www.komyra.com

2021 08

Volume 8 No 3

ISSN 2383-6563 (Online)

The Myanmar JOURNAL

THE CAUSAL RELATIONSHIP BETWEEN EXPORTS AND ECONOMICS GROWTH IN MYANMAR
Phyu Phyu Khaing · Yin Yin Wint

Resources and Firm Performance of Hotels in Bagan
Than Thu Zar

Determinants of Consumer Usage Intention on Food Delivery Application in Yangon
Atar Thaung Htet

FACTORS AFFECTING CERVICAL CANCER SCREENING AMONG WOMEN LIVING IN THE URBAN AREA OF TAUNGOO
Yin Yin Wint · Phyu Phyu Khaing

Employees Satisfaction of AYA Bank in Sagaing Region
Ei Ei Nyein

Influence of Competitive Strategies on Private High School Performance in Mandalay
Aye Thu Htun · Moe Hnin Phyu

Factor Influencing Women's Work Participation in Myanmar: An Empirical Analysis of Labour Force Survey Data
Maw Maw Khin · Sanda Thein

Customer Satisfaction on Service Package of CB Bank
Khin Thet Htwe · Zaw Htet Pine

Customer Satisfaction on Service Quality of Nan Myaing Motel
Khin Thet Htwe · Zaw Htet Pine

A Correspondence Analysis of Educational Attainment and Location of Residents in Myanmar Cho Cho Win

Analysis of the Marketing Mix Factors Affecting in Purchase Decisions of Gold and Golden Jewelry
Banyar Aung · Htet Htet Hlaing

Impact of Credit Risk Management on Microfinance Institutions' Performance in Mandalay
Htet Htet Hlaing · Moe Wutthmone Shein

The influence of Myanmar's annual festival on social culture
Gwon Osung

Customer Satisfaction on service quality of KBZ ATM Users in Mandalay Cho Cho Thin

The effect of working women's lifestyle and work-family balance on job satisfaction
Myoung-Suk Moon · Shin-Sook Lee

A Study on International Development Cooperation Performance Management Model: Focusing on Korea's International Cooperation shinwon KANG

Rendition of Korean War through the panorama of Indian accounts Santosh Kumar Ranjan

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Korea Myanmar Research Association (KOMYRA)

Letter from the Editor-in-Chief

Myanmar and Korea have many similarities and are complementary relationship. Therefore, we believe that research exchange will expand mutual understanding between Myanmar and Korea, and will be the cornerstone for mutual development.

KOMYRA and YUE have co-published The Myanmar Journal since August 2014. So far, many scholars have published numerous papers through the journal, and We are sure that this journal has helped many people understand Myanmar and Korea more clearly and closely.

The Myanmar Journal covers various issues in Myanmar and Korea. It covers various topics that can promote bilateral development and mutual understanding, not limited to specific topics such as economy, industry, society, education, welfare, culture, energy, engineering, healthcare, and agriculture.

We hope that this journal will continue to promote understanding of the current status and potential capabilities of Myanmar and South Korea and promote in-depth international exchange and cooperation.

We would like to express our deepest gratitude to the editorial board and YUE and KOMYRA for their valuable support in The Myanmar Journal publication.

August 30, 2021

Youngjun Choi yj choi

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This journal aims to promote the mutual cooperation and development of Myanmar and Korea through intensive researches in the entire filed of society, economy, culture, and industry.

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The Myanmar Journal 8(3), 79-88 (2021)
http://www.komyra.com/doc/submission.php

Customer Satisfaction on Service Package of CB Bank

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Mandalay University and Thanlyin Cooperative University

ABSTRACT : The objectives of this study are to identify the service package and to analyze the effects of service package on customer satisfaction of CB Bank in Nay Pyi Taw. The data were acquired from two sources: primary and secondary. The primary data were collected from 150 customers in CB Bank by using the structured questionnaire. Data collection period was in January, 2020. The secondary data were obtained from relevant books, documents, reports and related internet websites. The descriptive statistics was used to describe profile of customers and service package. Multiple regression analysis was applied to analyze the effects of service package on customer satisfaction. According to the multiple regression results, service package (supporting facility, facilitation goods, information, explicit service and implicit service) have positive and significant effects on customer satisfaction. Among them, explicit services show the most significant effects on customer satisfaction. It is suggested that these factors as supporting facility, facilitating goods, information, explicit services, and implicit services are affected to improve customer satisfaction of CB Bank.

Key Words : *Supporting Facility, Facilitating Goods, Information, Explicit Services, Implicit Services.*

I. Introduction

Service is an activity or series of activity which is intangible in nature and give solutions to customer's problems (Gronross, 1990). Today, services are critical to the economic activity in any society which is provided different roles in the world such as infrastructure services, distributional services, personal services, financial services, business services, and governmental services. Service industries are leaders in every industrialized nation, they create new jobs that dominate economies of the nation, and have the potential to enhance the quality of life of everyone. They are central to a functioning and healthy economy and lie at the heart of that economy.

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There is a partly result of the intangible nature of services to solve the problem, neither in some environment service neither is nor provided traditionally which provided the service by package Kotler (2006).The service package is defined as a bundle of goods and services with information that is provided in some environment. This bundle consists of five features: supporting facility, facilitating goods, information, explicit services, and implicit services. All of these features are experiencedbythecustomer and form the basis of his or her perception of the service. It is important that the service economy offers a total experience for the customer that is consistent with the desired service package.

Nurminen (2007) discovered that cost is not the main reason that causes dissatisfaction of customers. Basically, customer dissatisfaction is mostly caused by offering low quality products and services to customers.Service operations worldwide are affected by this new wave of quality awareness and emphasis (Lee, 2004).

CB Bank is one of the well-known banks in the bank industry of Myanmar with the best services. It provides the service package that is related with the needs of customers. Therefore, this study is to explore what service package CB Bank is providing, its efforts to analyze customer satisfaction on the service package of CB Bank. The objectives of the study are to identify service package of CB Bank and to analyze the customer satisfaction on service package of CB Bank.

Scopes and Methods of the Study

The descriptive statistics and multiple regression analysis were usedin this study. Convince sampling method was used in this study. Primary data was collected from 150 customers of CB Bank in Nay Pyi Taw. Secondary data was gathered from relevant books and internet websites, and records of CB Bank. The data collection period was in January, 2020. The structured questionnaire was used to ask the respondents who were given a set of statements on service package.

II. Theoretical Background

Five features are: supporting facility, facilitating goods, information, explicit services, and implicit services.

1. Supporting Facility

The physical resources that must be in place before a service can be sold. The supporting facility is a concrete-block building with austere furnishings. It can be location, building, unique features, interior decoration, supporting equipment's, equipment lay out, up to date machines and furniture.

2. Facilitating Goods

The material purchase or consumed by the buyer or items provided by the customer. The importance of facilitating goods in the service package can be used to classify services across a continuum from pure services to various degrees of mixed services. These are the materials purchased or consumed by customer or provided by the company. This is the important one in the service package and this will be the main focus of the customer's expectation. Morrin and Ratneshwar (2003) pointed out that there arethree main focus areas of facilitating goods are its consistency, quality, and selection.

3. Information

Data that is available from the customer or provider to enable efficient and customized service. Operations data or information is provided by the customer to enable efficient and customized service. Information included accurate, timely, and useful.

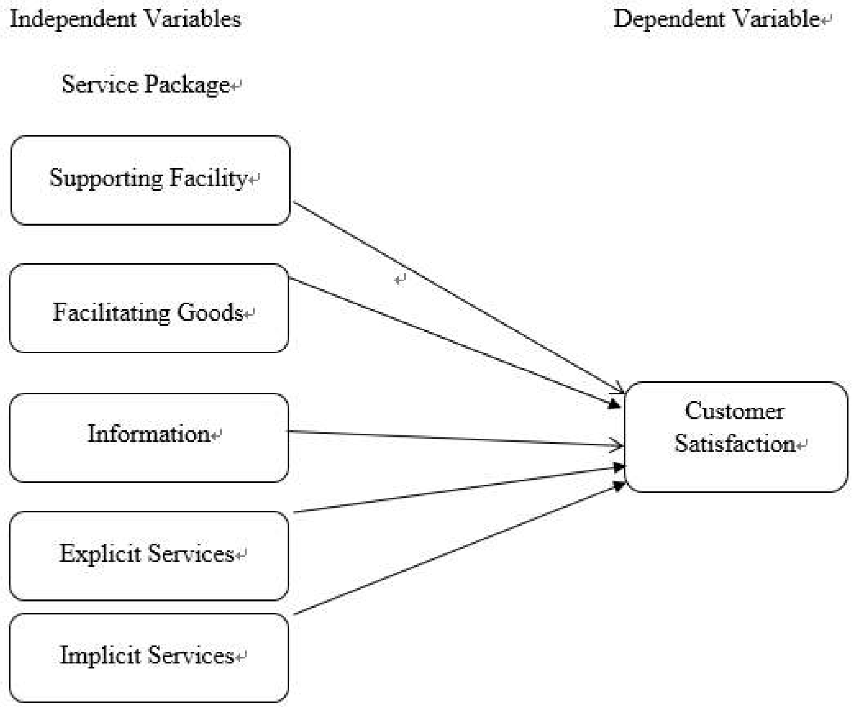
4. Explicit Services

The benefits that are readily observable by the senses and that consist of the essential or intrinsic features of the service. Explicit services include a comfortable bed in a clean room and implicit services include friendly attitude of receptionist and the security of a parking lot with suffering light. Benefits and readily are observable by the senses. Explicit services have training of service personnel, comprehensiveness, consistency, and availability. It is the benefits readily observed or sensual benefits from delivered operation for the customers which is an essential feature for the operation. This will impress the customer and increase the customer satisfaction. The experience of the staff is one of the explicit services which is observable which will have a direct effect on accuracy of order and speed of service (Zelthaml and Bitner, 2006).

5. Implicit Services

Psychological benefits of the customer may sense only vaguely or the extrinsic features of the service. Customer experiences all above feature and judges them on the basis of his or her perception of services. Therefore, service manager should provide his or her customer with a full experience conforming to desired service package. Implicit services are attitude of service, atmosphere, waiting, status, sense of well-being, privacy and security and convenience (Jain and Bagdare, 2011). For the bank it will be the staff, waiting condition, atmosphere created through decoration, seating comfortable of chair and table, sense of well-being, privacy security, and convenience (Buttle, 2009).

Figure 1. Conceptual Framework


Independent Variables
Dependent Variable
Service Package
Supporting Facility
Facilitating Goods
Information
Explicit Services
Implicit Services
Customer Satisfaction

Source: Own Compilation Based on Previous Studies

In this conceptual framework, the service package factors: supporting facility, facilitating goods, information, explicit services and implicit services on customer satisfaction is studied. Service package factors are used as five main independent variables and customer satisfaction as dependent variable. The results are expected to provide the significant and useful benefits for the business organizations to successfully create customer satisfaction.

III. Research Design

In this study, five-point Likert scale was used to collect primary data. After conducting the survey, the collected data were processed and analyzed by using SPSS version 23. Correlation analysis was used to analyze the relationship between services package and customer satisfaction. Multiple regression analysis was used to analyze the effects of customer satisfaction on services package.

1. Respondents' Demographic Profile

Demographic characteristics of the respondents are analyzed by gender, age, education, occupation and income level.

Table1. Demographic Characteristics of the Respondents (N= 150)

Sr. No	Statement	Category	Frequency	Percentage
1	Gender	Male	53	35.33
		Female	97	64.67
2	Age	under 20 and 20	10	6.67
		21-30	10	6.67
		31-40	50	33.33
		Above 40	80	53.33
3	Education	High School	7	4.66
		Undergraduate	37	24.67
		Graduate	97	64.67
		Post Graduate	9	6.00
4	Occupation	Students	7	4.66
		Private company staffs	34	22.67
		Government staffs	100	66.67
		Business Owners	9	6.00
5	Income Level (Kyats)	Less than 200,000	32	21.34
		200,001- 400,000	98	65.33
		400,001- 600,000	18	12.00
		600,001-800,000	2	1.33

Source: Survey Data (January, 2020)

As shown in Table 1, gender of respondents can be divided into two groups: male and female. There are 53 males and 97 females. As percentage, 35.33% of respondents are male and 64.67% of respondents are females. The findings revealed that female customers are more than male customers.

The age groups of respondents are described by three groups, namely: under 20, between 21-30 years and between 31-40 years. Table 2 presents respondents by age groups in CB Bank. It is found that most of the respondents are age between above 40 years and it represents 53.33%. The 80 of 150 respondents are from this age group.

Education level is divided into four groups: High School, Undergraduate, Graduate and Post Graduate.97 respondents are graduate and stated as 64.67% and undergraduate level is 24.67%. 4.66% of respondents are high school and postgraduate is stated as 6.00%. These results indicate the majority of bank customers are graduate level.

Occupation is classified into four groups; students, private company staffs, government staffs and business owners. 66.67% indicates government staffs are 100 out of 150 respondents and followed by private company staffs 22.67%. Category of business owner stated that 6.00%. Students reveal 4.66% as minority of bank customers. These results indicate that government staffs are the majority of the bank customers.

Regarding the respondent's income level, there are four groups: less than 200,000 Kyats, between 200,001-400,000 Kyats, between 400,001-600,000 Kyats, between 600,001-800,000 Kyats. The majority group is the respondents who get Kyats 200,001-400,000 which accounts for 65.33% of all respondents and the minority group is Kyats 600,001-800,000 which accounts for 1.33% individually. Therefore, the income level between less than 200,000 Kyats which is accounts for 21.34 % and Kyats 400,001-600,000 which account for 12 % in the income of customers.

2. Reliabilities Analysis of Variables

Reliability values of the variables are described in Table 2.

Table2. Reliability Analysis

Sr. No.	Variables	Number of Items	Cronbach Alpha
1	Supporting facility	7	0.715
2	Facilitating goods	7	0.724
3	Information	7	0.729
4	Explicit services	7	0.783

5	Implicit services	7	0.796
6	Customer satisfaction	7	0.887

Source: Survey Data (January, 2020)

The Cronbach's Alpha values are between 0.7 and 0.8 is acceptable level, between0.8 to 0.9 is good level and equal to above 0.9 is excellent level (Cronbach, 1951). Table 2 shows that the alpha value of the supporting facility, facilitating goods, information, explicit services, and implicit services are 0.715, 0.724, 0.729, 0.783, and 0.796 respectively. Thus, all alpha values are at acceptable level.

3. Customer Perception on Service Package

The overall mean values of customer perception on services package are shown in Table 3.

Table 3. Summary of Customer Perception on Service Package

Sr. No.	Services Package	Overall Mean Value
1	Supporting Facility	3.64
2	Facilitating Goods	4.11
3	Information	3.78
4	Explicit Services	4.12
5	Implicit Services	4.23

Source: Survey Data (January, 2020)

According to Table 3, implicit services have the largest mean value 4.23among five variables. On the other hand, supporting facility has the lowest mean value of 3.64. Therefore, if CB Bank focuses on outside appearance of cinema and uniform of the staffs to be attractive, the perception will be higher than this result.

Table 4. Correlation of Service Package and Customer Satisfaction

Sr. No.	Service Package	Pearson Correlation Coefficient	p-value
1	Supporting Facility	0.638**	0.000
2	Facilitating Goods	0.544**	0.001
3	Information	0.359*	0.034
4	Explicit Services	0.742**	0.000
5	Implicit Services	0.348*	0.041

Source: Survey Data (January, 2020)

According to the Table 4, correlation values of supporting facility, facilitating goods, information, explicit services and implicit services are 0.638, 0.544, 0.359, 0.742, and 0.348. It is found that all variables of service package are significantly correlated with customer satisfaction at 0.01 level and 0.05 levels.

Table 5. Multiple Regression Analysis of Customer Satisfaction towards Service Package

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.751	1.128			
Supporting Facility	0.625	0.285	0.525	2.195	0.036
Facilitating Goods	-0.365	0.323	-0.181	-1.128	0.269
Information	-0.017	0.158	-0.015	-0.105	0.917
Explicit Services	0.550	0.192	0.483	2.2862	0.008
Implicit Services	-0.450	0.216	-0.272	2.081	0.046
R	0.827				
R2	0.684				
Adjusted R2	0.630				

Source: Survey Data (January, 2020)

$P<0.05$; Dependent Variable: Customer Satisfaction

According to the results, if CB Bank have service package, customer satisfaction is increased 2.751. The supporting facility has effect on customer satisfaction with the regression coefficient of 0.625 at a significant level of 1% and it implies that customer satisfaction will increase 0.625 if the influence of customer perception on supporting facility increases by one unit. In addition, explicit services have also affected on customer satisfaction with the regression coefficient of 0.550 at a significant level of 1% and it implies that customer satisfaction will increase 0.550 if the influence of customer perception on explicit services by one unit.

IV. Findings and Discussions

According to the demographic factors of 150 respondents, female employees are 97 and 53 are male customers and 80 customers are age group between 21 and 30 years. Also, in education, 97 customers are graduate, 100 customers are government staffs. In an income level, the majority group of income are between Kyats 200,001and 400,000.

Concerning the analysis of relationship between the variables, positive correlations and significant relationship are found between supporting facility, facilitating goods, information, explicit services and implicit services. Among these factors, explicit services had the strongest correlation with customer satisfaction. On the other hand, the correlation of information with customers' satisfaction is not strong among these factors. The bank is more emphasis on service package factors to get more customer satisfaction.

Findings from regression analysis indicate that the positive and significant relationship between supporting facility and explicit services provided by CB Bank and customer satisfaction. The results show that supporting facility and explicit services play an important role for maintaining the image of CB Bank is leading bank and differentiates among its competitors.

1. Suggestions and Recommendations

According to the supporting facility result of this study, bank should sustain their convenience location and employee's neat appearance. Agreeing on facilitating goods results of this study, number of open teller counters during the peak hours of the day should be more provided and service provider machine such as cash counting machines, fake note detector machines, printers, scanner, and computers should sufficiently be provided in the operation area.

According to explicit services and implicit services result of the study, banks need to keep their comfort temperature, cleaning customer services area, availability of 24 hours ATM services and friendly CB Bank should offer comfortable things and good information to customers. By doing this, customer's satisfaction level on servicepackage will increase and become a critical factor for customers. CB Bank should give fair recognition programs for the good service accomplished to promote customers' satisfaction. Additionally, the bank should change their location to the nice place.

2. Needs for Further Study

It is necessity to study the perception of customers not only in CB Bank who applying banks service package from different banks in Nay Pyi Taw. In future, it would be worthwhile conducting the surveys to cover different banks and branches situated in different regions. As for CB Bank, it can be explored other service package to improve their customer satisfaction.

Acknowledgements

First and foremost, I am pleased to express my deepest thanks to our Rector of

Mandalay University gives a chance to participate in Korea Myanmar Research Association (KOMYRA) the Myanmar Journal. Secondly, I would like to greatly thank to Pro-Rector of Mandalay University for her support and encouragement. Thirdly, I am obliged to our Head of Department of Economics, Mandalay University.

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The Myanmar JOURNAL

 − Volume 8 Number 3 August 2021

30 August 2021

Yangon University of Economics (Myanmar)
Korea Myanmar Research Association (Korea)
2014~, Semiannual
ISSN : 2383−6563(Online)

Co−published with **Yangon University of Economics (YUE)** and
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