

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF APPLIED ECONOMICS  
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**A STUDY ON SERVICE QUALITY IN THE LIFE INSURANCE  
SECTOR IN YANGON REGION**

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**A STUDY ON SERVICE QUALITY IN THE LIFE INSURANCE  
SECTOR IN YANGON REGION**

A thesis submitted as a partial fulfillment of the requirements for the  
degree of Master of Public Administration

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This is to certify that this thesis entitled, “**A STUDY ON SERVICE QUALITY IN THE LIFE INSURANCE SECTOR IN YANGON REGION**”, submitted as the requirements for the Degree of Master of Public Administration has been accepted by the Board of Examiners.

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## **ABSTRACT**

Life insurance has played a significant role in enabling people with relatively low salaries to efficiently save and invest for the long term. The study is to analyze the customer's perception on service quality of Life Insurance Service. The descriptive analysis is applied by using the quantitative approach. The random sampling method is used. A total of 200 customers who purchase life insurance services from Myanmar Insurance Company in the Yangon Region are collected for the primary data. According to the results, the mean value of physical appearance has the highest mean score among the six factors, and, the service commitment means score is the second-highest, and constancy. The study recommended that the company should have convenient operating hours to provide service to the customers so that they can benefit from the service at their feasible time. Moreover, the employees of the Life insurance Company should give individual attention to the customers.

**Keywords: Service Quality, Life Insurance, Customer, Myanmar Insurance, Yangon Region**

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## **ABBREVIATIONS**

BOD	Board of Director
FRD	Financial Regulatory Department
GDP	Gross Domestic Product
IBRB	Insurance Business Regulatory Board
IBSB	Insurance Business Supervisory Board
JICA	Japan International Cooperation Agency
JV	Joint Venture
LIP	Life Insurance Premium
M	Mean
MI	Myanmar Insurance
MMK	Myanmar Kyat
MOPF	Ministry of Planning and Finance
SD	Standard Deviation
SPSS	Statistical Package for the Social Sciences

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Rationale of the Study**

The life insurance sector is also dependent on information technology to achieve outstanding services to customers and keep them happy in a cutthroat market with globalization and the rise of information technology, customers' socioeconomic cultures have changed, and human-technology contacts have largely replaced earlier human-human connections like other industries Choudhuri,(2014). As assessed by life insurance density, previous research has identified a variety of economic, demographic, and institutional factors that help to explain the differences in life insurance consumption among nations. It is possible to calculate a country's life insurance density by looking at the absolute size of life insurance consumption that has been population intensity. Life insurance is considered a common good, and it is measured naturally higher in wealthy nations than in poor nations. According to a calculation of the relationship between higher premiums and GDP, the percentage of a person's average income that is invested in life insurance varies by country. Rich countries may not have higher life insurance penetration than poor countries because this latter statistic compares life insurance consumption to the size of the economy Chui & Kwok, (2009). The demand for life insurance has increased quickly during the past few decades, exceeding the expansion in worldwide revenue by a considerable margin. This progress has been supported by extensive socioeconomic developments, including the sharp increase in life expectancy and the increased enrollment rate in post-secondary education. All of these elements raise the expense of dependence, which is why life insurance protection is necessary (Li, 2007).

Myanmar still faces several challenges as befits a least-developed economy and facing upholding poverty in previous years Investment & Reviews, (2020). The Insurance Business Regulatory Purchase shares expressions of interest from Myanmar-owned companies for either a general insurance business license or a life insurance business license, with an apparent goal of awarding one or two licenses

nationwide. With the advent of foreign-Myanmar life and general insurance joint ventures and life insurance businesses with 100% foreign ownership during the past several years, the insurance industry in Myanmar has undergone enormous changes. The industry is also anticipating the implementation of the new Insurance Business Law, which brings Myanmar's insurance regulations completely in time. There are 24 local and foreign insurance companies operating at the present in Myanmar, with a total investment value of USD 152.1 million (Ross Taylor, 2021).

The motivation behinds retirement savings through life insurance is examined and it is shown that working people feel the need to make longer-term financial preparations for retirement when they are young in order to have adequate financial stability when they retire (Greenford, 2005). Moreover, the purchase intention of life insurance or demand for life insurance depends on the economic situation of households. The usual goals for every transaction in the life insurance business are to ensure that fair and accurate disclosure has been given to the customer and then the company, the customer has a full understanding of the sale and perceived service quality from the company. However, the insurers in Myanmar are weak in awareness and poor understanding of the benefit of claims of life insurance consumption. Moreover, the provided service quality of insurance companies directly affects customers repurchasing and recommending to their society. That is a reason to evaluate the perception of customers on the service quality dimensions such as physical appearance, service performance, understanding the customer needs, constancy, impressing customer and service commitment of Myanmar Insurance Company in Yangon. Satisfying those perceptions is a significant challenge for the current insurance marketer. The findings of this study can be useful at times for facing those challenges.

## **1.2 Objective of the Study**

The objective of the study is to determine the customer's perception on service quality of Life Insurance offered by Myanma Insurance Company in the Yangon Region.

## **1.3 Method of Study**

Primarily, the descriptive analysis was applied by using the quantitative approach in this study. The random sampling method was used in this study. Primary

data were collected from a total of 200 customers or consumers who take life insurance services at Myanmar Insurance Company in Yangon Region. The secondary data and information were collected from academic articles, research studies, publication journals, related websites, brochures, pamphlets and previous studies. The data collection period was in September 2022. The structured questionnaire was used to ask the respondents and the questionnaire was designed with a five-point Likert scale. Moreover, the Statistical Package for the Social Sciences (SPSS-23) was used to analyze the whole data collection through the questionnaires. This study used descriptive statistics to describe the profile of respondents and to analyze customers' perceptions of service quality in Myanmar's Insurance Sector.

#### **1.4 Scope and Limitations of the Study**

The scope focused on only the customers who consume life insurance services from Myanmar Insurance Company in Yangon Region. The data were collected from the customers' perceptions of the service quality of Myanmar Insurance Company, especially in life insurance consumption.

#### **1.5 Organization of the Study**

This thesis comprises five chapters. Chapter I includes the rationale of the study, objectives of the study, method of study, scope and limitations of the study and organization of the study. Chapter II involves a literature review of the literature relating to the research such as the concept of life insurance, the importance of life insurance consumption, the Government's role in the insurance sector, the context of service quality in life insurance, dimensions of service quality, customers' satisfaction, and a review of previous studies. Then, Chapter III consists of the history of Myanmar Insurance and the benefits of life insurance consumption research. Chapter IV comprises the analysis of service quality in the life insurance sector including the survey profile, survey design and survey results. Chapter V is the last chapter and includes findings and recommendations of the study.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 The Concept of Life Insurance**

Life is filled with risk, being a social creature and risk-opposed, man always tries to decrease risk. Insurance is definite as a two-party legal agreement. A single party known as the insurer agrees to pay a predetermined sum of money upon the occurrence of a specific event Subashini,(2016). The micro factors, including economic and financial factors and personal and demographic factors, affect life insurance demand. Besides, other factors such as inflation, deductibles, loading factors, risk aversion and risk attitude, wealth and bequest motives, affect life insurance demand in nations (Bhat & Tikoria, 2021).

According to Chui & Kwok, (2009), the possible effects of these dimensions on life insurance consumption are respectively, assertiveness, institutional collectivism, in-group collectivism, future orientation, gender egalitarianism, humane orientation, performance orientation, power distance and uncertainty avoidance. As an example, the companies could buy group life insurance for the workers or provide financial assistance to the workers' families in the event of their passing. There is a positive correlation between life insurance consumption and institutional collectivism if the majority of businesses in nations with high levels of institutional collectivism tend to buy group life insurance for their employees. The increased work status of women in nations with high levels of gender equality raises the need for life insurance in those nations. However, one should be aware that the wife's employment status may reduce the husband's need for life insurance. When the wife works, the husband had been contributing less to the family budget, which leads to a decrease in the need for life insurance premiums.

Life insurance demand has typically been demonstrated using a life cycle framework for households to maximize the expected utility of their lifetime consumption. Due to the risk of the person earning passing before retirement, the households' income sources are unclear. A method used to minimize the unpredictable

nature of household expenditure is life insurance. The use of life insurance is therefore influenced by the uncertainty underlying life expectancy. This opinion is frequently expressed by life insurance companies in their marketing efforts by motivating households (Li, 2007).

Swarup Saha et al., (2020) said that person or organization that enters into a contract with an insurance provider to purchase insurance is known as the insured or policyholder. A country's economic development is positively impacted by insurance. Over time, as the economy develops, the insurance industry begins to expand into the nation's various economic sectors. There are financial and legal definitions for the word "insurance." The system that reallocates the expense of unforeseen losses is the focus of the financial interpretation.

Life Insurance Premium (LIP) and the significant importance of life insurance for consumers as well as for the country's economic development, first, it minimizes the financial risk associated with the consumer's family's income stream if the family's main employee passes away too soon. Second, the consumers saving objective is depending on their saving requirements under possibility and uncertainty. Additionally, the growth of the life insurance industry has a big impact on a nation's economy Bhat & Tikoria, (2021). According to Devi,(2018), the comprehensive models of household demand for life insurance took into consideration assets, demographic, economic, and psychographic factors such as property worth, and wealth value. The impacts of these variables on households' purchases of term or cash value life insurance separately. The customer often used in the insurance industry is strongly influenced by a lack of customer engagement. Life insurance companies, both private and commercial, struggle to meet the needs of their customers.

## **2.2 The Importance of Life Insurance Consumption**

Consumption of life insurance is essential for all nations, including both wealthy and poor ones. Life insurance is a requirement for everyone. Life insurance is a contract for payment of an amount of money to a person guaranteed, to a person entitled to receive the same, at the time the event is insured with the contract. Life insurance is a protection program in the form of a transfer of economic risk for the death or life of an insured person. The policy contains a contract between the life insurance company and the policyholder in which the Life Insurance company must provide a predetermined amount of money to the designated (usually the heirs) in the

event of death or the life of the insured at the end of the contract period (according to the coverage period). In return for the transfer of risk, the policyholder has an obligation to the life insurance company, which is called premium payment. Life Insurance Products based on the Financial Services Authority Financial Literacy Series (2018) are divided into four types:

- a) Term Life Insurance is insurance that provides protection for the death of a person within a certain period of one year and can be extended. It only contains protection (has no cash value), so the premium charged is very low/economical.
- b) Whole Life Insurance is insurance that protects the death of a person until he is 99 years old. Because it has cash value, the premiums are more expensive than term life insurance premiums.
- c) Endowment Life Insurance (Endowment), is insurance that provides protection for the death of a person and has an investment element that provides a guaranteed rate of return (guaranteed) insurance companies. Investment risk is borne by insurance companies.
- d) Unit Link Life Insurance is insurance that provides protection for the death of a person (term life and lifetime) and contains an investment element that is placed in the investment instrument chosen by the insured.

According to Muhammad, (2019) six steps must be taken by the company in determining product prices, namely: (1) choosing the objectives and setting a price, (2) determining demand, (3) estimating costs, (4) analyzing competitor costs, prices, and bids, (5) choosing a pricing method, (6) choosing the final price. In the insurance industry, price is the value of the premium that must be paid by consumers to get the benefits of life insurance products and pricing strategies for life insurance companies positively influenced the customer's decision to buy a life insurance policy in previous studies.

### **2.3 The Concept of Service Quality**

Service Quality has largely been conceptualized as a long-term attitude, a general assessment or a transaction-specific aspect of the superiority of the service. Service quality has been measured by adapting the SERVQUAL model or the model known as the Grönroos (1984) model in life insurance services. Service value is generally defined within the compensatory model as a cognitive trade-off between



perceptions of quality and sacrifice Prasad, (2017). An important factor affecting the demand for life insurance premiums is the total amount of assets owned by the household. Consumer wealth is found to have a promising impact on the demand for life insurance premiums. Higher-income consumers are more risk-averse and more likely to buy a life insurance premium to cover the mortality risk. The family income is further subdivided into two categories, current income and future income, based on the studies' explanations of the household's revenue. There is evidence that the household's current income level influences the face value of the life insurance premium favorably. High-income households are less willing to take risks, which increases their demand for life insurance premiums. Moreover, as household income rises, so does the willingness of the household as a whole to spend on a life insurance premium Bhat & Tikoria, (2021).

Customers are the core of every business, and offering excellent customer service differentiates great customer service from average customer care. Customer service is also an essential success factor for companies. Customers today are more demanding, expecting high levels of service and setting a greater premium on satisfaction. The life insurance industry's operators could win over customers and anticipate increasing market share if they concentrated on providing successful services. Customer service is given paramount consideration in the marketing strategies of all contemporary businesses, especially service businesses. To satisfy evolving customer demands and expectations, insurance companies must raise the quality of their services. Customer satisfaction factors including operational effectiveness, quality service provision, technological infrastructure, and customer appreciation of insurance options may all contribute to the expansion of the life insurance industry (Basak, 2021).

Both customers and service providers place a high value on service quality. Quality is becoming more of a priority for service firms to gain a competitive edge. In both academic and professional settings, there has been a lot of interest in the idea of quality, perceived service quality as a general assessment or attitude about the service lead. If performance does not live up to their expectations, service quality forecasts that the customer completes with quality is close to the ground, and quality increases as performance and go beyond their expectations (Muthukrishnan, 2016).

## **2.4 Dimensions of Service Quality**

A competitive priority in the manufacturing strategy for the services sector is quality. One of the most significant in the service industry is service quality. Customers' assessment of the quality of the services they receive is based on their overall satisfaction. One of the most significant segments of the massive service sector as the insurance industry has experienced a roundabout transition from an open, competitive market to full nationalization and back to a liberalized market where private players and public sector companies compete on an even playing field (Neetu & Corresponding, 2011).

Most life insurance companies are challenged in an increasingly competitive industry because the majority of life insurance providers provide comparable products. The insurance businesses in India are currently switching from a customer-centered strategy to one that is product-focused. The goal is to increase customer happiness through better service, which boosts customer loyalty, retention, and profitability. Life insurers are actively engaged in creating new tactics for customer satisfaction through adequate service quality improvement to survive and prosper in the cutthroat insurance sector. Consumers are demanding greater standards of services as their level of awareness rises, and the insurance industry is becoming more and more competitive. Customers are becoming more aware of their options in light of the higher service expectations (Singh et al., 2014).

The components of the study are service quality such as physical appearance, service performance, understanding customer needs, constancy, impressing customers and service commitment are explained according to their rank in the descending order of their importance:

### **2.4.1 Physical Appearance**

Physical appearances of the office as well as of the employees signify service quality in creating customer perception. Considering intangibility is one of the main characteristics of the service industry that defines it apart from competitors, tangibility is crucial in defining and influencing how customers perceive the quality of their experience. The tangible components of service are the staff's and the office's appearances physically, and the level of customer satisfaction. A good image of the company regarding the quality of service they are receiving from the other side is created when the promotional materials for the service, such as pamphlets, brochures,

websites, and other materials, are visually appealing and well-informed. In contrast to this, the customer's perception of the service quality offered by the insurance company is positively influenced by the office's visually attractive interiors, the well-dressed employees and agents, and an office with enough physical facilities (Shyamasree Saha & Dutta, 2015).

#### **2.4.2 Service Performance**

The service performance of the Life Insurance providing company as well as its employees and company is creating customer perception of the Service Quality provided by the Life Insurance Companies. The life insurance company must be committed to offering customers prompt, mistake service. Incorrect records, delayed insurance fulfillment, incorrect premium amount, etc. all are reasons for the poor service quality. The staff must possess the necessary training to provide customers with error-free and fast service. Any form of negligence ought to be avoided to the greatest extent feasible because it is lead to dissatisfying customers something that is not at all valued in the service sector. The Life Insurance Company's staff must possess the necessary knowledge to respond to the customer's inquiries and questions. It is extremely natural and expected for customers to have various questions about the service offered to them by the Life Insurance Companies because insurance is a financial service sector where customers invest their earnest funds and business ultimately is unsuccessful. In order not to lose a major customer, the staffs who respond to his inquiries must be intelligent enough to provide him with satisfactory responses. The fulfillment of the service provider's promises is a crucial component of service performance. It is a normal practice for insurance companies to make a lot of promises to draw consumers, but if over time the business cannot follow those promises, it risked ruining its entire reputation (Shyamasree Saha & Dutta, 2015).

#### **2.4.3 Understanding Customer Needs**

Understanding the customer needs is the most important factor that defines the customer perception of the service quality of the Life Insurance Company. Understanding the customer's needs and providing them service accordingly ensure worthy service quality. This factor is significant because without an understanding of the customer's needs, a service provider cannot adequately serve the customer, and the desired level of service quality could be achieved. The company should operate

during convenient hours so that customers can impact patient satisfaction from them. Without convenient hours, customers could not be properly attended to, and the desired level of service could never be reached. Customers should have been able to obtain the services they require at a time that is practical for them by taking advantage of the company's flexible operating hours. Moreover, when settling the employees' questions, the personnel and agents of the life insurance company should provide each employee particular attention (Shyamasree Saha & Dutta, 2015).

#### **2.4.4 Service Constancy**

Service Constancy signifies the customer perception of service quality for the Life Insurance Company. Service Constancy denotes how efficiently and unmistakably the life Insurance provider serves its customers. Service constancy balances the whole equation of accuracy and reliability provided by the Insurance Company. Maintaining that level of trustworthiness and accuracy can be a concern for the service provider because customers invest their hard-earned money in plans for life insurance. However, the company must provide exact and precise service the first time to guarantee service quality. The Life Insurance Company must also have current information, no mistake records that can be reviewed whenever it is most convenient. Because consumers invest significant sums of money in the life insurance industry, the stakes are quite high and even a tiny mistake could cause the life insurance company's reputation to crumble. As a result, the Companies must constantly confirm service consistency (Shyamasree Saha & Dutta, 2015).

#### **2.4.5 Impressing the Customer**

Impressing the Customer manifests a perception of service quality regarding the Life Insurance Company. Impressing the customer is of benevolent importance. A satisfied consumer who has a positive opinion of the quality of the services received is thought to be impressed. The customer's investment is in the proper hands and is protected and secured with the Life Insurance giving organization if the branch office has modern-looking, cutting-edge service equipment and gadgets. In addition, the agents' and workers' actions and attitudes are short-term in customers' sense of trustworthiness and confidence, which in turn leads to a positive assessment of service quality. Therefore, pleasing the consumer provides a unique set of benefits (Shyamasree Saha & Dutta, 2015).

#### **2.4.6 Service Commitment**

Service Commitment is the last most important factor that explicitly marks the perception of service Quality provided by Life Insurance Company. The Life Insurance Company must declare and pledge to offer the greatest service possible to its clients, doing so to give guarantee positive feedback on the level of service the clients are receiving. Employees and agents must always and without fail treat consumers with courtesy. Additionally, the business should work to have a sense of security and confidence in its clients. This level of dedication and discretion helps the business in the long term by generating a positive perception about the level of service they have received from the Life Insurance Company (Shyamasree Saha & Dutta, 2015).

#### **2.5 Customer Satisfaction and Service Quality**

Service quality enables the business to set itself apart from its competitors by increasing sales and market shares, presenting chances for cross-selling, fostering better customer relationships, and so strengthening the corporate image. It lowers turnover rates by increasing customer and employee satisfaction and retention. Positive word-of-mouth advertising also draws in fresh clients. Life insurance services products lack many indications that indicate quality and are therefore considered credence products. The results of life insurance purchases are frequently delayed, thus the effects of purchase are not immediate, and this delays the occurrence of total consumer satisfaction (Prasad, 2017).

Khurana, (2014) stated that to enhance their relationships with the clients, clients are more satisfied and are more willing to trust, thus securing the long-term demand for the services. Mehta, and Khong, (2002) recognized the six dimensions of service quality as assurance, personalized financial planning, and relationship with the agent, tangibles, corporate image and competence and said that managers cannot overlook this aspect when making decisions and creating quality programs in their organizations since expectations dictate the consumers' appraisal of the quality of services.

Customer satisfaction is the outcome of a customer's evaluation of the perceived quality and actual service performance. Customer happiness or discontent may result from this comparison. Customer satisfaction measures how certain a customer is that using or owning a particular good or service makes them feel good

(Rao, 2013). Global interdependence is currently faced with the challenge of actively pursuing service-quality growth and the best customer experiences to achieve higher customer retention. This requires meeting and exceeding customers' needs and expectations and providing the best satisfaction experience across a variety of market sectors (Marketing et al., 2017).

Customer satisfaction is significantly influenced by service quality. Service Value perceptions are influenced by perceptions of service quality. Customer satisfaction has a significant relationship with service value. Behavioral Intentions are significantly impacted by customer satisfaction. Behavioral Intentions are significantly impacted by service value. To clear up the uncertainty in the relationship between service quality and customer loyalty-related behavioral intentions, this model structure looked to be highly dependent on the study's nature and in other service contexts (Mittal, 2015).

## **2.6 Reviews on Previous Studies**

The following concepts are organized concerning the literature review on the service quality of Myanma Insurance Company in doing life insurance for citizens in the Yangon Region and the perfect quality of service to offer the suitable approach to the implementation of this study.

Choudhuri, (2014) stated that the significant relationship between information technology, service quality (involving six service quality dimensions as Reliability, Assurance, Responsibility, Information Technology Enabled Convenient Services, Empathy and Tangibility) and customer satisfaction in the field of life insurance. The study results found that the newly developed model could have a significant impact on the management information system as well as on the decision support system of the life auto insurance company and use the key instrument for the insurers to improve their quality of services to satisfy the customers so its successful application and very important in the modern age of society.

Prasad,( 2017) tested and evaluated the effects of service encounter constructs of service quality, customer satisfaction and service value on loyalty-related behavioral intentions of customers in Indian Life services. The results support that assurance has the strongest relationship with overall perceptions of satisfaction and loyalty. Insurance is a highly risky investment, so customers place a lot of emphasis on agents who are regarded as reliable and who give them confidence that they are

making the right decision. Since insurance plans are a very private matter where individuals enjoy the comfort of speaking to specialists who are knowledgeable on insurance, the role of service delivery personnel and sales representatives is crucial to favorable service quality perceptions.

Chaw Yin Myint, (2018) studied on the Health insurance in Myanmar: knowledge, perceptions, and preferences of Social Security Scheme members and general adult population. The results showed that among the general sample, health status, age, gender, income, and trust are significantly associated with willingness to pay for health insurance, whereas among the Social Security Scheme sample, occupation, civil status, income, and favorable perception of the prepayment principle are found. The preference of beneficiaries to pay a reasonably small amount in monthly health insurance premiums without a co-payment should be known to the Myanmar authorities.

Basak, (2021) studied on Factors Affecting Policyholders' Satisfaction towards Life Insurance: An Empirical Study on Life Insurance Policyholders in Bangladesh" which includes five factors such as service quality, insurance agents, communication, the impact of Maturity Benefits and policyholder`s satisfaction. This survey was conducted among Bangladeshi life insurance policyholders from several public and private insurance companies in various urban and rural areas. The finding described that some independent variables have a greater effect than others on policyholder satisfaction. When potential policyholders decide to select a certain policy from a specific insurance company, they value reasonable premiums, the company's service quality, insurance agents, their faith in the company, and the use of technology in the service delivery system.

Shyamasree Saha & Dutta, (2015) analyzed on Perception of Service Quality in the Life Insurance Sector: A Case Study on North East India which involved factors such as affinity towards dependable receptiveness, physical appearance, service performance, understanding customer needs, constancy, impressing the customer and service commitment. The outcomes found that the examining the inferences and interpretations of the study, managers working in the life insurance sector may find this study to be of great value. Although the clients in India's North Eastern States appeared to be satisfied, there is still much room for improvement in the life insurance sector.

Based on previous studies, the thesis selected six factors such as physical appearance, service performance, understand customer needs, constancy, impressing customer and service commitment of with ideas to give the study's appropriate results.



## **CHAPTER III**

### **BACKGROUND INFORMATION OF MYANMAR LIFE INSURANCE SECTOR**

#### **3.1 The History of Myanmar Insurance**

In Myanmar, the insurance sector has a long and exciting history. The pre-socialist era, which lasted until 1963, saw the insurance industry flourish, but over the past few decades, insurance practices and awareness have almost evaporated. In 1952, the state-owned Union Insurance Board was founded when the Burma National Insurance Company was nationalized. The Union Insurance Board's state monopolization of all life insurance companies in 1959 and the communist government's abolition of all private insurance companies in 1964 marked the beginning of the nationalization process for the insurance industry (Wijaya & Erbenich, 2016).

Myanma Insurance was the only insurer in Myanmar up until 2012. The Myanmar government issued 12 new insurance licenses to domestic businesses in September 2012. At the end of August 2014, Myanmar Insurance employed about 1,500 people across 40 offices to carry out its business operations. Either a firm founded outside of Myanmar with a location of business in Myanmar, or a company incorporated in Myanmar, must perform insurance and insurance brokerage activity. For life insurance, non-life insurance, and mixed insurance, the minimum capital requirements are MMK 6 billion, MMK 40 billion, and MMK 46 billion, respectively. 30% of the paid-up capital must be used to buy government treasury bonds, with the remaining 10% going into a deposit with the Myanmar Economic Bank. The new businesses exclusively offer life insurance, which necessitates MMK 6 billion in total paid-up capital. The final nine businesses are involved in the life and non-life insurance industry (paid-up capital: MMK 40 billion for non-life insurance, MMK 46 billion for both life-and non-life insurance). The companies must additionally pay an annual fee of MMK 1 million as well as a license fee of MMK 3 million. Operations

must begin within a year of receiving a license. All private insurance providers are regulated by the IBSB (GIZ, 2016).

The insurance policy is a contract (a standard contract) between the insurer and the policyholder, which determines the claims which the insurer is legally required to pay. The insurer guarantees to pay losses brought on by risks covered by the legislation in return for an initial fee known as the premium. Insurance contracts have many aspects not found in many other types of contracts since they are created to serve specific needs. Insurance policies include boilerplate language that is applicable to many different types of insurance policies because they are standard forms. The insurance policy is typically an integrated contract, which means that all documents relating to the arrangement between the insured and insurer are included in it. However, there are several circumstances in which the insurance policy can become a non-integrated contract due to supplemental writings, such as letters written after the final agreement. According to one insurance textbook, "courts evaluate all earlier conversations or agreements and every contractual provision in the policy at the time of delivery (Wikipedia).

Myanma Insurance was a state-owned insurance company established in 1952 under the organization in Ministry of Planning and Finance, and initially underwrote life but eventually expanded to cover both life and non-life insurance. Myanma Insurance Company offers various types of insurances such as Government Services Personnel Life Insurance, Army Personnel Life Insurance, Public Life Insurance, Group Life Insurance, Seaman Life Insurance, Life Insurance for Personnel with Shore Job, Sportsman Life Insurance, Snakebite Life Insurance, Health Insurance, Farmer Life Insurance, Fire & Allied Perils Insurance, Burglary Insurance, Fidelity Guarantee Insurance, Cash in Safe Insurance, Cash in Transit Insurance, Personal Accident & Disease Insurance, Workman's Compensation Insurance, Liability Insurance, Contractor's & Machineries Insurance, Deposit Insurance, Marine Cargo Insurance, Marine Hull & Machinery Insurance, Aviation Hull Insurance, Aviation Liability Insurance, Travel Insurance, Ship Owner and Ship Operator's Liability Insurance, Tiger Fishing Barge Owner's Liability Insurance, Oil & Gas Insurance, Third-Party Liability Insurance, and Comprehensive Motor Insurance.

Its head office is situated at no. 627/635, Merchant Street, Pabedan Township, Yangon, Myanmar and it has 39 branch offices in cities and towns nationwide. Myanma Insurance has sizable reserves as well as sizable reinsurance protection. It

has the Energy Treaty, the Motor Facultative Obligatory Treaty, the Fire Excess of Loss Reinsurance Treaty, and the Marine Excess of Loss Reinsurance Treaty. These reinsurance agreements have been made with reputable re insurers. The Government also supports Myanma Insurance, taking up all of its obligations under the Myanma Insurance Law. The insurer never liquidated is Myanma Insurance. Myanma Insurance is also known for never denying a valid claim, and during the most recent fiscal year, it paid claims totaling kyat 7668.15 million (2017-2018). Like all other insurers, Myanma Insurance makes heavy use of agency systems and occasionally hires and trains new agents. Myanma Insurance is a state-owned insurer, all foreign investors are required by law to only get insurance from this company (Myanma Insurance, 2022).

Moreover, as international insurance companies are not permitted to conduct direct insurance business in the nation, the government and domestic private insurance companies now control the insurance market in Myanmar. Three Japanese insurance companies, Tokio Marine & Nichido Fire Insurance Co Ltd, Sampo Japan Insurance Co Ltd, and Mitsui Sumitomo Insurance Co Ltd, have been granted permission by the Myanmar Insurance Business Regulatory Board (IBRB) to operate in the Thilawa Special Economic Zone. By setting up representative offices, other foreign insurance companies are conducting indirect insurance business in Myanmar. At the end of 2017, there were 12 privately held domestic insurance businesses operating in Myanmar alongside one state-run insurance organization, Myanma Insurance. Additionally, roughly 24 foreign insurance companies have launched representative offices in the nation by Du Tilly L, (2014). The new Insurance Business Law has been completed as of the middle of 2018 and is awaiting clearance from the Ministry of Finance and Planning to be submitted to parliament. Once the measure is approved by parliament, foreign insurance companies would be authorized to conduct business in Myanmar.

**Figure (3.1) Licensed Private Insurance Companies**

<b>Sr.</b>	<b>Licensed insurance company</b>	<b>Class</b>	<b>Holding Company</b>
1	IKBZ Insurance (Public) Co., Ltd	General Insurance * Life Insurance	KBZ Bank
2	Grand Guardian Insurance Public Co., Ltd	General Insurance * Life Insurance	Shwetaung Development Co., Ltd
3	First National Insurance Public Co., Ltd	General Insurance * Life Insurance	Htoo Group of Companies
4	AYA Myanmar Insurance Co., Ltd	General Insurance * Life Insurance	Ayeyarwaddy Bank
5	Young Insurance Global Co., Ltd	General Insurance * Life Insurance	Young Investment Group Co., Ltd
6	Global World Insurance Co., Ltd	General Insurance * Life Insurance	Asia World Co., Ltd
7	Excellent Fortune Insurance Co., Ltd	General Insurance * Life Insurance	Excellent Fortune Development Group Co. Ltd
8	Aung Thitsa Oo Insurance Co., Ltd	General Insurance * Life Insurance	Union of Myanmar Economic Holdings Co., Ltd
9	Pillar of Truth Insurance Co., Ltd	General Insurance * Life Insurance	Parami Energy Group of Companies
10	Capital Life Insurance Co., Ltd	Life Insurance	Diamond Star Co., Ltd
11	Citizen Business Insurance Public Co., Ltd	Life Insurance	CB Bank
12	Aung Myint Moh Min Insurance Co., Ltd	Life Insurance	Myanmar Economic Corporation (MEC)

Source: (Wijaya & Erbenich, 2016)

The 12 licensed private insurance companies are currently doing business in Myanmar. Three of these companies only offer life insurance, while the remaining nine companies offer both life and non-life (general) insurance. The Insurance

Business Regulatory Board will consider new applications for licenses from life insurance businesses if they wish to offer non-life (general) insurance (IBRB).

### **3.2 The Government Role in Insurance Sector**

The Myanmar Insurance Law (1993) provides the MI the authority to conduct all insurance-related commercial activities (reinsurance, setting different insurance premium rates, etc.). The MI controlled all insurance companies in Myanmar for more than 20 years. As of July 2016, the MI has 38 offices around the nation with roughly 1,500 employees and offered over 40 different forms of insurance. The Insurance Business Law (1996) empowers the MOPF-controlled Insurance Business Supervisory Board (IBSB) to evaluate and make decisions regarding applications for a business license from an insurer, an underwriting agent, or an insurance broker, as well as to establish their capital and investment limits (Wijaya & Erbenich, 2016).

All contracts in Myanmar, including insurance plans, are typically governed by the Contract Act, and a civil lawsuit may be filed under the Specific Relief Act for any breach of contract. Contracts for insurance or reinsurance are not specifically defined by the Insurance Business Law. In Myanmar, there is a 2014 Consumer Protection Law. The assertions made in the service sector, particularly for insurance businesses, have not yet been tested because this regulation primarily focuses on goods. In Myanmar, insurance contracts do not include any particular provisions for customer safety. However, the IBRB must approve these plans, and if an insured or beneficiary is unhappy with an insurance provider, they can protest to the IBRB (Du Tilly L, 2014).

Insurance is one of the most demanding financial products in Myanmar. So it is a long-term investment and needs knowledge about that it has come fully under Government. The insurance companies offer a comprehensive range of insurance plans. Due to the growing demand for insurance, innumerable insurance companies started entering the insurance sector. Consequently, insurance companies have to find ways and means to access the information and process telemetry data from sensors and devices, and stream real-time data from social media and external sources. Indeed the impact of digital innovation drives new regulations governing additional pressures on insurance companies to efficiently and effectively meet these regulatory requirements (Technical & Society, 2017).

From an economic perspective, every business should have a system that is both effective and secure enough to offer insurance at the lowest possible cost, as well as one that is sufficiently representative of its government to ensure that every interest receives the benefits it is entitled to in an equitable proportion to its contributions to the common fund. Four significant modifications to our current approach to insurance regulation and administration are desirable, if not necessary, to achieve these necessary ends: (1) in laws governing insurance company incorporation and internal administration; (2) in provisions for a reasonable and adequate system of publicity; (3) in the transfer of interstate insurance control from the state to the federal government; and (4) in the repeal of much of the current restrictive legislation (Robinson, 1907).

According to Myanmar Insurance Law (1993), Myanmar Insurance is established with the following aims:-

- to overcome financial difficulties by effecting mutual agreement of insurance against social and economic losses which the people may encounter, due to common perils;
- to promote the habit of savings individually by effecting life assurance, thus contributing to the accumulation of resources, of the State;
- to win the trust and confidence of the people in the insurance system by providing effective insurance safeguards which may become necessary given the social and economic(Law, 1993).

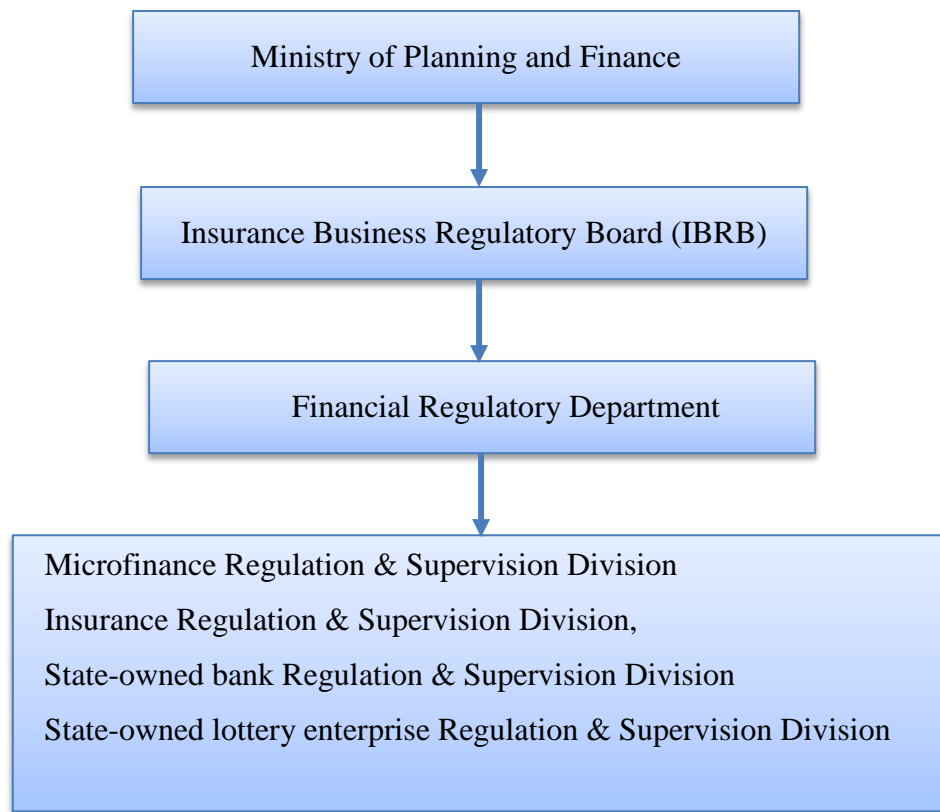
The effecting insurance and granting of benefits are government servants shall affect compulsory life assurance with Myanmar Insurance following the prescribed age and scale of pay. A person who has attained majority may affect life assurance for a minor. Owners of motor vehicles shall affect compulsory Third Party Liability Insurance with Myanmar Insurance. A business owner or organization running a venture that could result in damage to state-owned property, harm to public safety and property, or environmental degradation must get mandatory general liability insurance through Myanmar Insurance. Economic Organizations which have been formed under a permit under the Union of Myanmar Foreign Investment Law shall affect only with the Myanmar Insurance the classes of insurance which Myanmar Insurance determines from time to time. However, in the interest of the State, the Ministry of Finance and Planning may exempt any class or more than one class of insurance from being implemented by the aforementioned Economic Organizations.

With the aim of regulating the non-bank financial sector and supervising the insurance sector, the organization named Financial Regulatory Department (FRD) was formed under the Ministry of Planning and Finance on September, 1<sup>st</sup> 2014. It was designated by 4 objectives such as –

- To strengthen the insurance market development in Myanmar
- To ensure the sustainable development of insurance sector
- To give the right protection to the insured public; and
- To allow the State-owned insurance business and local private insurance companies, foreign insurance companies and foreign representative offices to be phased in the insurance operations.

In order to operate in more details, 4 sub divisions are formed under Financial Regulatory Department (FRD) namely - Microfinance Regulation & Supervision Division, Insurance Regulation & Supervision Division, State-owned bank Regulation & Supervision Division and State-owned lottery enterprise Regulation & Supervision Division.

**Figure (3.2) Role of Financial Regulatory Department**

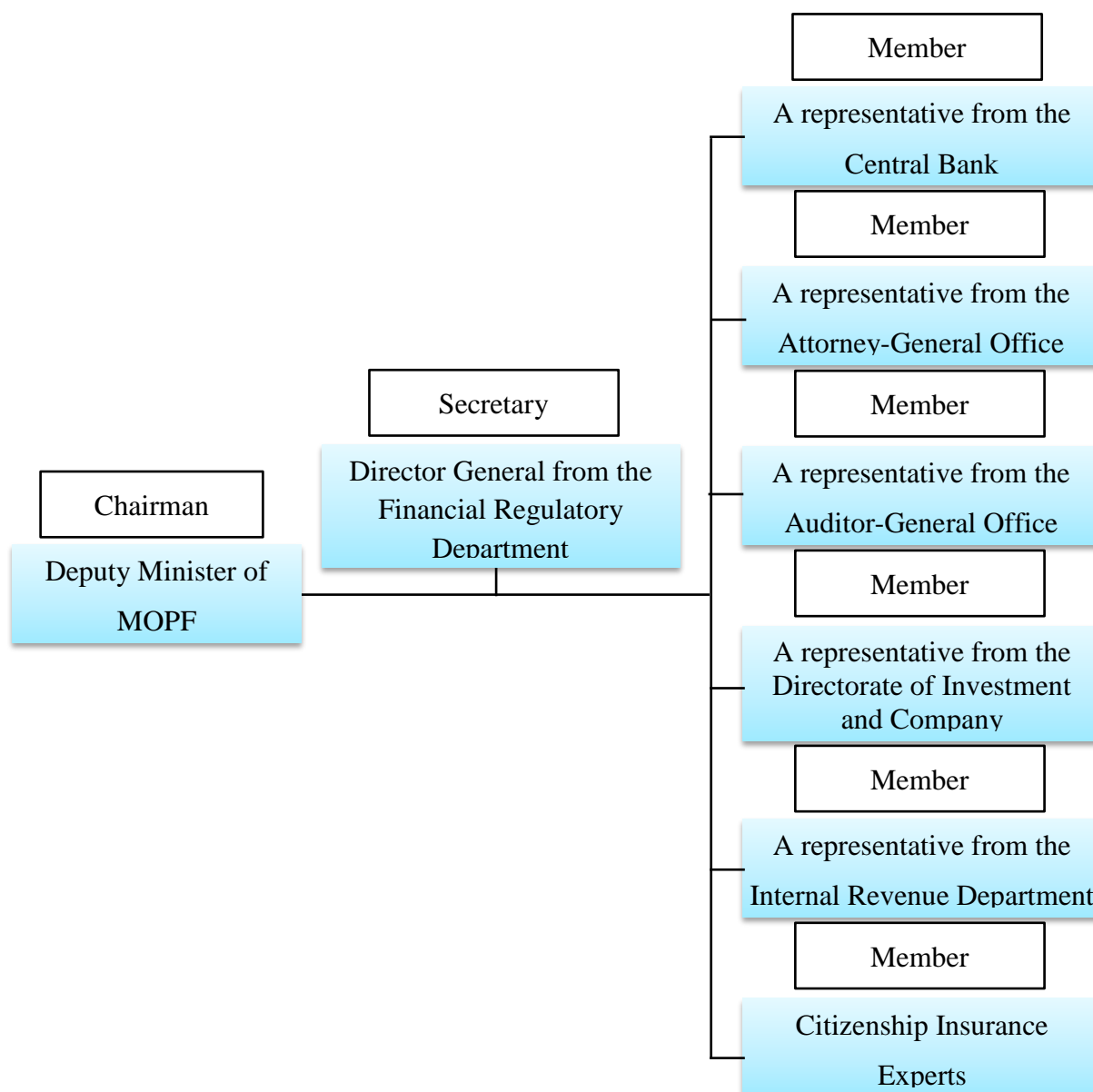


Source: (Ei Nandar Aung)

Under the Ministry of Planning and Finance, Insurance Business Regulatory Board (IBRB) was originally formed in 2011 and reorganized on June, 14<sup>th</sup> 2016. The local companies licenses have been granted since 2013 and the chairman is Deputy Minister. The structure and members of Board of Directors (BOD) are as follows ;



**Figure (3.3) Organization Chart of Insurance Business Regulatory Board**



Source: (Ei Nandar Aung)

The Board of Directors has responsibilities for the insurance business and exercise powers of the Myanmar Insurance contained in this Law. Members of the Board of Directors who are non-Government servants are entitled to receive remuneration prescribed by the Ministry. 8. In order to carry out the functions and duties of Myanmar Insurance, the Board of Directors may form committees comprising members of the Board of Directors, experts and service personnel. In forming such committees the duties and powers thereof shall be determined. In respect of matters relating to meetings of the Board of Directors, convening of

meetings and passing of resolutions may be carried out in the manner prescribed(Law, 1993).

### **3.3 The Insurance Market Liberalizing in Myanmar**

Myanmar Insurance Cooperation was reestablished and separated from People's Bank in 1976 and restructured as "Myanmar Insurance" in 1989. While Myanmar Insurance which is a State-owned Insurance Company) operated as a player, 10 classes of Life Insurance and 26 classes of non-life Insurance. In order to provide the general consulting services to IBRB and to launch the first health insurance product in Myanmar, Taiyo Life Insurance Company, one of the foreign representative offices had been recognized as the Leading Consultant. In 2018, the third version of health insurance product was introduced by the distribution channels of about 2000 individual agents and 3 adjusters and surveyors. For asset investment in Myanmar, some limits had settled on the principle on the asset allocation of insurance companies by the Insurance Business Rules to ensure sound financial condition, to open account in State-owned Bank definitely 10 % of the paid-up capital (kyats 6 billion for life insurance and kyats 40 billion for general insurance); and to purchase government treasury bonds and bills at the 30 % of the paid-up capital.

In insurance liberalization process, total of 5 foreign owned life insurers were allowed to operate in Myanmar which are AIA Company Limited, Chubby Tempest Reinsurance Ltd, Dai-ichi Life Insurance Company Limited, Manufacturers Life Insurance Company and Prudential Hong Kong Limited. In 2019, 12 companies were chosen as successful applicants for the formation of Non-Life Insurance Joint Ventures (J Vs) and Life Insurance J Vs in Myanmar where 6 for Non-Life insurers were AYA Myanmar General Insurance Company, Limited and Sompo Japan Nippon Insurance Inc;, Grand Guardian General Insurance Company Limited, Tokio Marine and Nichiren Fire Insurance Company Limited; IKBZ Insurance Company Limited and Mitsui Sumitomo Insurance Company Limited and Capital Life Insurance Limited, Taiyo Life Insurance Company Limited, Citizen Business Insurance Public Limited, Thai Life Insurance Public Company Limited, Grand Guardian Life Insurance Company Limited and Nippon Life Insurance Company were allowed to operate as Life insurers. For more developments and supports on the products of Myanmar insurance sector, one project cooperated by Japan International Cooperation Agency (JICA) and its record of discussion was made on 20<sup>th</sup> April, 2018 with the

product duration of 2 years started from 2018 to 2020. Two insurance experts from Financial Service Agency, FSA, Japan were drawn for this project, one is general insurance experts and another one is life insurance experts. They established legal task-force and accounting task-force and the new draft law had been drawn with the aid of JICA, World Bank and United States Agency for International Development as well. More protection for policyholder's interest had been made after liberalizing insurance in Myanmar in order to have homogeneous product, to create job opportunities, to flow foreign direct investment, to support to the economic sector of Myanmar by promoting insurance status (Aung).

Myanmar's government is adamant about liberalizing the insurance industry and opening up the domestic market to global insurers. The Ministry of Planning and Finance formally approved local businesses operating the insurance, underwriting, or insurance brooking businesses with foreign investment to open for business in the nation in January 2019 and it has been set aside for the deregulation of comprehensive insurance. Based on the criteria for selection, the selection committee has chosen the foreign insurers who made applications to run insurance businesses in Myanmar. Foreign insurers, brokers, and loss adjusters will be given a license to operate in the domestic market following the announcement of the chosen individuals.

The six basic functions of insurance, which is a component of the financial system, include resource pooling, facilitating capital transformation, efficient pricing, risk hedging, facilitating trade and commerce, and acting as an agent to address asymmetric information issues in order to enhance economic well-being. Interpretation, risk transfer, and indemnity are the three categories under which all six of the insurance's functions can be placed. Because of the stability and indemnity provisions of insurance contracts, insurance occupies a prominent position among other financial institutions. The insurance industry not only supports the growth of the financial sector but also indirectly fosters economic expansion. Depending on the proxy used to assess insurance activities, the function of insurance changes for various economic levels. Economic development benefits from the insurance industry (Haling Yin Mon, 2019).

### **3.4 The Opportunities and Challenges of Life Insurance Consumption**

Myanmar's population has formal insurance and private insurance providers and has started to enter the market since the middle of 2013. Meanwhile the insurance market is now open to private companies; there is a significant room for expansion given that only 2.3%. Despite the positive recent advancements, the Myanmar insurance industry still faces challenges in key areas such trained labor, cutting-edge insurance technology, reinsurance, and insurance supervision expertise. Another issue facing Myanmar's insurance companies is the general lack of understanding of the value of an insurance system. Access to insurance services is still only available to a relatively small portion of the population, primarily from the middle and upper classes, as a micro-insurance sector has not yet developed (GIZ, 2016).

The insurance industry provides enormous opportunities to domestic as well as foreign investors. This sector makes a sizable contribution to the GDP and economic growth of the nation. In exchange for payment of a predetermined premium, a business or the government agrees to guarantee reimbursement for a specific loss, damage, illness, or death (Swarup Saha et al., 2020). Insurance is one significant segment of the financial system. The insurance industry is distinctive in that it receives compensation for controlling the risk of other parties. The insurance industry is currently dealing with new challenges such as a constantly developing market, cutting-edge technologies, uncertain economic conditions, strong competition, and a large number of demanding customers. Like businesses in other industries, the insurance industry views its customers as its greatest asset. The Life Insurance Company wants to learn how policyholders (customers) feel about the different services offered to the general public in the community (Jain, 2018).

The opportunities for life insurance consumption are the government can also access these long-term savings produced by life insurance companies to fund infrastructure improvements, as infrastructure investment is crucial, particularly in emerging economies to support both the expansion of domestic private sector businesses and the entry of foreign businesses. These decisions about capital investments made by the government and the business sector should raise overall living standards and enhance employment levels. Additionally, as the country's production base expands, its export potential expands as well, enabling it to supply more of the things it currently receives from overseas. The domestic exchange rate is

reinforced in addition to the balance of payments and foreign exchange holdings (Gerry).

The insurance business faces various challenges in emerging markets. The most of challenges differ from area features. The following are some significant challenges the insurance business is now facing;

- **Awareness:** Awareness is the most sensitive issue in the sale of insurance. In most cases, illiterate people did not get insurance policies even though they require them. The main reason behind it is the lack of awareness.
- **Skilled Human Resources:** Human capital is like blood in the human body for firms. Every firm requires good educated and skilled human resources. It is a very big challenge to get skilled Human resources as well as keep them in the company for the maximum possible time by making sure them to satisfy with their jobs.
- **Clear Rates:** Interest and profit rates should be very clear for the customers from the very first day of their policy and complicated rates create confusion in customers' minds which can lead a customer to avoid the insurance.
- **Customers Access:** It is also a challenge for the insurance industry to keep close to its customers. This function needs the companies to invest in market penetration.
- **Political Pressure:** Political Pressure is also a big challenge for the insurance industry. The insurance industry has to be bound by the rules and regulations assigned by the state which can reduce the profitability of the company. Emerging markets face more political pressure than developed markets. It is a challenge for the insurance industry to maintain its progress with effective policies.
- **Economic Changes:** The economy of any country impacts very largely on the insurance sector. In emerging markets economy is a very critical issue. With the increase in the economy, more people would tend to show interest in insurance.
- **Customer Behaviour:** With the Changing world Customer behavior is also a modifier from the last Decades.

- **Inflation Effects:** Inflation plays a vital role in the economy of any country with increased inflation in-country value of money decreases while the income of people specially employed remains the same.
- **Per Capital Income:** This factor is the source for the new customers in insurance if per capital is lower than fewer people would come for insurance.
- **Technological Development:** In today's world technology has been developed many times more than previously. To succeed technology is the must thing and a challenge for the industry to make some Innovative and customer Friendly technology.

The insurance business must make use of all available opportunities. Opportunities are quite uncommon in insurance companies, as is the standard. The competitive conditions that the insurance sector must deal with depend on the company's effective policies to be handled sensibly. The opportunities that an insurance company is most likely to behave are mentioned following;

- **Social Approach:** It is an opportunity for emerging market insurers to utilize Social networking which had been dominated the whole world. The social approach can be used in many ways like Advertisement customer awareness and many other things.
- **Awareness Programs:** The insurance industry can establish awareness programs for illiterate people. This can increase awareness of what insurance actually provides.
- **Innovation following Customer's Taste: Customers'** taste is mandatory today to be succeeding in the market and very importantly in Emerging markets.
- **Use of E-Commerce:** Commerce has been modified today. The insurance industry can use E commerce to get through to customers electronically.
- **Flexibilities:** Insurance companies use flexible resources to become more efficient than companies with rigid resources.

In Emerging Markets Challenges and Opportunities are available. Customers' demand and use of online application systems are the most important factors in the long-run objectives of any insurance company. Insurance companies with innovative teamwork and professional human capital can be very successful if other factors like economic and political pressures do not affect big. For Insurers and investors in

emerging markets, the future middle class is a huge business opportunity based on potential customers and innovative solutions. As margins in emerging markets are low so operational efficiency is important and operational excellence is a key for insurers and investors to become developed.

The Myanmar insurance market still has problems with skilled employees, government insurance systems, reinsurance, and supervisory expertise. To ensure its safety, the current insurance sector law still has to be reformed.

One of the challenges facing Myanmar's insurance companies is the general lack of understanding of the value of an insurance system. Due to the lack of development in the micro-insurance sector, only a very tiny percentage of the population, especially those in the middle and upper classes, have access to insurance services (Wijaya & Erbenich, 2016).

There are also many challenges getting from the insurance sector from liberalization in Myanmar.

- **Lack of Public Knowledge:** the 52 million people in Myanmar are still largely unprepared financially for the future, especially when it comes to unforeseen health crises and the potential loss of family income-earners. The lack of public awareness is one of the biggest problems Myanmar's insurance businesses are facing. Due to limited access to financial services and instruction, overall financial literacy is still poor.
- **Lack of Competition:** Lack of competition is another obstacle to the market's growth, as all private insurance providers are now mandated to charge the same premium rates. This leads to a non-competitive market, which restricts the supply of potential products, prevents product innovation, and may make insurance businesses unprofitable.
- **Shortage of Skilled Professionals:** The industry's expansion is technical barriers by human resources. Financial education is still poor, and it is difficult to find the human resources needed to run an insurance company. As a result, employers must make large investments in employee education and training. In addition, the Myanmar Insurance Market Industry lacks the internal actuarial knowledge necessary to add new products to its pricing methodology.
- **Lack of Collaboration:** In order to create a solid legal framework in cooperation with other governmental organizations, such as the Ministry of

Health and other relevant ministries, it is unquestionably necessary to create deep insurance awareness among the populace.

- **Lack of Experiences:** The majority of domestic insurance companies are hindering the development of the industry and the chance to offer families a financial safety net due to their general lack of experience, technological expertise, and money.
- **International Best Practices:** The insurance market in Myanmar has been cut off from the global insurance market for many years. The insurance industry in Myanmar has been impacted by the need to adhere to numerous international standards (Hlaing Yin Mon, 2019).

According to Law, (1993), the Effecting Insurance and Granting of Benefits are directly in compliance with the required age and wage schedule, all government employees are required to get life insurance through Myanmar Insurance. A person who has reached majority age can make changes to a minor's life insurance. Motor vehicle owners are required to purchase Third Party Liability Insurance from Myanmar Insurance. A business owner or organization running a venture that could result in damage to state-owned property, harm to public safety and property, or environmental degradation must get mandatory general liability insurance through Myanmar Insurance.



## **CHAPTER IV**

### **ANALYSIS OF SERVICE QUALITY ON LIFE INSURANCE SECTOR**

#### **4.1 Survey Profile**

Yangon is the largest city and capital of Myanmar. Myanmar is Yangon, Myanmar's most populated metropolis and most significant commercial hub has about 7 million populations. Myanmar's most revered and well-known Buddhist pagoda is located in Yangon, which also has the biggest concentration of colonial-era structures in Southeast Asia. The majorities of the industrial estates that surround Yangon still suffer from severe inequality and lack basic infrastructure, even though many ancient residential and commercial buildings have been rebuilt in central Yangon. The data were collected in the township of Yangon at Pabedan, Insein, South Dagon Seikkan, Thanlyin.

#### **4.2 Survey Design**

The thesis was designed as a blueprint for producing the research such as how a research study is to be completed, operation factors can be measured, selecting a sample of this study, collecting data to be used as a foundation for testing descriptive statistics, observing the results and interpret the outcomes. The quantitative method was applied in this study. The methodological approach to this research topic was presented, including how the research process was designed and reached using descriptive analysis by quantitative method. The questionnaire was established from a review of the literature. So, There are three sections in questionnaire comprised demographic characteristics of respondents, part two involved general information and part three was dimensions of the study including physical appearance, service performance, understanding customer needs, constancy, impressing customers, and service commitment factors. To describe the numerical data of factors and to know the number per cent of cases in the category, the study has functioned as descriptive

analysis. To determine the answers of respondents to the questionnaires of this thesis the survey was translated into the English language to the Myanmar language.

The answers of a 5 Likert scale which values ranging from 1-5 on the rating scale, where 1 was ranked Strongly dissatisfied, 2 was Dissatisfied, 3 was Neutral, 4 was Satisfied and 5 Strongly satisfied. The data was gathered in the city's downtown at the Myanma Insurance Company, as well as other public and private organizations including the Ministry of Industry, Kyaw Thar Construction, Jewel Ko Lay Company and SUNTEC pharmaceutical Company Limited by using the random sampling method and a total of 200 respondents were polled using the set of questionnaire that have been described in the following table.

**Table (4.1) Composition of Sample by Organization**

<b>Sr No.</b>	<b>Organizations</b>	<b>Respondents</b>	<b>Township</b>
1	Myanma Insurance	64	Pabedan
2	Ministry of Industry	45	Insein
3	Kyaw Thar Construction	26	South Dagon Seikkan
4	Jewel Ko Lay Company	28	Thanlyin
5	SUNTEC pharmaceutical	37	Insein
	<b>Total</b>	<b>200</b>	

Source: Survey Data, 2022

The above mentioned four townships are located in the Yangon Region, and the data gathered from such as civil servants, company staff, business persons and retired person customers who insurers and consume life insurance from Myanma Insurance Company.

### **4.3 Survey Results**

This study applied descriptive analysis and frequency analysis to know the demographic characteristics of respondents such as gender, age, education, occupation and monthly income then it help for the information embedded in the data. The descriptive analysis procedure was used not only to obtain the correct information data but also was displayed with mean, standard deviation, bar charts and histograms of the study.

### 4.3.1 Demographic Characteristics of Respondents

The demographic characteristics of residents are included in section four of the questionnaire as gender, age, education status, occupation and monthly income (Kyat in Myanmar Currency) and other additional questions. The demographic characteristics were analyzed through frequency statistics shown in the table as the profile of respondents in this study.

**Table (4.2) Demographic Characteristics of Respondents**

Sr. No.	Description	Classification	Frequency	Percentage (%)
1	<b>Gender</b>	Male	96	48.0
		Female	104	52.0
		<b>Total</b>	<b>200</b>	<b>100.0</b>
2	<b>Age Groups</b>	18-25 years	9	4.5
		26- 45 years	69	34.5
		46-60 years	83	41.5
		61 years and above	39	19.5
		<b>Total</b>	<b>200</b>	<b>100.0</b>
3	<b>Education Status</b>	High School	-	-
		Undergraduate	30	15.0
		Graduate	147	73.5
		Post- Graduate	23	11.5
		<b>Total</b>	<b>200</b>	<b>100.0</b>
4	<b>Occupation</b>	Civil Servant	78	39.0
		Company Staff	63	31.5
		Business Person	35	17.5
		Retired	24	12.0
		<b>Total</b>	<b>200</b>	<b>100.0</b>
5	<b>Income (Monthly)</b>	Less than 200,000	24	12.0
		200,001-300,000	32	16.0
		300,001-400,000	66	33.0
		400,001-500,000	43	21.5
		Above 500,000	35	17.5
		<b>Total</b>	<b>200</b>	<b>100.0</b>

Source: Survey Data, 2022

Table (4.2) presents the respondents' gender and the gender of respondents can be divided into two groups: male and female. There are 96 respondents with 48 % that were male and 104 respondents were females with 52 %. The findings revealed that female respondents are more than males.

According to the age groups, most of them were 83 respondents in 46-60 years old 41.5 %, next group followed by 69 respondents with 34.5 % respectively. The 39 respondents with 19.5 % represent for 61 years and above age group, and lastly, the 18-25 years old account for 4.5 % with 9 respondents. The purchasing nature life insurance premium was more attractive to older people than the young generation in Myanmar.

The respondents' educational status is divided into four groups, high school; undergraduate, graduate and post-graduate. The majority of respondents are graduates with 147 respondents (73.5%), then undergraduate degrees with 30 participants (15%), and the minority is post-graduate degree holders with 23 participants (11.5%). These results indicate all participants are well-educated.

The information of occupation of respondents involved civil servant, company staff, business person and retired. The majority is 78 civil servants at 39% and followed by 63 company staff at 31.5 %. There are 35 business people with 17.5 % and 24 retired participants account for 12.5%. The government staff or civil servants are required to buy the life insurance premium due to the nature of their job situations.

Lastly, the income levels of respondents have been divided into five levels. The majority of 66 respondents (33%) earned 300,001-400,000 Kyats, and the 43 respondents (21.5%) had an income of 400,001-500,000 Kyats per month. Above 500,000 is answered (17.5 %) of all respondents and (16%) is 200,001-300,000 Kyats. The lowest income level as less than 200,000 had 12 % for 24 respondents. The company staff and business people earn more money than retired and civil servants in the study.

#### **4.3.2 Description of General Information about Life Insurance**

The only question the survey participants are asked has two or three alternative answers such as "yes" "no" or "I don't know". The statistical test examines whether there are noticeably more "yes" answers than "no." The survey questionnaire represented the general information about the life insurance of the respondents that

can be checked in the study. The detailed results of the question are as the following table;

**Table (4.3) General Information about Life Insurance**

<b>Sr. No.</b>	<b>Description</b>	<b>Yes</b>	<b>No</b>	<b>I don't know</b>	<b>Total</b>
Q1	Do you think consumption of life insurance is beneficial in society?	107	18	75	200
Q2	Do you think our society needs to be aware of the opportunities for life insurance?	163	14	23	200
Q3	Do you know about the Insurance Law of Myanmar?	58	64	78	200
Q4	Will you recommend your family, friends, and relatives to consume the life insurance premiums of Myanma Insurance?	142	58	-	200

Source: Survey Data, 2022

Table (4.3) regard with the answers, all respondents has purchased life insurance premiums from Myanma Insurance. For question two "Do you think consumption of life insurance is beneficial in society?" replied that 107 respondents answered "yes", 18 people answered response "no" and 75 people were "I don't know". In developing Myanmar, the society didn't recognize the advantage of consumption life insurance.

Question two as "Do you think our society needs to be aware of the opportunities of life insurance?" had 163 participants say "yes", 14 respondents answered "no" and 23 responded, "I don't know". Myanma Insurance Company needs to provide awareness to Myanmar society.

Concerning knowing about the Insurance Law of Myanmar, 58 respondents said "yes" but 64 were "no" and 78 were "I don't know". Only a few people know about Insurance Law of Myanmar.

The final question is "Will you recommend your family, friends, and other relatives to consume Myanma Insurance life insurance premiums?" replied by 58

persons with “no” and 142 participants said "yes." The majority of insurers intended to recommend their family and friends consume life insurance from Myanma Insurance.

### 4.3.3 Descriptive Analysis of Service Quality in the Life Insurance Sector

Descriptive analysis was used to examine how the service quality of Myanma Insurance affects customers' demand for life insurance premium consumption by using six dimensions such as physical appearance, service performance, understand customer needs, constancy, impressing customer and service commitment. It was also used to assess whether the clients supported such growth and the overall quality of service in society. For the analysis of the SPSS descriptive data, the mean, a measure of central tendency, and standard deviation, SD, a measure of variability, were used. The study was operated as a descriptive analysis to describe the numerical data of one variable and to determine the percentage of cases in the category. The results of this study used descriptive analysis are shown in the tables below.

**Table (4.4) Descriptive Analysis of Physical Appearance**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	Myanma Insurance office has modern-looking service equipment	3.80	.673
2	Myanma Insurance office has visually appealing interiors	3.93	.781
3	The employees of the Insurance Company look neat	4.27	.699
4	The office has adequate physical facilities	4.36	.945
5	The location of the office is convenient	3.89	1.236
6	The service such as pamphlets, brochures, etc. of the Insurance Company is visually appealing	3.68	.918
	<b>Overall Mean Value</b>	<b>3.99</b>	

Source: Survey Data, 2022

Table (4.4) shows the outcomes of physical appearance involved six items towards service quality of life insurance consumption such as “Myanma Insurance office has modern-looking service equipment” with (M= 3.80, SD= .673), the second item of ‘Myanma Insurance office has visual appealing interiors” completed with (M = 3.93, SD= .781), the third item of "The employees of the Insurance Company look neat" with (M = 4.27, SD= .699), the highest value was "The office has adequate physical facilities" with (M = 4.36, SD= .945) was the maximum mean value in all indicators, the fifth item of "The location of the office is convenient" with (M= 3.89, SD = 1.236). The last item is "The service such as pamphlets, brochures, etc. of the Insurance Company is visually appealing" with (M = 3.68, SD= .918). The overall mean values for all items are 3.99. As the result, Myanma Insurance Company has enough facilities and the location of the office is very convenient to go and located in the downtown area.

**Table (4.5) Descriptive Analysis of Service Performance**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	Myanma Insurance Company provides the right service first time	3.61	.856
2	Myanma Insurance Company keeps its service promises	3.42	.734
3	The Life Insurance Company keeps customers informed about when services will be performed	3.56	.788
4	The employees show sincere interest in problem-solving of customers	3.38	.649
5	Myanma Insurance Company has a wide range of services to offer	4.12	.791
6	The employees are available for assistance	3.79	.812
	<b>Overall Mean Value</b>	<b>3.65</b>	

Source: Survey Data, 2022

Table (4.5) indicates the outcomes of service performance comprising six items towards service quality of life insurance consumption such as “Insurance

Company provides the right service first time” with (M= 3.61, SD = .856), the second item of “Insurance Company keeps its service promises” accomplished with (M= 3.42, SD= .734), the third item of “The Life Insurance Company keeps customers informed about when services will be performed” with (M =3.56, SD=.788), the item as “The employees show sincere interest in problem-solving of customers” had (M= 3.38, SD=.649). "Insurance Company has a wide range of services to offer" with (M = 4.12, SD= .791) and the highest value of the results. The final item is "The employees are available for assistance" with (M = 3.79, SD= .812). The overall mean is 3.65. Myanma Insurance Company is providing not only life insurance services but also give various services including Cash in Safe Insurance and Cash in Transit Insurance, Fire and Allied Perils Insurance, Burglary Insurance Fidelity Guarantee Insurance, etc.

**Table (4.6) Descriptive Analysis of Understanding Customer Needs**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	The employees/ company give a prompt error with free service	3.58	.912
2	The Life Insurance Company keeps customers informed about when services will be performed	3.66	.823
3	The employees are always willing to help you	3.41	.895
4	The employees are never too busy to respond to your request	3.37	.783
5	The Life Insurance Company understands your specific needs	3.16	.673
	<b>Overall Mean Value</b>	<b>3.44</b>	

Source: Survey Data, 2022

Table (4.6) mentions that the outcomes of understanding customer needs factor with five items towards service quality of life insurance consumption were such as “The employees/ company give a prompt error with free service” with (M= 3.58, SD= .912), the second item of “The Life Insurance Company keeps customers informed about when services of performed” accomplished with (M = 3.66, SD



= .823), the third item of “The employees are always willing to help you” with (M = 3.41, SD = .895), the fourth item as “The employees are never too busy to respond to your request” with (M = 3.37, SD= .783) and the fifth item of “The Life Insurance Company understands your specific needs” with (M= 3.16, SD = .673). The overall mean value for this factor is 3.44. As a result, neither government employees nor public service providers are adept at comprehending the demands of their clients.

**Table (4.7) Descriptive Analysis of Constancy**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	The employees/company are consistently courteous	3.39	1.105
2	The employees/company know to answer your questions	3.52	.941
3	The employees/company are always willing to help you	3.61	.807
4	The employees are always trustworthy	3.14	.866
5	The employees are polite to customers	3.26	.817
	<b>Overall Mean Value</b>	<b>3.38</b>	

Source: Survey Data, 2022

Table (4.7) shows the constancy factor which was composed of five items to improve the service quality of life insurance purchases, such as “The employees/company are consistently courteous” with (M= 3.39, SD= 1.105), the second item of “The employees/company know to answer your questions” completed with (M = 3.52, SD = .941), the third item of “The employees/company are always willing to help you” with (M = 3.61, SD = .807), and “The employees are always trustworthy” with (M= 3.14, SD = .866) and the fifth item of “The employees are polite to customers” with (M= 3.26, SD = .817). The overall mean value for constancy is 3.38. Making sure that each customer is acknowledged as a committed, long-term, valued customer in every interaction is necessary to provide truly consistent customer care at Myanmar Insurance Company.

**Table (4.8) Descriptive Analysis of Impressing Customer**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	The behaviour of the employee's confidence in you	3.67	1.230
2	The employees/company provide individual attention to customers	3.71	1.142
3	The employees respect the customers	3.65	.899
4	The employees always listen to the customers' needs	3.37	.914
5	The employees are never disrespectful to the customers	3.46	.673
	<b>Overall Mean Value</b>	<b>3.57</b>	

Source: Survey Data, 2022

Table (4.8) shows the five items of impressing customer factors towards insurance consumption were such as “The behavior of the employee's confidence in you” with (M=3.67, SD =1.230), the second item of “The employees/ company provide individual attention to customers” completed with (M= 3.71, SD =.899), the third item of “The employees respect of the customers” with (M = 3.65, SD = .899), and “The employees always listen to the customers' needs” with (M= 3.37, SD = .914), the fifth item of “The employees are never disrespected on the customers” with (M = 3.46, SD = .673). The overall mean value impressing customer factor is 3.57. Customer's positive feedback can be fulfilled thanks to Myanmar Insurance Company's focus on them. Customers would purchase from companies that respond to positive feedback.

**Table (4.9) Descriptive Analysis of Service Commitment**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	Customers feel safe in transactions with employees	3.53	.795
2	The service of employees/ company has your best interest at heart	3.61	.938
3	The Life Insurance Company has operating hours that are convenient to all its customers	4.35	.842
4	The Life Insurance Company provide service promptly	4.02	.739
5	The Life Insurance Company maintains accurate records of customers	4.21	.645
	<b>Overall Mean Value</b>	<b>3.94</b>	

Source: Survey Data, 2022

Table (4.9) shows the service commitment factor with five items towards service quality of life insurance consumption such as "Customers feel safe in transactions with employees" with (M = 3.53, SD = .795), the second item "The service of employees/ company has your best interest at heart" completed with (M= 3.61, SD = .938), the third item of "The Life Insurance Company has operating hours that are convenient to all its customers " with (M = 4.35, SD = .842), and "The Life Insurance Company provide service promptly" with (M = 4.02, SD = .739) was the maximum mean value in all indicators, the fifth item of "The Life Insurance Company maintains accurate records of customers" with (M =4.21, SD = .645). The overall mean value for service commitment is 3.94. Service commitment is a retention strategy that emphasizes maintaining support by continually upholding the brand's value proposition. Therefore Myanma Insurance Company needs to keep their service commitment to customers to support them after a purchase.

#### 4.3.4 Factors Affecting Service Quality on the Consumption of Life Insurance

Depending on the outcomes of the respondents' responses, the mean value is determined. 200 respondents' perceptions of the service quality aspects and their use of life insurance are analyzed using a five-point Likert scale rating on items by using Strongly Dissatisfied, Dissatisfied, Neutral, Dissatisfied and Strongly Dissatisfied. The results are summarized in the table below along with the overall mean value for each element affecting the customer service quality of Myanmar Insurance Company.

**Table (4.10) Summary of Service Quality Assessment on Life Insurance Consumption**

Sr. No.	Dimension	Overall Mean Value
1	Physical Appearance	3.99
2	Service Performance	3.65
3	Understanding Customer Needs	3.44
4	Constancy	3.38
5	Impressing Customer	3.57
6	Service Commitment	3.94

Source: Survey Data, 2022

According to Table (4.10), the overall mean value factors affecting service quality is nearly 4. Physical appearance has the highest mean score among the six factors, with a value of 3.99, as can be shown. The mean score for service commitment is the second highest, at 3.94. Overall, the mean score for service performance is 3.65, while the average score for understanding customer needs is 3.44. Constancy has the lowest mean score, with a value of 3.38, according to the findings. Finally, customers believe that physical appearance is the most significant factor influencing the quality of Myanmar Insurance Company's Life Insurance services.

The results show that physical appearance has an overall mean score of 3.99. It can be demonstrated that respondents agreed that the insurance office has enough physical facilities, modern-looking service equipment, and visually pleasing interiors. Myanmar Insurance Office is located in a convenient location. Insurance companies providing promotional materials, such as booklets and brochures, are attractive to look at for customers; the service performance has an overall mean score of 3.65. The staff

at Myanma Insurance Company sincerely cares about helping customers solve their problems, and the company follows its service commitments. Moreover, the Insurance Company offers a variety of services to its clients.

According to the findings, the mean total score for Understanding Customer Needs is 3.44. It can be shown that respondents concurred that staff are consistently willing to assist customers, the Life Insurance Company informs clients when services are provided, and employees/company provide prompt error with no-charge service. Constancy has an overall mean score of 3.38. The company and its employees are consistently courteous. The employees are always trustworthy and polite to consumers. The company's staffs are aware of how to respond to customers' inquiries. Continuously, the overall mean score for Impressing Customers is 3.57. Customers receive individualized attention from the employees. The employees are always attentive to the demands of the customers. Customers have respect for the personnel. Finally, the overall mean score of service commitment is 3.94, which corresponds to consumer agreement on the service quality of life insurance consumption. Life Insurance Company keeps thorough data of its clients and facilitates well their office hours for all of its clients. Moreover, the Insurance Company responds quickly to customer requests.

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Findings**

The insurance sector requires a continuous increase in expectations of the customers along with the high demand for service quality. One of the foremost intentions is to find an approach on factors affecting of service quality on the life insurance consumption of Myanmar Insurance Company in the Yangon Region. According to the findings, more female respondents than male respondents responded on the survey. For the groupings, 83 respondents aged 46-60 made up the majority (41.5%), followed by 69 respondents with 34.5%. Older people are more interested in obtaining life insurance premiums than younger age. Graduate degrees account for the majority of respondents (73.5%), followed by undergraduate degrees (30 participants; 15%). These findings said that all participants are highly educated. Due to the nature of their employment, government employees and public officials are compelled to pay the life insurance premium as well as the majority of respondents are civil servants who have an occupation of 39%, followed by 63 company employees at 31.5%. According to the respondents' income levels, 43 respondents (21.5%) earned income 400,001–500,000 Kyats, while the majority of 66 respondents (33%) received 300,001–400,000 Kyats. In the survey, business people and company staff make more money than retired people and government employees.

For question one, it was observed from general information above service quality of life insurance consumption answered by respondents “the consumption of life insurance is beneficial in society,” received 107 affirmative responses. To question two as Myanmar society needed to be aware of the benefits of life insurance 163 people responded "yes". When asked if they were aware of Myanmar's Insurance Law, 58 respondents said "yes," while 64 replied "no," and 78 indicated they were “I don’t know”. The last question, "Will you recommend your family, friends, and other relatives to buy life insurance premiums" was answered with "yes" by 142 respondents and “no” by 58 respondents.

According to the results, the factors affecting of service quality on life insurance consumption found that the mean value of physical appearance has the highest mean score among the six factors, scoring 3.99. Then, the service commitments mean score was the second-highest at 3.94. The overall mean score for customer service performance was 3.65, while the overall mean score for understanding customer needs was 3.44. The results show that constancy had the lowest mean score, with a value of 3.38. The customers think that physical appearance has the biggest impact on how thriving Myanma Insurance Company's services quality are provided to the customers. The empirical findings show that physical appearance and service commitment are the key factors in the insurance industry that lead to customer satisfaction and trust. These two dimensions overall would fill the service quality gap of insurance industry and increase competency of the companies to perform appropriately keeping in mind the customer's requirements.

The outcomes find a unique approach to solve the challenges of the future's situation of insurance industry. Therefore, the future insurance businesses would benefit from creating a customer-focused approach. The perceived value of the service quality instrument is thus established for periodic monitoring of service quality by consumers. Service commitment is thus considered a crucial factor in maintaining legitimacy in the eye of the customers. These findings can be turned into practical strategies and activities for gaining an advantage through customer retention and satisfaction in the cutthroat insurance industry. Although the life insurance sector in Myanmar can be used in the life insurance industries in other countries to improve service quality. This study can be accomplished by including the necessary modification in service quality factors in line with the socioeconomic environment of that country. The study evaluates on the six factors for assessing customer-perceived service quality for life insurance services. Here, service quality needs to be measured using a six-dimensional hierarchical structure consisting of physical appearance, service performance, understanding customer needs, impressing customers, and service commitment. There is scope for further research. Future studies in this area should also measure changes in how perceptions about service quality relate to satisfaction and loyalty, future studies in this area should include examining changes in service quality expectations over time. The investigation of the causal link between service quality, customer satisfaction, loyalty, customer trust, and retention can be done as a further study.

## 5.2 Recommendations

Life insurance is exclusive in that it receives compensation for controlling the risk of other parties. The most valuable possession is human life, and life insurance is the most important type of protection that offers economic security to individuals and their families in the event of unforeseeable dangers or injuries. Although life insurance rarely covers, it offers a sense of security, safety, and protection to people and also promotes saving among people. Life insurance service providers must maintain their client's business by providing exceptional customer service in the market for life insurance services in Myanmar. The main recommendations of this study help to promote life insurance consumption and to improve the service quality of customers by making strategies. The study found the following recommendations:

Firstly, Myanma Insurance Company should have development plans that take into consideration customers' needs and willingness to pay the standard premium rate. Insurance companies should provide services quality at suitable life insurance premium rate without losing performance, maintain business word when the company commit to completing a job by a certain date, issue contracts with clear, transparent, and explicit terms, and quickly resolve claims without unnecessary delay.

Then, the Life Insurance Company should maintain latest records of customers that can be reviewed whenever it is most convenient. Because consumers invest significant sums of money in the life insurance industry, the consequences are quite high and even a tiny mistake could cause the life insurance company's reputation to collapse. As a result, the Companies must constantly confirm service consistency.

Continuously, the company should have convenient operating hours to provide service to the customers so that they can benefit from the service at their feasible time. Moreover, the employees of the Life insurance Company should give individual attention to the employees and understand the customer's needs while responding to their questions to make them feel important and providing service to the customers accordingly make to ensure worthy service quality.

Furthermore, the Myanma Insurance Company or employees should make an effort to give its customers a feeling satisfaction whenever customers deal with their difficulties as well. This type of commitment and implicit confirmation that produce a positive perception of the level of services they have received from the Life Insurance Company and benefit the business in the long term.



Finally, the life insurance employees must make sure to think be trustworthy and eager to assist customers, particularly with the necessary documentation. Life insurance companies must use training programs and HR procedures to discover, develop, and inspire sales staff that shows good characteristics. These make ensure that they are credentialed, truly committed to solving problems, and recognized as trustworthy. The strategies developed in this study can be used by managers to gauge, assess, and enhance the quality of their services.

The insurance company's employees must have confidence on the customer. The insurance company must have operating hours convenient to all customers. The employees and insurance company must be good-looking in the customers' eyes. On the other hand, Myanma Insurance Company should take some initiative for the improvement of the insurance sector and in coordination with all insurers must launch an awareness movement through mass media communication, business advertising, and awareness programs in Yangon Region.

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**မေးခွန်းလွှာစစ်တမ်း**

**ရန်ကုန်တိုင်းဒေသကြီးရှိ အသက်အာမခံလုပ်ငန်းကဏ္ဍ၏**

**ဝန်ဆောင်မှုအရည်အသွေးအပေါ် လေ့လာမှု**

လေးစားအပ်ပါသော ဖြေဆိုသူများသို့

ကျွန်မ၏နာမည်သည် မခင်မိုးနွယ်ဖြစ်ပြီး ကျွန်မသည် ရန်ကုန်စီးပွားရေး တက္ကသိုလ် တွင် ပြည်သူ့ရေးရာစီမံခန့်ခွဲရေးနှင့် အုပ်ချုပ်ရေးဆိုင်ရာ မဟာတန်းတွင် တက်ရောက်နေ သော ကျောင်းသူတစ်ယောက် ဖြစ်ပါသည်။ ယခု ကျွန်မသည် ရန်ကုန်တိုင်းဒေသကြီးရှိ အသက်အာမခံ လုပ်ငန်းကဏ္ဍ၏ ဝန်ဆောင်မှု အရည်အသွေးအပေါ် လေ့လာမှုဖြင့် သုတေသနစာတမ်း ပြုလုပ်နေပြီး ဤမေးခွန်းလွှာ စစ်တမ်းသည် ပညာရပ်ဆိုင်ရာ သုတေသနအတွက် အသုံးပြုရန်သာ ဖြစ်ပါသည်။ ဤမေးခွန်းလွှာကို ဖြေဆိုရန် (၅)မိနစ်ခန့် သာကြာမြင့်မည်ဖြစ်ပြီး မေးခွန်းတစ်ခုချင်းဆီအတွက် သင့်တော်သော ရွေးချယ်မှုတစ်ခု ရွေးချယ်၍ ဖြေဆိုပေးပါရန် တောင်းဆိုအပ်ပါသည်။ ကျေးဇူးအထူးတင်ရှိပါသည်။

ဆုမွန်ကောင်းများဖြင့်

ခင်မိုးနွယ်

MPA II-14 (18<sup>th</sup> Batch)

ရန်ကုန်စီးပွားရေးတက္ကသိုလ်

**အပိုင်း (၁) ဖြေဆိုသူများ၏ ကိုယ်ရေးအချက်အလက်**

သင့်တော်ရာကို ရွေးချယ်ပေးပါ

(၁) လိင်

- အမျိုးသား
- အမျိုးသမီး

(၂) အသက်အရွယ်

- ၁၈ နှစ်မှ ၂၅ နှစ်ကြား
- ၂၆ နှစ်မှ ၄၅ နှစ်ကြား
- ၄၆ နှစ်မှ ၆၀ နှစ်ကြား
- ၆၁ နှစ်နှင့် အထက်

(၃) ပညာအရည်အချင်း

- အထက်တန်းပညာ
- တက္ကသိုလ်ကျောင်းသား
- ဘွဲ့ရ
- ဘွဲ့လွန်

(၄) အလုပ်အကိုင်

- အစိုးရဝန်ထမ်း
- ကုမ္ပဏီဝန်ထမ်း
- စီးပွားရေးလုပ်ငန်းရှင်
- ပင်စင်စား
- အခြား

(၅) တစ်လစာဝင်ငွေ

- ကျပ် ၂၀၀,၀၀၀ အောက်
- ကျပ် ၂၀၀,၀၀၀ မှ ၃၀၀,၀၀၀ ကြား
- ကျပ် ၃၀၀,၀၀၀ မှ ၄၀၀,၀၀၀ ကြား

- ကျပ် ၄၀၀,၀၀၀ မှ ၅၀၀,၀၀၀ ကြား
- ကျပ် ၅၀၀,၀၀၀ အထက်

**အပိုင်း (၂) အသက်အာမခံ၏ ယေဘုယျအချက်အလက်**

<p>(၁) အသက်အာမခံ သုံးစွဲခြင်းသည် လူ့အဖွဲ့အစည်းအတွက် အကျိုးရှိမည်ဟု သင်ထင်ပါသလား။</p>	<ul style="list-style-type: none"> <li>○ မသိပါ။</li> <li>○ မထင်ပါ။</li> <li>○ ထင်ပါသည်။</li> </ul>
<p>(၂) ကျွန်ုပ်တို့၏ လူ့အဖွဲ့အစည်းသည် အသက်အာမခံ၏ အခွင့်အရေးများကို သတိပြုမိရန် လိုအပ်သည်ဟု သင်ထင်ပါသလား။</p>	<ul style="list-style-type: none"> <li>○ ထင်ပါသည်။</li> <li>○ မထင်ပါ။</li> <li>○ မသိပါ။</li> </ul>
<p>(၃) မြန်မာနိုင်ငံ၏ အာမခံဥပဒေကို သင်သိရှိပါသလား။</p>	<ul style="list-style-type: none"> <li>○ မသိပါ။</li> <li>○ မသိရှိပါ။</li> <li>○ သိရှိပါသည်။</li> </ul>
<p>(၄) မြန်မာနိုင်ငံ၏ အသက်အာမခံများကို ဝယ်ယူအသုံးပြုရန် သင်၏မိသားစု၊ သူငယ်ချင်း၊ ဆွေမျိုးများကို အကြံပြုမည်လား။</p>	<ul style="list-style-type: none"> <li>○ မပြုလုပ်ပါ။</li> <li>○ ပြုလုပ်မည်။</li> </ul>

အပိုင်း(၃) လေ့လာမှု၏ အတိုင်းအတာများ

(က) မြန်မာ့အာမခံကုမ္ပဏီများ၏ ဝန်ဆောင်မှုအရည်အသွေးများအပေါ် သင်၏အမြင် သဘောထားကို ရွေးချယ်သတ်မှတ်ပေးပါ။ (၁ = အလွန်တရာ မကျေနပ်ပါ၊ ၂ = မကျေနပ်ပါ၊ ၃ = အလည်အလတ်၊ ၄ = ကျေနပ်ပါသည်၊ ၅ = အလွန်တရာ ကျေနပ်ပါသည်။)

စဉ်	ရုပ်ပိုင်းဆိုင်ရာ ပုံ သဏ္ဍာန်	၁	၂	၃	၄	၅
၁	မြန်မာနိုင်ငံရှိ အာမခံရုံးခန်းများသည် ခေတ်မှီသော ဝန်ဆောင်မှု၊ စက်ပစ္စည်းများရှိသည်။					
၂	မြန်မာနိုင်ငံရှိ အာမခံရုံးများသည် အမြင်အာရုံ ဆွဲဆောင်မှု ရှိသော အတွင်းခန်းများ ရှိသည်။					
၃	မြန်မာနိုင်ငံရှိ အာမခံရုံးခန်းများရှိ ဝန်ထမ်းများသည် သေသပ်စွာ ဝတ်ဆင်ထားသည်။					
၄	မြန်မာနိုင်ငံရှိ အာမခံရုံးခန်းများတွင် လုံလောက်သော ရုပ်ပိုင်းဆိုင်ရာ အထောက်အကူပစ္စည်းများ၊ စက်ပစ္စည်းများရှိသည်။					
၅	မြန်မာနိုင်ငံရှိ အာမခံရုံးခန်းများသည် သွားလာရအဆင်ပြေသောနေရာများတွင် တည်ရှိကြသည်။					
၆	ကုမ္ပဏီ၏ ဝန်ဆောင်မှုများ (လက်ကမ်းစာစောင်များ) အစရှိသော ပစ္စည်းများသည် အမြင်ပိုင်းဆိုင်ရာ ဆွဲဆောင်မှုရှိသည်။					



(ခ) မြန်မာ့အာမခံကုမ္ပဏီများ၏ ဝန်ဆောင်မှုအရည်အသွေးများအပေါ် သင်၏အမြင် သဘောထားကို ရွေးချယ်သတ်မှတ်ပေးပါ။ (၁ = အလွန်တရာ မကျေနပ်ပါ။ ၂ = မကျေနပ်ပါ။ ၃ = အလည်အလတ်၊ ၄ = ကျေနပ်ပါသည်၊ ၅ = အလွန်တရာ ကျေနပ်ပါသည်။)

စဉ်	ဝန်ဆောင်မှုအရည်အသွေး	၁	၂	၃	၄	၅
၁	မြန်မာနိုင်ငံရှိ အာမခံကုမ္ပဏီများသည် မှန်ကန်သော ဝန်ဆောင်မှုကို ပထမဆုံးအကြိမ် ဆောင်ရွက်ပေးပါသည်။					
၂	မြန်မာနိုင်ငံရှိ အာမခံကုမ္ပဏီများသည် ၎င်းတို့ချမှတ်ထားသော ဝန်ဆောင်မှုဆိုင်ရာ ကတိများကို လိုက်နာဆောင်ရွက်ပါသည်။					
၃	ကုမ္ပဏီများသည် ၎င်းတို့ ဝန်ဆောင်မှုပေးသော အချိန်တွင် ဝယ်ယူသူများအား အသိပေး အကြောင်းကြားပေးသည်။					
၄	ကုမ္ပဏီဝန်ထမ်းများသည် ဝယ်ယူသူများ၏ ပြဿနာများကို ဖြေရှင်းရာတွင် စိတ်ဝင်စားစွာဖြေရှင်းပေးကြသည်။					
၅	မြန်မာနိုင်ငံရှိ အာမခံကုမ္ပဏီများတွင် များပြားသောဝန်ဆောင်မှုများရှိသည်။					
၆	ကုမ္ပဏီဝန်ထမ်းများသည် အကူအညီပေးရန် အဆင်သင့်ရှိသည်။					

(ဂ) မြန်မာ့အာမခံကုမ္ပဏီများ၏ ဝန်ဆောင်မှုအရည်အသွေးများအပေါ် သင်၏အမြင် သဘောထားကို ရွေးချယ်သတ်မှတ်ပေးပါ။ (၁ = အလွန်တရာ မကျေနပ်ပါ၊ ၂ = မကျေနပ်ပါ၊ ၃ = အလည်အလတ်၊ ၄ = ကျေနပ်ပါသည်၊ ၅ = အလွန်တရာ ကျေနပ်ပါသည်။)

စဉ်	ဝယ်ယူသူများ၏ လိုအပ်ချက်များကို နားလည်သဘောပေါက်ခြင်း	၁	၂	၃	၄	၅
၁	ကုမ္ပဏီဝန်ထမ်းများသည် အခမဲ့ဝန်ဆောင်မှုဖြင့် အမှားများကို ချက်ခြင်းလုပ်ပေးသည်။					
၂	ကုမ္ပဏီများသည် ၎င်းတို့ဝန်ဆောင်မှုပေးသောအချိန်တွင် ဝယ်ယူသူများအား အသိပေးအကြောင်းကြားပေးသည်။					
၃	ကုမ္ပဏီဝန်ထမ်းများသည် အကူအညီပေးရန် အမြဲတမ်း စိတ်ဆန္ဒ ရှိသည်။					
၄	ကုမ္ပဏီဝန်ထမ်းများသည် ဝယ်ယူသူများ၏ တောင်းဆိုမှုများကို ဆောင်ရွက်ပေးရန် ဘယ်တော့အခါမှမငြင်းပယ်ပါ။					
၅	ကုမ္ပဏီများသည် ဝယ်ယူသူများ၏ တိကျသော လိုအပ်ချက်များကို သိရှိနားလည်သဘောပေါက်သည်။					

(ဃ) မြန်မာ့အာမခံကုမ္ပဏီများ၏ ဝန်ဆောင်မှုအရည်အသွေးများအပေါ် သင်၏အမြင် သဘောထားကို ရွေးချယ်သတ်မှတ်ပေးပါ။ (၁ = အလွန်တရာ မကျေနပ်ပါ၊ ၂ = မကျေနပ်ပါ၊ ၃ = အလည်အလတ်၊ ၄ = ကျေနပ်ပါသည်၊ ၅ = အလွန်တရာ ကျေနပ်ပါသည်။)

စဉ်	သစ္စာရှိမှု	၁	၂	၃	၄	၅
၁	ကုမ္ပဏီဝန်ထမ်းများသည် အမြဲတစေ ယဉ်ကျေးသိမ်မွေ့သည်။					
၂	ကုမ္ပဏီဝန်ထမ်းများသည် ဝယ်ယူသူများ၏ မေးခွန်းများကို ကောင်းမွန်မှန်ကန်စွာ ဖြေဆိုတတ်သည်။					
၃	ကုမ္ပဏီဝန်ထမ်းများသည် အကူအညီပေးရန် အမြဲတမ်း စိတ်ဆန္ဒရှိသည်။					
၄	ကုမ္ပဏီဝန်ထမ်းများသည် အမြဲတမ်း ယုံကြည်စိတ်ချရသည်။					
၅	ကုမ္ပဏီဝန်ထမ်းများသည် ဝယ်ယူသူများကို ယဉ်ယဉ်ကျေးကျေး ဆက်ဆံကြသည်။					

(င) မြန်မာ့အာမခံကုမ္ပဏီများ၏ ဝန်ဆောင်မှုအရည်အသွေးများအပေါ် သင်၏အမြင် သဘောထားကို ရွေးချယ်သတ်မှတ်ပေးပါ။ (၁ = အလွန်တရာ မကျေနပ်ပါ၊ ၂ = မကျေနပ်ပါ၊ ၃ = အလည်အလတ်၊ ၄ = ကျေနပ်ပါသည်၊ ၅ = အလွန်တရာ ကျေနပ်ပါသည်။)

စဉ်	ဝယ်ယူသူအား အထင်ကြီးစေခြင်း	၁	၂	၃	၄	၅
၁	ဝန်ထမ်းများ၏ ဝယ်ယူသူများအပေါ် ထားရှိသော ယုံကြည်မှု					
၂	ကုမ္ပဏီဝန်ထမ်းများသည် ဝယ်ယူသူများသို့ တစ်ဦးချင်း အာရုံစိုက်မှုပေးစွမ်းနိုင်သည်။					
၃	ကုမ္ပဏီဝန်ထမ်းများသည် ဝယ်ယူသူများကို ကောင်းကောင်းမွန်မွန် ဆက်ဆံကြသည်။					
၄	ကုမ္ပဏီဝန်ထမ်းများသည် ဝယ်ယူသူများ၏ လိုအပ်ချက်များကို အမြဲတစေ နားထောင်၍ လိုက်နာဆောင်ရွက်ပေးသည်။					
၅	ကုမ္ပဏီများသည် ဝယ်ယူသူများအပေါ် မလေးစားသည့် အပြုအမူများ မည့်သည့်အခါမျှ မပြုလုပ်ပါ။					

(စ) မြန်မာ့အာမခံကုမ္ပဏီများ၏ ဝန်ဆောင်မှုအရည်အသွေးများအပေါ် သင်၏အမြင် သဘောထားကို ရွေးချယ်သတ်မှတ်ပေးပါ။ (၁ = အလွန်တရာ မကျေနပ်ပါ၊ ၂ = မကျေနပ်ပါ၊ ၃ = အလည်အလတ်၊ ၄ = ကျေနပ်ပါသည်၊ ၅ = အလွန်တရာ ကျေနပ်ပါသည်။

စဉ်	ကတိကဝတ်ပြုထားသော ဝန်ဆောင်မှုဖော်ဆောင်နိုင်စွမ်း	၁	၂	၃	၄	၅
၁	ဝယ်ယူသူများသည် ကုမ္ပဏီဝန်ထမ်းများနှင့် အရောင်းအဝယ် ပြုလုပ်ရာတွင် လုံခြုံသည်ဟု ခံစားရသည်။					
၂	ကုမ္ပဏီ/ ဝန်ထမ်းများ၏ ဝန်ဆောင်မှုတွင် ၎င်းတို့၏ စိတ်ရင်း ဖြင့် ဝယ်ယူသူများအပေါ် အကောင်းဆုံးစိတ်ဝင်စားမှု ရှိသည်။					
၃	အသက်အာမခံ ကုမ္ပဏီများ၏ ရုံးဖွင့်ချိန်များသည် ဝယ်ယူသူ များအားလုံးအတွက် အဆင်ပြေသော အလုပ်ချိန်ဖြစ်သည်။					
၄	အသက်အာမခံကုမ္ပဏီများသည် ၎င်းတို့၏ ဝန်ဆောင်မှုများကို ချက်ခြင်းဆောင်ရွက်ပေးသည်။					
၅	အသက်အာမခံကုမ္ပဏီများသည် ဝယ်ယူသူများ၏ အကြောင်း အရာ အချက်အလက်များကို တိကျစွာ စာရင်းသွင်းမှတ်ယူ ထားသည်။					

“ပူးပေါင်းပါဝင်ပေးခြင်းအတွက် အထူးကျေးဇူးတင်ရှိပါသည် ”

**Questionnaire Survey**  
**A Study on Service Quality in the Life Insurance Sector**  
**in Yangon Region**

Dear Sir/ Madam

My name is Ma Khin Moe Nwe and I am a student of Executive Master of Public Administration at the Yangon University of Economics. Now I am doing the research “A Study on Service Quality in the Life Insurance Sector in Yangon Region. The survey aims for only academic research. Please mark ( ) on the appropriate choice in each questionnaire item. The questionnaire will take about five minutes to complete and please help to answer the questions carefully. Thank you very much.

Best Regards,

Khin Moe Nwe

MPA II-24 (18<sup>th</sup> Batch)

Yangon University of Economics

## Part One: Profile of Respondents

Please tick the suitable answer

1. Gender
  - Male
  - Female
2. Age
  - 18-25 years
  - 26- 45 years
  - 46-60 years
  - 61 years and above
3. Education Status
  - High School
  - Undergraduate
  - Graduate
  - Post- Graduate
4. Occupation
  - Civil Servant
  - Company Staff
  - Business Person
  - Retired
  - Other
5. Monthly Income (Kyats)
  - Less than 200,000
  - 200,001-300,000
  - 300,001-400,000
  - 400,001-500,000
  - Above 500,000

## Part Two: General Information of Life Insurance

1. Do you think consumption life insurance is beneficial in society?	<input type="radio"/> No <input type="radio"/> I don't know <input type="radio"/> Yes
2. Do you think our society needs to be aware the opportunities of life insurance?	<input type="radio"/> No <input type="radio"/> I don't know <input type="radio"/> Yes
3. Do you know about the Insurance Law of Myanmar?	<input type="radio"/> No <input type="radio"/> I don't know <input type="radio"/> Yes
4. Will you recommend your family, friends, and relatives to consume life insurance premiums of Myanma Insurance?	<input type="radio"/> No <input type="radio"/> Yes



### Part Three: Dimensions of the Study

(a) Please rate your opinion on the Service Quality of Myanmar Insurance Company with the following: (1= Strongly Dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Dissatisfied, 5= Strongly Dissatisfied).

No.	Physical Appearance	1	2	3	4	5
1	Myanmar Insurance office has modern-looking service equipment					
2	Myanmar Insurance office has visually appealing interiors					
3	The employees of the Insurance Company look neat					
4	The office has adequate physical facilities					
5	The location of the office is convenient					
6	The service such as pamphlets, brochures, etc. of the Insurance Company is visually appealing					

(b) Please rate your opinion on the Service Quality of Myanmar Insurance Company with the following: (1= Strongly Dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Dissatisfied, 5= Strongly Dissatisfied).

No.	Service Performance	1	2	3	4	5
1	Myanmar Insurance Company provides the right service first time					
2	Myanmar Insurance Company keeps its service promises					
3	The Life Insurance Company keeps customers informed about when services will be performed					
4	The employees show sincere interest in problem-solving of customers					
5	Myanmar Insurance Company has a wide range of services to offer					
6	The employees are available for assistance					

(c) Please rate your opinion on the Service Quality of Myanmar Insurance Company with the following: (1= Strongly Dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Dissatisfied, 5= Strongly Dissatisfied).

No.	Understanding Customer Needs	1	2	3	4	5
1	The employees/ company give a prompt error with free service					
2	The Life Insurance Company keeps customers informed about when services will be performed					
3	The employees are always willing to help you					
4	The employees are never too busy to respond to your request					
5	The Life Insurance Company understands your specific needs					

(d) Please rate your opinion on the Service Quality of Myanmar Insurance Company with the following: (1= Strongly Dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Dissatisfied, 5= Strongly Dissatisfied).

No.	Constancy	1	2	3	4	5
1	The employees/company are consistently courteous					
2	The employees/company know to answer your questions					
3	The employees/company are always willing to help you					
4	The employees are always trustworthy					
5	The employees are polite to customers					

**(e) Please rate your opinion on the Service Quality of Myanma Insurance Company with the following: (1= Strongly Dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Dissatisfied, 5= Strongly Dissatisfied).**

No.	Impressing Customer	1	2	3	4	5
1	The behaviour of the employee's confidence in you					
2	The employees/company provide individual attention to customers					
3	The employees are respected to the customers					
4	The employees always listen to the customers' needs					
5	The employees are never disrespect on the customers					

**(f) Please rate your opinion on the Service Quality of Myanma Insurance Company with the following: (1= Strongly Dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Dissatisfied, 5= Strongly Dissatisfied).**

No.	Service Commitment	1	2	3	4	5
1	Customers feel safe in transactions with employees					
2	The service of employees/ company has your best interest at heart					
3	The Life Insurance Company has operating hours that are convenient to all its customers:					
4	The Life Insurance Company provide service promptly					
5	The Life Insurance Company maintains accurate records of customers					

**'Thank you for your cooperation'**