research. Finding and discussion are based on the influencing factors of customer satisfaction and the analysis of customer satisfaction and customer loyalty of Fixed services in Yangon. Suggestion and recommendation are based on the result of the finding and need for further research described on the result of the finding.

5.1 Findings and Discussions

The main objective of this study is to examine the factors influencing on customer satisfaction and analyze the relationship between customer satisfaction and customer loyalty on Fixed Broadband Internet service in Yangon. One of the important concepts of consumer behavior, business practice and academic research are customer satisfaction and customer loyalty. It can help the organization to create differentiation from its competitors and to modify their services to keep customers in the competitive market. The higher level of customer satisfaction results in increased customer loyalty.

. As a survey data, the customers are delighted with the appreciate cost and the reasonable price. The Fixed Broadband Internet service price fairness can attract customers and customers agree that the price and cost for what they get is fair and relevant. Therefore, the role of price plays an important role in the satisfaction of customers towards the Fixed Broadband Internet service in Yangon.

According to the survey data, Quality is another contributing factor on customer satisfaction. Customer is gratified with the proper bandwidth, consistent speed of Internet. Customer expects that the less service interruption Customers today look for an international standard Service Level Agreement(SLA). Therefore, Internet Service Provider companies can make use of this information to further improve their services to gain the competitive advantage.

Through statistically analysis of the effect of the influencing factors on customer satisfaction, this study found out that, customer service also a significant positive effect

on customer satisfaction towards Fixed Broadband Internet service in Yangon. Promptly response the customer request, Professionally handle the customer requirement, the time taken to solve the customer issues are also highly significant coefficient with the customer satisfaction of Fixed Broadband Internet service in Yangon due to analysis research result of this study.

According to the mean value of customer loyalty, respondents intended to continue to use current Internet Service Provider Company in the future and they also want to recommend to others to get the Fixed Broadband Internet service. And also, customer satisfaction is significantly impact on customer loyalty. In competitive Internet Service Provider industry, the investor and management board's needs to encourage and understand the customer needs and wants to satisfy those targeted customers.

From analysis of the relationship between customer satisfaction and customer loyalty, it is found that the customer satisfaction has positive and highly significant with customer loyalty of Fixed Broadband Internet service in Yangon. Maximize customers satisfaction is essential in order to attract customers to continue to use their service. Thus, in order to achieve customer satisfaction, the Management Boards must understand the most important factor that customers are looking into.

5.2 Suggestions and Recommendations

According to the analysis, there are some suggestion points relating to factors influencing customer satisfaction and customer loyalty in Fixed Broadband Internet service in Yangon. Within the finding of the study, the management of the Internet Service Provider company should provide the best pricing plan and promotional package as like seasonal discount, festival discount in order to differentiate from the competitors in the competitive environment.

The research finding discovered that service provisioning is another contributing factor on customer satisfaction. Clearing information and consultation from the Internet Service Provider Company affect the perception of customers to get the right service plan. Thus, it is necessary for the management to take note that the service provisioning process should make comfortable and flexible to increase customer loyalty.

This study found that Price is also contributing factors on customer satisfaction. Waiving of Installation Fee, Deposit Fee affect the perception of customer to sign up the

service plan. Internet Service Provider companies should charge fair and rational fee of the service plan base of usage. The quality is also important factors on customer satisfaction. Providing consistent speed, reliable service based on the SLA, less interruption also attractive to the customer. For better quality, Internet Service Provider companies should also strictly follow the change management process and strong technical resources.

Customer Service is another contributing factors on customer satisfaction. Providing sufficient information for the service, Professionally respond to customer request, reducing mean-time-to-repair MTTR, Answering with automated hotline systems, 24/7 customer service center are most important customer service for the satisfaction. Internet Service Provider companies should also train their customer service engineer for both soft skill and technical skill as well.

It is important for the management to foster better understanding and knowledge on factors that actually attract the customer satisfaction and loyalty. Thus, management should also find factors that influence customer satisfaction because the greater the gain in customer satisfaction, the greater the chance for loyalty.

5.3 Needs for Further Research

This research is only focus on identify the factors that influence on customer satisfaction and customer loyalty of Fixed Broadband Internet service in Yangon. It is only limited to customer who using Fixed Broadband Internet service from four Internet Service Provider companies. Thus, the further research should attempt to examine of other Internet Service Provider companies and make comparisons between Internet Service Provider companies. It is therefore recommended that further research work should look at the customer satisfaction successes and challenges of other related services in the Internet Service Provider industry. There is need to carry out further research to determine how well Internet Service Provider industry in the country and need to investigate the perception of other customers including, engineer and vendors.

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APPENDICES

APPENDIX I (QUESTIONNAIRE)

I am currently writing the MBA thesis that researches **FACTORS INFLUENCING CUSTOMER SATISFACTION OF FIXED BROADBAND INTERNET SERVICE IN YANGON**. Completion of this information is voluntary and its confidentiality is assured. No individual data will be reported. Thanks for taking the time to help me out.

Part A - Respondent's Profile

1. What is your gender?

Female

Male

2. Please select your age?

under 20 years

20-30 years

31-40 years

41-50 years

51-60 years

Older than 60 years

3. What is your education level?

Under Graduate Level

Bachelor's Degree

Master's Degree

Doctoral Degree

Others -----

4. What is your occupation?

- Student Unemployed
 Self-employed Company Staff
 Government Staff Others

5. What is your average monthly income?

- 300,000 Kyats or less Kyats 300,001 – 600,000
 Kyats 600,001 – 900,000 Kyats 900,001 – 1,200,000
 Kyats 1,200,001 – 1,500,000 More than 1,500,001 Kyats

Part B - Respondents Characteristics of Using Fixed Broadband Internet in Yangon

6. How long have you used Fix Broadband Internet Service?

- Less than 1 year
 1 to 2 year
 More than two year

7. Please indicate which Fixed Broadband Internet Service you are using?

- YTP
 Fortune
 5BB
 MyanmarNet

8. Please indicate which Internet service plan (Bandwidth) you are using?

- under 4 Mbps
 4 Mbps to 10 Mbps
 10 Mbps to 20 Mbps
 20 Mbps to 40 Mbps
 above 40 Mbps

Part C – Influencing Factor for Customer Satisfaction

How would you rate the following items on a scale of 1-5, where 1 = *strongly disagree* and 5 = *strongly agree*

Service Provisioning	(1)	(2)	(3)	(4)	(5)
1. I get clear information and consultation from Internet Service Provider company about Fixed Broadband Internet Service before I subscribe the service.					
2. The means of requesting Fixed Broadband Internet Service is easy and flexible.					
3. Fixed Broadband Internet Service is accessible and everyone can subscribe the service					
4. The number of days it takes to get the Fixed Broadband Internet Service is reasonable.					
5. The requirements used to subscribe Fixed Broadband Internet Service are convincing.					
Technology					
6. Internet Service Provider company provide up-to-date end-user equipment.					
7. This Internet Service Provider company has a variety of Technology product.					
8. Internet Service Provider company provide the customized product for the user need					
9. This Internet Service Provider company value-added-service for their product.					
Price					
10. The subscription and installation fee for Fixed Broadband Internet Service is fair.					
11. The usage charge (monthly fee) for the service is rational					
12. The pricing scheme encourages subscribers to subscribe higher bandwidth.					
13. The company request bill for only active connections.					
14. I am getting better service compared to the payment I made.					
Quality					
15. ISP has the consistent speed of Fixed Broadband Internet service.					
16. I often access the actual bandwidth I subscribed for.					
17. The Fixed Broadband Internet service that ISP provides has less					

interruption.					
18. I am getting reliable service based on the SLA.					
19. ISP use up-to-date equipment to make the service reliable.					
Customer Service					
20. When I face a problem, I can get sufficient information to solve it.					
21. Employees are professional and respond to customer request promptly.					
22. How do you rate the time it takes to get your problem solved?					
23. The automated phone system made the customer service experience more satisfying					
24. How do you rate the process for getting your concerns resolved?					

Part D – Customer Satisfaction

How would you rate the following items on a scale of 1-5, where 1 = *strongly disagree* and 5 = *strongly agree*

	(1)	(2)	(3)	(4)	(5)
1. I am satisfied the Fixed Broadband Internet Service that I subscribe					
2. The Fixed Broadband Internet Service is better than expected					
3. The ISP company has affectively provide Fixed Broadband internet service					
4. The Internet service provider company website is helpful and informative					
5. The Internet Service provider company informs me of new and improved packages.					

Part E – Customer Loyalty

How would you rate the following items on a scale of 1-5, where 1 = *strongly disagree* and 5 = *strongly agree*

	(1)	(2)	(3)	(4)	(5)
1. I will continue to use the fixed Broadband internet service from this ISP company					
2. I consider to be loyal to this Internet Service Provider Company.					
3. I will not switch to other Internet Service Provider company even other company give more attractive offers.					
4. I would recommend this Internet Service Company to friends and relatives					
5. I say positive things about this Internet Service company to other people.					

APPENDIX II (REGRESSION TABLE)

Regression Analysis (Factor influencing Customer Satisfaction of Fixed Broadband Internet Service)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.837 ^a	.700	.696	.42208	.700	172.706	5	370	.000	1.876

a. Predictors: (Constant), Customer service, Price, Technology, Service Provisioning, Quality

b. Dependent Variable: Customer Satisfaction

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.841	5	30.768	172.706	.000 ^a
	Residual	65.917	370	.178		
	Total	219.758	375			

a. Predictors: (Constant), Customer service, Price, Technology, Service Provisioning, Quality

b. Dependent Variable: Customer Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.280	.121		2.319	.021		
	Service Provisioning	.163	.045	.156	3.594	.000	.429	2.331
	Technology	.039	.039	.041	.997	.320	.485	2.061
	Price	.115	.043	.112	2.673	.008	.465	2.150
	Quality	.359	.054	.377	6.634	.000	.251	3.981
	Customer Service	.252	.043	.267	5.853	.000	.388	2.576

a. Dependent Variable: Customer Satisfaction

Regression Analysis (Effect of Customer Satisfaction on Customer Loyalty)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. Change	F Durbin-Watson
1	.831 ^a	.691	.690	.48367	.691	834.906	1	374	.000	1.920

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Customer Loyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195.314	1	195.314	834.906	.000 ^a
	Residual	87.492	374	.234		
	Total	282.806	375			

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Customer Loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.217	.114		1.909	.057		
	Customer Satisfaction	.943	.033	.831	28.895	.000	1.000	1.000

a. Dependent Variable: Customer Loyalty

