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**CUSTOMER SATISFACTION AND CONTINUANCE USE
INTENTION TOWARDS CREDIT CARD SERVICES OF
KBZ BANK**

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**CUSTOMER SATISFACTION AND CONTINUANCE USE
INTENTION TOWARDS CREDIT CARD SERVICES OF
KBZ BANK**

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ABSTRACT

This study examines the relationship between customer satisfaction and the intention to continue using credit card services provided by KBZ Bank. The study aims to investigate the elements that contribute to consumer satisfaction with KBZ Bank's credit card services and to determine how customer happiness influences their intention to continue using these services. Both descriptive and quantitative research methodologies are employed. This study utilizes both primary and secondary data. A sample size of 394 KBZ credit card users is selected using the simple random sampling approach. Data analysis involves the application of multiple linear regression. The survey incorporates the following variables: information quality, service quality, perceived ease of use, perceived utility, perceived security and privacy, and perceived price. The study revealed that out of six elements, information quality, perceived ease of use, perceived utility, and perceived security and privacy had a substantial impact on consumer satisfaction. The most influential aspect among key factors in customer satisfaction is the level of user-friendliness. Furthermore, it has been discovered that customer satisfaction has a beneficial impact on the ongoing utilization of credit card services provided by KBZ Bank. According to the findings, it is recommended that KBZ Bank create and share concise instructional videos to assist users in understanding how to utilize credit cards. Subsequently, users would have enhanced convenience in utilizing credit cards. The bank should offer instantaneous notifications for all credit card transactions. KBZ Bank must consistently upgrade its system to comply with the Payment Card Industry Data Security Standard in order to safeguard cardholder data. KBZ Bank should provide a variety of communication methods, including hotlines, email, messenger, viber, and telegram, among others.

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TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER I INTRODUCTION	1
1.1 Rationale of the Study	2
1.2 Objectives of the Study	4
1.3 Scope and Method of the Study	4
1.4 Organization of the Study	4
CHAPTER II THEORETICAL BACKGROUND OF THE STUDY	6
2.1 Related Theories for Credit Cards	6
2.2 Influencing Factors	10
2.3 Customer Satisfaction	16
2.4 Continuance Use Intention	18
2.5 Previous Studies	18
2.6 Conceptual Framework of the Study	21
CHAPTER III PROFILE AND CREDIT CARD SERVICES OF KBZ BANK	24
3.1 Profile of KBZ Bank	24

3.2	Organizational Structure of Card Operation Department at KBZ Bank	25
3.3	Credit Card Services of KBZ Bank	26
CHAPTER IV ANALYSIS OF CUSTOMER SATISFACTION AND CONTINUANCE USE INTENTION		34
4.1	Research Design	34
4.2	Reliability Test	35
4.3	Profile of the Respondents	35
4.4	Factors Influencing Customer Satisfaction and Continuance Use Intention	38
4.5	Analysis of Influencing Factors on Customer Satisfaction	46
4.6	Analysis of Customer Satisfaction on Continuance Use Intention	47
CHAPTER V CONCLUSION		49
5.1	Findings and Discussions	49
5.2	Suggestions and Recommendations	51
5.3	Need for Further Study	52
REFERENCES		
APPENDIX A		
APPENDIX B		

LIST OF TABLES

Table	Descriptions	Page
4.1	Reliability Test	35
4.2	Demographic Data of the Respondents	36
4.3	Credit Card Usage Information of Respondents	37
4.4	Mean Rating Scale	38
4.5	Information Quality	39
4.6	Service Quality	40
4.7	Perceived Ease of Use	41
4.8	Perceived Usefulness	42
4.9	Perceived Security and Privacy	43
4.10	Perceived Price	43
4.11	Customer Satisfaction	44
4.12	Continuance Use Intention	45
4.13	Effect of Influencing Factors on Customers Satisfaction	46
4.13	Effect of Customer Satisfaction on Continuance Use Intention	48

LIST OF FIGURES

Figure	Description	Page
2.1	Technology Acceptance Model	7
2.2	Information System Success Model (ISSM)	8
2.3	Expectation Confirmation Model (ECM)	9
2.4	Relationship between Customer Satisfaction and Customer Loyalty in the Banking Sector in Syria	19
2.5	Role of Trust and Satisfaction as Mediators on Users' Continuous Intention to Use Mobile Payments	20
2.6	Relationship between Understanding E-satisfaction, Continuance Intention, and E-loyalty toward Mobile Payment Application	21
2.7	Conceptual Framework of the Study	22
3.1	Organizational Structure of Card Operation Department at KBZ bank	25

CHAPTER I

INTRODUCTION

Banking services are crucial in the contemporary day. The utilization of credit cards plays a pivotal role in facilitating online transactions and makes a substantial contribution to the economic growth of a nation. Today, nearly all banks have embraced ICT as a means to increase the quality of banking services by providing credit card services. The level of client satisfaction with the service provided is a crucial determinant of their intention to continue using the business.

Consumers constantly anticipate accurate, timely, and relevant information, and they build lasting connections with providers of high-quality information. Customers will not be happy and won't use the business again if they can't acquire trustworthy information. Superior data can enhance consumer satisfaction, lessen operational challenges, and fortify enduring connections.

In today's competitive economic environment, the sole goal of any service industry is to satisfy its customers. Customers that are happy will think about keeping their credit card service. As a result, adopting competitive tactics of providing high-quality card services to meet client demand has become crucial to the banking industry.

Credit cards have emerged as one of the most important items in today's worldwide market, having gained immense popularity in society. When a consumer uses a credit card, they commit to pay the card issuer the agreed-upon charges in addition to the amount granted by the bank. This is how credit cards work as payment cards for products and services.

Credit card use is growing more and more integrated into people's daily lives, and it has a bigger influence on the quickly evolving lifestyles of busy people. Because of their simplicity of use and practical payback possibilities, credit cards have become an essential element of people's life. Credit cards are often associated with a contemporary consumer lifestyle that reflects rising living standards. The way individuals view money has altered as a result of credit cards. The ISO 7810 standard specifies that the majority of credit cards have the same dimensions. Compared to other payment methods, a credit card transaction is far more secure. This is because, upon authorization of the transaction, the issuing bank is obligated to pay the merchant in accordance with the credit card agreement's default terms (Ben et al., 2018).

Long-term, firms typically want to guarantee that a certain service is used repeatedly or persistently (Bhattacharjee, 2001). Accordingly, a customer's continuing use depends on their level of pleasure (Kim et al., 2009). A number of variables, such as service and information quality, usability, security and privacy, and fairness of pricing, can affect customer satisfaction. Davis (1989) defined continuation use intention as a person's wish to stick with a system as long as they are happy with the good or service.

The most often accepted credit cards for payment in Myanmar are Visa and Master cards, especially in larger towns like Mandalay and Yangon (Nge, 2019). The biggest distinction between credit cards and other e-payment methods is the availability of consumer loans. When using a credit card, the cardholder is required to promptly return the entire amount disbursed by the bank, which is the exact amount of the bill. However, using alternative e-payment methods, users must first fund their account and utilize the funds to pay bills up to the account's available balance (Laukkanen and Lauronen, 2005).

Kanbawza (KBZ) Bank is a privately-owned financial institution operating as a commercial bank in Myanmar. The bank was founded on 1 July 1994 in Taunggyi, located in the Shan State. KBZ, with a workforce of more than 17,000 employees and 450 locations around the country, dominates the market with a 42% share in both retail and commercial banking. The KBZ Credit Card enables users to promptly access funds for purchasing goods and services through both local and international point-of-sale systems and internet platforms. This study aims to investigate the elements that lead to customer satisfaction and the continued use of the KBZ credit card.

1.1 Rationale for the Study

The economy of Myanmar primarily relies on cash transactions. ATM cards were initially introduced in 1995, but credit cards were exclusively supplied by commercial banks. The credit card was initially introduced in Myanmar by Asia Wealth Bank in 2000. The market is experiencing a tremendous increase in the adoption of card services and digital money. Private banks in Myanmar provide debit, credit, and prepaid cards to both natives and tourists. Currently, there are seven banks in Myanmar that provide credit card services. The banks mentioned include KBZ, AYA, CB, MAB, AGD, UAB, and MOB.

Established in 1994, Kanbawza Bank (KBZ Bank) is the flagship of the conglomerate KBZ Group and is the largest privately held bank in Myanmar, employing over 17,000 people. Customers using the KBZ Credit Card can obtain fast access to funds to pay for goods and services locally and internationally through point-of-sale systems or the internet. KBZ Bank Limited began offering credit cards in October 2016 and currently holds a market share of over 20% of all cardholders in Myanmar, while other modern competitors have taken a notable chunk of the market.

The seven private banks in Myanmar that issue credit cards are affiliated with the Visa, Master, JCB, and MPU-UI payment networks. Banks now provide a range of credit card kinds with varying spending caps. As a result, banks are highly competitive.

However, it was also observed that financial institutions are making a sizable profit from the credit card business. Another significant difficulty is the relatively higher level of rivalry among financial organizations. Due to their highly competitive market and similar financial rate offerings, banks and other financial institutions must concentrate on other aspects in order to get a competitive advantage over rivals and win over and keep clients.

KBZ Bank provides classic, gold, and platinum credit card alternatives for VISA, MPU-UI, and MPU, among other credit card kinds. Users of KBZ credit cards spend approximately 4.5 billion MMK monthly on average, of which 3 billion MMK are for domestic transactions and 1.5 billion MMK are for foreign and online purchases. Only 15% of KBZ credit card users who are currently in use, however, spend money abroad; the majority of cardholders use their cards for routine domestic transactions. Because there is fierce rivalry in the market, banks are enticing clients with special offers to utilize their credit card services. By providing numerous credit card promotions, like exclusive discounts and prizes, KBZ Bank advertises its credit card service.

KBZ bank is now observing a decrease in the frequency of credit card usage by customers compared to previous years. Furthermore, an increasing number of customers are terminating their credit card accounts with KBZ (KBZ, 2024). Therefore, it is necessary to determine the characteristics that influence customer satisfaction and continued usage of KBZ bank's credit card service. These factors include information quality, service quality, simplicity of use, usefulness, security and privacy, and price

fairness. This research aims to enhance the understanding of the important factors that influence customer satisfaction and the ongoing usage of credit card services among the responsible individuals at KBZ bank. Furthermore, the results of this study could potentially prove valuable for the financial sector in Myanmar.

1.2 Objective of the Study

The main objectives of this study are as follows:

- 1) To examine the factors influencing customer satisfaction towards credit card services of KBZ Bank
- 2) To analyze the effect of customer satisfaction on continuance intention to use credit card services of KBZ Bank

1.3 Scope and Method of the Study

This study mainly focuses on customer satisfaction and continuance intention to use towards credit card service of KBZ bank. Descriptive research and Quantitative research method are applied.

Regarding data, both primary and secondary data are used. There are 25,000 KBZ credit card users in Myanmar. The sample size is 394 by using Yamane (1973). Simple random sampling method is applied to select 394 credit card user by obtaining an exhaustive list of population and then selecting, at random, a certain number of individuals to comprise the sample. Structured questionnaires with 5-point Likert scale are applied to collect data via google link (google form). Secondary data are obtained from reports of KBZ bank, relevant textbooks, previous research papers, and online sources. To analyze the data, regression analysis is applied.

1.4 Organization of the Study

This study is composed of five different chapters. Chapter one presents introduction of the study, and it includes rationale of the study, objectives of the study, scope and method of the study, and organization of the paper. Chapter two consists of about theoretical background, related theories for credit cards, previous studies, and conceptual framework of the study. Chapter three presents profile and credit card

services of KBZ Bank. Chapter four describes analysis of factors influencing customer satisfaction and continuance use intention of credit card services of KBZ Bank. Finally, chapter five presents the findings and discussions, suggestions, recommendations, and the need for future study.

CHAPTER II

THEORETICAL BACKGROUND OF THE STUDY

This chapter explores concepts and hypotheses pertaining to the utilization of credit cards, customer contentment, and aim. The study comprises six sections. Three primary models will be used as background theories. The models referred to are the Information System Success Model (ISSM), the Technology Acceptance Model (TAM), and the Expectation Confirmation Model (ECM). This chapter incorporates the study's conceptual framework and previous research.

2.1 Related Theories for Credit Cards

The framework and theoretical instruments utilized to assess studies or experiments are known as relevant theories for credit cards. It provides the necessary theoretical framework to understand and interpret the findings presented in a research paper or thesis.

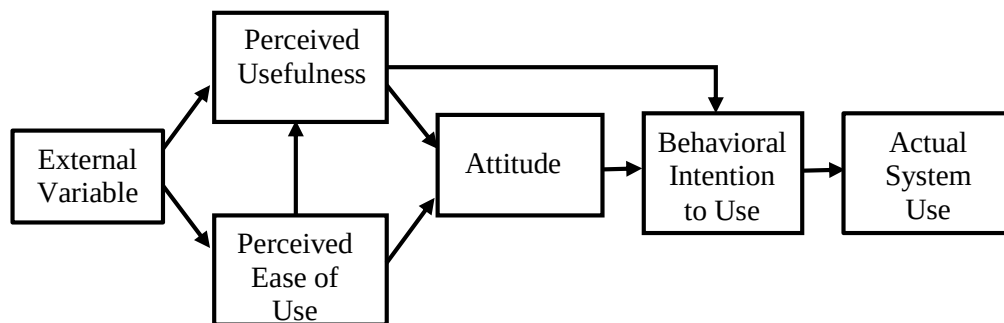
(i) Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1986), is a highly utilized framework for elucidating user acceptance behavior. This model is based on social psychology theory, namely the Theory of Reasoned Action (TRA) developed by Ajzen and Fishbein in 1975. The TRA theory posits that beliefs have a significant impact on attitudes, which in turn shape intentions and ultimately drive behavior.

Planned behavior and Reasoned action theories gave rise to the Technology Acceptance Model (Davis, 1989). The original goal of the Technology Acceptance Model was to provide a general explanation of the factors influencing computer acceptance that could account for user behavior across a wide range of end-user computing technologies and user populations. It also needed to be theoretically justified and parsimonious at the same time (Davis et al., 1989). From then, the Technology Acceptance Model has been used to a wide range of non-computer technologies, such as e-learning platforms for students, digital technologies for teachers, phone apps, and telemedicine services (Sukendro et al., 2020).

Perceived usefulness (PU), perceived ease of use (PEOU), attitude, and behavioral intention to use are the dimensions that Davis (1986) proposed in the original TAM, as seen in Figure (2.1). The structures known as PU and PEOU combine to generate an end-user's views about a technology, thereby predicting that end-user's attitude toward the technology and, ultimately, the likelihood of its acceptance. Davis (1989) used system utilization as the dependent variable and PEOU and PU as two independent variables in a number of tests to support TAM. He discovered a substantial correlation between self-reported current usage and self-predicted future usage, and PU. The Technology Acceptance Model is shown in Figure (2.1).

Figure (2.1) Technology Acceptance Model



Source: Davis, 1986

Previous studies have employed a variety of approaches to assess technology use and acceptance. According to numerous earlier studies, the Technology Acceptance Model (TAM) provides the most accurate description of an individual's acceptance of information technology (Isaac et al., 2017). When it came to describing differences in technology adoption, the TAM model proved more robust and effective than other models. Jaafreh (2018) constructed a model that aimed to elucidate the factors that influence users' acceptance of novel information systems, in reaction to changes made to the Theory of Reasoned Action (TRA).

Since the theory of reasoned action (TRA) is based on the idea that an individual's reaction and perception of an event determines their attitude and conduct, the TAM model was really adapted from the TRA model. According to Thong et al. (2002), this model links the two variables of utility and ease of use to the attitude

component of every user activity. The TAM model, in its conclusion, can describe how users perceive technology and how they will weigh its benefits overall. This model demonstrates that the adoption of IT usage is impacted by its utility (usefulness) and its simplicity (easy of use).

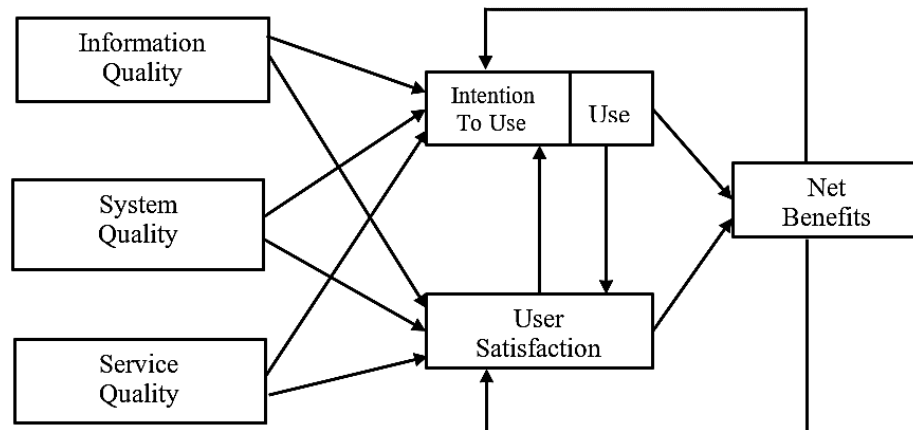
(ii) Information System Success Model (ISSM)

Laudon & Laudon (2016) provided a definition of an Information System (IS) as an entity, whether it be an individual or an organization, that gathers, manipulates, and retains data, and employs technology to utilize and disseminate it. Information systems not only assist in decision-making, coordination, and control, but they also aid managers and staff in analyzing problems, identifying complicated phenomena, and developing new products.

According to Abubakar et al. (2019), investing in information technology is necessary to enhance the effectiveness of information management projects and applications. Institutions must now assess the effectiveness of their current systems as a requirement. The objective of the Information Systems Success Model is to investigate the variables that impact the success of the existing system and construct a model based on these variables. DeLone and McLean (2003) further enhanced the first model in light of the strengths and limitations identified by researchers.

The effect variables, both individual and organizational, were consolidated into net benefits. The model was enhanced by incorporating a new variable, service quality, to highlight its significant role in contributing to the success of information systems. The updated model incorporates system quality, information quality, service quality, system usage, user intention to utilize the system, user satisfaction, and the overall benefits of utilizing the system (Figure 2.2). The revised DeLone and McLean IS success model has been specifically designed for application in the e-commerce environment. Figure (2.2) displays the Information System Success Model (ISSM).

Figure (2.2) Information System Success Model (ISSM)



Source: DeLone and McLean, 1992

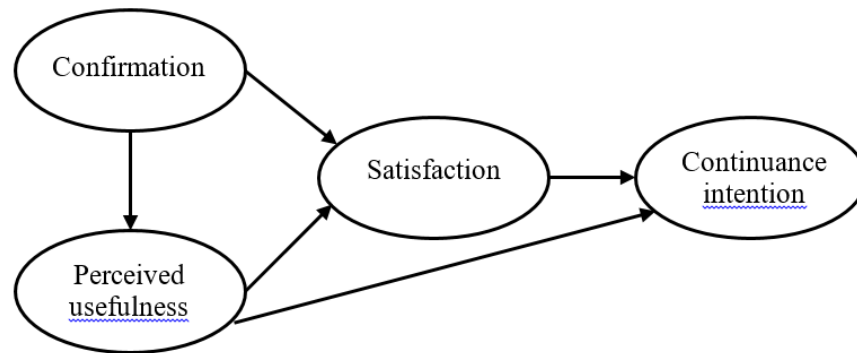
DeLone and McLean (1992) proposed a model that aims to assess the success of any information system by doing a thorough evaluation of the existing literature. According to Figure (2.2), it is concluded that the success of an IS is a complex notion that involves six components and their interrelationships. Figure 1 categorizes the system's outcomes into personal and organizational impacts in order to provide the criteria for measuring the success of the information system. According to this method, personal rewards play a crucial role in determining achievements at the organizational level. The infrastructure of the system is determined by the leftmost layer, which establishes the fundamental principles. However, due to the development of software designed to adapt individuals to specific systems, a modification was made to the model. This change was necessary because personal achievement alone is not the sole determinant of organizational success.

(iii) Expectation Confirmation Model (ECM)

The Expectation-Confirmation Model (ECM) is derived from the Expectation Confirmation Theory (ECT) introduced by Oliver in 1980 (Oliver, 1980). The application of ECT initially focused on analyzing consumer behavior by comparing consumers' pre- and post-consumption expectations to assess their happiness with items and services. Subsequently, contentment serves as a benchmark for both initial purchases and subsequent repurchases. Next, Bhattacharjee (2001) utilized ECT in the

study of IS continuous use and verified it using Structural Equation Model. The result was an ECM of IS, as depicted in Figure (2.3).

Figure (2.3) Expectation Confirmation Model (ECM)



Source: Bhattacharjee, 2001

In a study conducted by Bhattacharjee (2001), it was discovered that users' intention to continue using a product or service is mostly influenced by their perception of its usefulness and their level of pleasure. Users' pleasure is influenced by their perception of utility and confirmation of their expectations, with the perception of usefulness being determined by the confirmation of expectations. This hypothesis has been extensively utilized in studies conducted in various fields, including e-commerce, portal websites, and mobile networks (Xiong & Lv, 2013).

2.2 Influencing Factors

The influencing factors refer to the variables that have the potential to impact specific characteristics of the target object. Control variables can be employed to identify the primary affecting factors of an entity.

(a) Information Quality

The information quality is connected to the utilization of the system, the pleasure of the user, and the overall advantages gained (DeLone & McLean, 2003). The aspects of information quality include the source of information, the accuracy, relevance, timeliness, and completeness of the information. The quality of information is frequently a crucial aspect of the instrument used to measure end-user satisfaction

(Doll et al., 1994). Consequently, the concept of information quality is frequently not recognized as a distinct entity, but rather evaluated as a part of user pleasure. Hence, the quantification of this particular aspect is a challenge for any study pertaining to the efficacy of information systems.

DeLone and McLean (1992) demonstrated that the quality of the system and the quality of the information have a notable and beneficial impact on the satisfaction of users with the information system. Information quality refers to the user's subjective evaluation of the accuracy and reliability of the information obtained from the internet for their specific needs (Seddon, 1997).

Information quality can be evaluated based on several qualities, such as accuracy, timeliness, relevance, informativeness, and the competitiveness of the service (Weber, 1999). Information quality encompasses the degree of pertinence, promptness, and security that is conveyed through a well-crafted information layout within a system (Swash, 1997). The internet has the potential to supply the highest caliber of information, as long as it is easily accessible, well-structured, and available in plenty (Liu & Arnett, 2000).

The quality of information can be assessed by its capacity to generate a limitless amount of information, both internally and externally to the company (Li & Lin, 2006). High-quality information is characterized by its accuracy, clarity, level of detail, relevance, ease of access, timeliness, currency, and alignment with the user's needs. According to Liu and Arnett (2000), high-quality information enhances users' perception and utilization of information systems. Furthermore, they asserted that the users' acceptance or rejection of a system is determined by the inherent quality of the system.

Information quality refers to the attributes of the output provided by an Information System (IS), including accuracy, timeliness, reliability, and completeness (Peter & McLean, 2009). The quality of information is the foundation for every stage of the communication process in contemporary businesses (Michnick & Lo, 2009). The measurement of information quality (IQ) encompassed correctness, timing, completeness, relevance, and consistency, as defined by DeLone and McLean in 2003.

The information system success model posits that user happiness may be attributed to the quality of information produced by the information system. The term

is defined as "a metric that assesses the excellence of outcomes, specifically the excellence of the information generated by the system in reports and on-screen" (Gable et al., 2008).

(b) Service Quality

Service quality, as defined by Parasuraman et al. (1988), is determined by comparing the expected level of service with the actual level of service received. Companies with a high level of service quality specifically build two crucial information systems to enhance their service capabilities.

DeLone and McLean (2003) argue that service quality holds greater significance compared to other practices due to the predominant presence of consumers as users of the existing system, rather than employees or internal users of the firm. Consequently, inadequate assistance in services may result in client attrition and potential revenue loss. Service quality is a measure that marketing researchers use to evaluate the overall quality of service. Pitt and Watson (1997) asserted that service quality is a key factor in determining the effectiveness of information systems.

Service quality refers to the level of support provided to users by the IS department. It is typically assessed based on the responsiveness, reliability, and empathy demonstrated by the support organization (Peter & McLean, 2009). The assessment of the efficiency of IT service components is growing in significance (Roses et al., 2008). The authors created five distinct dimensions to measure the quality of service. The dimensions encompassed in this context are tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to the visible and physical aspects of facilities, equipment, personnel, and communication materials. Reliability refers to the capacity to consistently and precisely deliver the promised service. Responsiveness refers to the inclination to assist clients and offer timely service. Assurance refers to the combination of employees' knowledge, courtesy, and their capacity to effectively communicate trust and confidence. Empathy refers to the firms' capacity to offer care and personalized attention to clients.

Service quality has been defined by numerous studies using various approaches. According to Cronin and Taylor (1994), service quality refers to the customer's overall perception of whether a company and its services are better or worse than its

competitors. They perceived service quality as a cognitive representation of a comprehensive and enduring assessment. The user's perspective is the determining factor in assessing the quality of a service or product. User satisfaction is determined by the extent to which the combination of service qualities fulfills the user's needs and expectations. This phenomenon is referred to as the alignment between expectations and perceptions. Quality refers to the extent to which the desired features of a service, as determined by users, are included and seen to be achieved at various levels (Murdick et al., 1990).

As stated by Juran (1988), quality consists of two main elements: (1) the extent to which a product or service fulfills customer expectations, and (2) the extent to which a product or service is devoid of faults. According to Parasuraman et al. (1985), service quality is the assessment of how well the outcome (performance) matches the expectation across various quality characteristics. According to Roest and Pieters (1997), service quality can be seen as a subjective and cognitive discrepancy between customers' expectations based on past experiences and the actual performance of service benefits.

(c) Perceived Ease of Use

Perceived ease of use pertains to an individual's conviction that utilizing a particular information technology system will necessitate minimal exertion. Users are more inclined to embrace an application that they see as user-friendly in comparison to another program (Davis, 1989). Perceived ease of use pertains to an individual's level of assurance in their capacity to understand a system effortlessly.

Pavlou (2003) defines perceived ease of use as the natural inclination to utilize technology for online transactions. According to Adams et al. (1992), the extent to which users utilize and involve themselves with a system can be used as a measure of its ease of use. The more often employed systems demonstrate that the system is easier to understand, easier to handle, and more intuitive for users. Beginning with the study conducted by Davis et al (1989), it was found that the user's intentions to utilize a system might be influenced by their opinion of its usability.

(d) Perceived Usefulness

According to Venkatesh et al. (2011), information technology offers advantages via enhancing job performance through its perceived usability. Perceived utility pertains to an individual's conviction regarding the efficacy of a specific system. Perceived utility pertains to the conviction individuals hold that technology will aid them in accomplishing their goals. Understanding the advantages of using technology enhances the likelihood of its utilization.

Perceived usefulness, as defined by the Technology Acceptance Model (TAM), is the amount to which an individual believes that using a certain system would enhance their job performance. Perceived usefulness, as defined by Davis et al. (1992), refers to the consumers' subjective evaluation of the outcomes or advantages obtained from their experience. Perceived usefulness, as defined by Davis (1993), is the belief that using a new technology will enhance or improve one's performance. Perceived usefulness, as defined by Mathwick et al. (2001), is the extent to which an individual believes that a particular system would improve their job performance.

Davis (1989) delineated five parameters that evaluate perceived usefulness: 1) Enhance Efficiency: Integrating digital information technology in the workplace can optimize productivity, allowing users to do tasks more quickly. 2) The implementation of information technology in practical settings offers a multitude of advantages that assist users in doing their regular tasks. 3) Increase Productivity: By integrating information technology into their daily activities, users can effectively manage and utilize resources to achieve more efficiency and optimal results. 4) Improve Efficiency: Information technology can assist users in enhancing their efficiency by enabling them to achieve their goals with decreased costs and in a shorter timeframe. 5) Improve Job Performance: Information technology users can apply it to enhance the quantity and caliber of their work, hence improving their job performance.

Usefulness refers to the probability, determined by personal judgment, that the use of technology will improve the user's capacity to do a certain task. Mathwick et al. (2001) defined benefits as the degree to which a certain system is anticipated to improve its performance. The importance of perceived utility has been widely recognized in the field of electronic banking (Guriting & Ndubisi, 2006). Utility, as defined by them, is

the subjective probability that using the technology will improve the user's ability to perform a particular task.

(e) Perceived Security and Privacy

Security and privacy pertain to the safeguarding of credit card transactions and the protection of shared data (Wang et al., 2019). The system should prioritize assurance and security in order to enhance the credibility of the website and the quality of its services. Fortes and Rita (2016) demonstrated that a robust system should incorporate both privacy and security, as highlighted by Holloway and Beatty (2008). Customers frequently express apprehension regarding the system's ability to safeguard them against fraudulent activity following a transaction. Evaluating the service quality of an online system requires careful consideration of system security and privacy. In his 2007 study, Lallmahamood provided a clear definition of user attitudes on the safeguarding of security threats and the management of personal information in the online realm. According to Chellapa and Pavlou (2002), the perception of security refers to how consumers perceive the level of security when engaging in e-commerce transactions.

The primary concern of users when it comes to financial transactions will always be the provision of secure services. Perceived security refers to the subjective probability that users' personal information will not be illegally accessed, stored, or modified by others (Fortes & Rita, 2016). Customers perceive digital payment systems as unsecure due to their vulnerability to hacking. One of the main challenges that customers have when adopting digital payment systems is their impression of security (Kim et al., 2010).

Hartono et al. (2014) identified four characteristics of perceived security. Initially, secrecy pertains to the ability to anticipate and prevent the disclosure of inappropriate information. Anticipating and preventing information leaking to unauthorized parties can be more effectively achieved by implementing a system with enhanced levels of secrecy. Secondly, integrity pertains to the threshold at which illegal alterations to data can be anticipated and prevented. Systems that possess a high degree of integrity have the ability to forecast and avert any changes or modifications to data, including erroneous updates, deletions, or unauthorized additions. Utilizing digital

signatures and anti-virus programs is a widely used method to guarantee the integrity of data. Furthermore, the quantity of information provided by the government is commonly known as availability. A system that possesses a high level of availability will consistently provide valuable information to authorities. Non-repudiation refers to a transaction where the system users guarantee that the seller obtains the information provided by the consumer. This occurs between a buyer and a seller. Systems with enhanced non-repudiation capabilities can offer verified proof of identification. Digital signatures are commonly used as a security measure to guarantee non-repudiation.

The significance of security and privacy in relation to the adoption of online banking has been acknowledged in numerous banking research studies. Specifically, the study conducted by Chen and Barnes (2007) identified that the absence of privacy and security posed substantial barriers to the acceptance and implementation of online banking. Roboff and Charles (1998) discovered that individuals possess a limited comprehension of the security dangers associated with online banking, despite being cognizant of those risks. Additionally, it was shown that while consumers had a great level of confidence in their bank, their faith in technology was lacking (Howcroft et al., 2002). With the fast expansion of online products and services, people are increasingly worried about security and privacy concerns.

(f) Perceived Price

Zeithaml (1988) defined perceived price as the price that is encoded by the consumer. He clarified that PRICE is the amount of money that a consumer must pay in exchange for a product or service. Consumers will be aware of the price of the product, and the purchase behavior of customers will be influenced by the high and low prices. According to Lichtenstein et al. (1988), price is the aggregate of the values that consumers exchange for the benefits of possessing or utilizing a product or service. Price is an effortless method of product evaluation for consumers (Ferreira & Coelho, 2015).

Prices can be simply defined as the nominal value that is charged to the customer in order to acquire products and to benefit from their ownership or use (Kotler & Armstrong, 2016). In addition to being accepted at face value, the price is also employed as a comparative reference price, with the quantity determined by the

customer's social class and background. This type of perceived price is defined as the subjective opinion of consumers regarding the objective price of the product (Jacoby & Olson, 1977).

Furthermore, the price of a product can serve as a signal quality (Zeithaml, 1988). However, its function as a quality signal is not significant in the context of online book purchasing, as books are typically of comparable quality across vendors (Reibstein, 2002). The acquisition utility of consumers will be reduced by the high price, which is a monetary sacrifice. Image and differentiation may also be established through price (Nagle & Holden, 1995). Typically, buyers have a specific price range within which they are willing to accept. They will be unwilling to purchase a product if the price exceeds the range, and they will question the quality of the product if the price is below the range (Dodds et al., 1991). This is also associated with the impact of price on perceived value. According to Dodds et al. (1991), the relationship between price and perceived value is curvilinear. Specifically, the perceived value will increase when the price exceeds the lower limit and will decrease when the price exceeds this range. Decision makers must comprehend the comprehensive circumstance and simultaneously execute calculations with the greatest precision (Nagle & Holden, 1995). Thus, they must ascertain which strategy is optimal and applicable.

2.3 Customer Satisfaction

Kotler and Keller (2006) define customer satisfaction as "a person's sensation of satisfaction or dissatisfaction that arises from evaluating the perceived performance (or outcome) of a product in comparison to their expectations." This description implies that customer satisfaction is a response to the positive or negative emotions that the customer experiences as a result of the products or services they have acquired and utilized. The effectiveness and efficiency of the company's business operations are demonstrated by the level of customer satisfaction.

Customer satisfaction is a term that is frequently employed in the finance and business sectors (Ghani et al., 2017). Effective marketing initiatives prioritize customer satisfaction. The formation of satisfaction can be influenced by either a singular service encounter or a series of service experiences. The level of consumer satisfaction that the customer achieves can vary from one instance to the next; however, there may be a

maximum and minimum level of satisfaction. Yang and Peterson (2004) elucidated that customer satisfaction is a significant factor in the long-term commitment of customers to the bank.

According to Johnson et al. (2001), satisfaction is the complete evaluation of a customer's purchases and consumption experiences of a product or service over time. This comprehensive assessment encompasses various components, including the entire purchase procedure and the result (Ghani et al., 2017). Segments with varying levels of satisfaction can be established, as satisfaction is influenced by the customer's overall subjective evaluation of the retail store. Rather than gratification with a particular transaction, this subjective evaluation is perceived as the result of a cumulative effort over the course of a customer's relationship with a retailer. Mahendr et al. (2021) distinguish between two perspectives on satisfaction: the transaction-specific perspective, which evaluates a customer's one-time, postpurchase encounter, and the cumulative perspective, which evaluates a customer's overall assessment of a service or product based on their prior interactions.

According to Castaneda (2010), cumulative satisfaction is a superior metric for evaluating customer satisfaction as a predictor of their continuance use intention, as it directly influences store continuance use intention. The cumulative contentment of customers is enhanced by their positive shopping experiences, which in turn enhances their continued utilization of the service (Ghani et al., 2017).

Customer satisfaction, according to Keni (2020), refers to the behaviors, responses, and evaluations exhibited by customers during the purchase transaction, which may include the feelings they express. Customer satisfaction refers to the level of satisfaction experienced by a customer in reaction to a product or service they have purchased, as defined in this statement.

2.4 Continuance Use Intention

Amoroso and Lim (2017) define continuous intention as the degree of determination an individual has to repeatedly make purchases using financial mobile applications. According to this definition, continuation intention to use refers to an individual's inclination to repurchase or continue using something based on their previous behavior. Bhattacharjee (2001) provided a definition for Information System

(IS) continuity intention as the intention of an individual to persist in using an information system, as opposed to their first use or adoption of it.

Continuance intention refers to the user's intention to continue using the technology, as stated by Bhattacharjee in 2001. Furthermore, as stated by Chen and Li (2017), continuation intention pertains to the inclination of individuals to persist in engaging in an activity after initially adopting it. Continuance intention refers to the user's inclination and propensity to persistently utilize the online system, and it serves as a significant motivating factor for long-term usage.

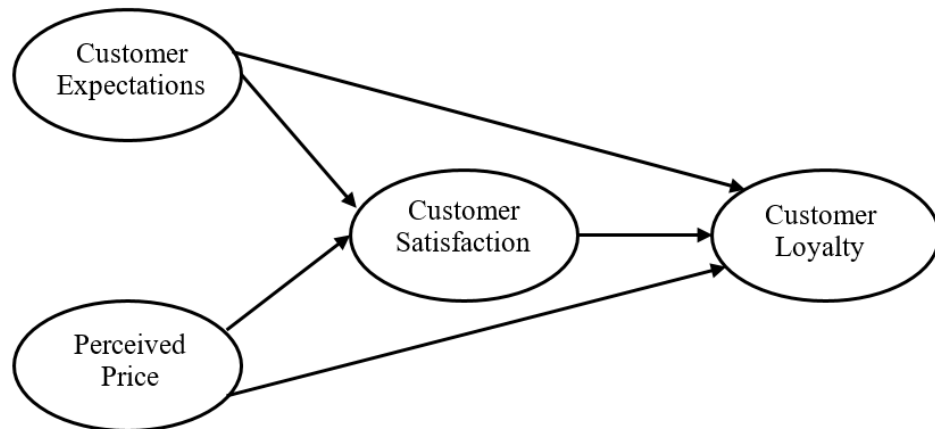
Continuance intention to use (CI) can be defined as the overall advantage derived from the effectiveness of knowledge (Bhattacharjee, 2001). When consumers think that Self-Service Technology (SST) consistently provides outstanding support in many scenarios, they are more likely to be satisfied with their initial experience. This contentment can lead to a continued intention to use SST and also positively influence their overall satisfaction as users.

2.5 Previous Studies

This study aims to analyze and identify the independent variables that have an impact on the dependent variables by reviewing three prior studies. The objective of the review is to examine the factors that will be included in the conceptual framework of this study.

Msallam (2015) examined the fundamental aspects that influence consumer satisfaction with the services provided by a bank. This study seeks to investigate, via a survey, the potential influence of consumer expectations and price fairness on customer satisfaction with banking services and customer loyalty. This study examines the fundamental aspects that influence consumer satisfaction with the services provided by a bank. This study utilized an empirical research approach and included a sample size of 401 respondents who were clients of various banks in Syria. The data is gathered via survey questionnaires that pertain to consumer expectations, price equity, customer happiness, and customer loyalty towards banking services. This data is then analyzed using AMOS18. The conceptual framework of Msallam (2015) is depicted in Figure (2.4).

Figure (2.4) Relationship between Customer Satisfaction and Customer Loyalty in the Banking Sector in Syria

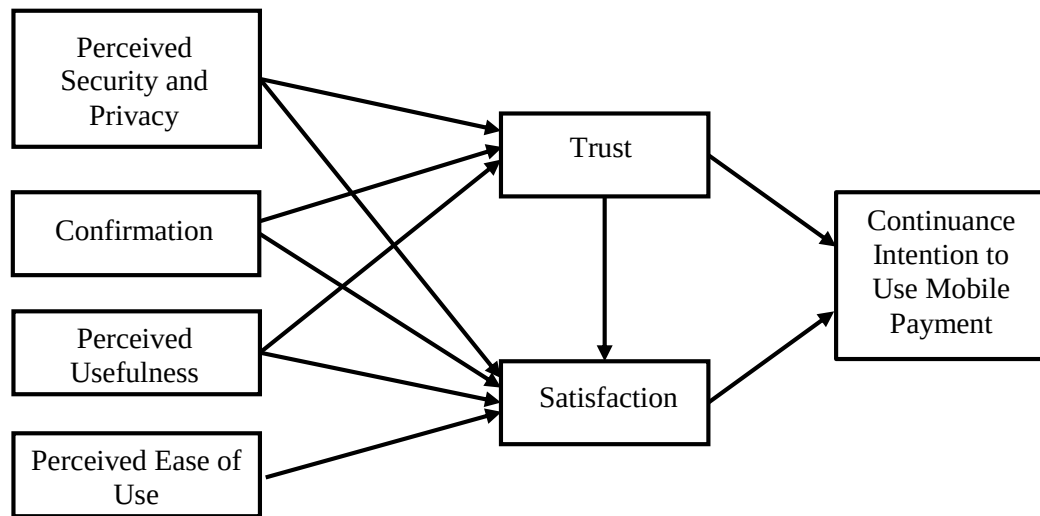


Source: Msallam, 2015

In a study conducted by Msallam (2015), it was determined that consumer satisfaction with bank services is heavily influenced by customer expectations and perceived price. Through the examination of the correlation between customer expectations and other criteria, it is evident that customer expectations have the most significant impact on customer satisfaction, followed by consumer loyalty towards banking services. The primary finding of the study indicates that customer satisfaction is influenced by price fairness (PF) in relation to other factors affecting perceived pricing.

Dwairi and Ali (2022) sought to examine the persistent inclination to utilize mobile payment services in Jordan. Amidst the Corona outbreak, some customers encountered challenges as banks and government organizations repeatedly shut down, compelling them to seek alternate methods such as mobile payments to settle their outstanding obligations. This study seeks to examine the ongoing inclination to utilize mobile payment in Jordan, building upon the Extended Control Model (ECM) and incorporating additional variables such as trust, satisfaction, perceived security, and privacy. Therefore, further research is required to investigate the crucial aspects that contribute to the sustained utilization of such technology. This study employed a sample size of 880 participants and then developed a theoretical model which was then tested using empirical methods. The conceptual framework of Dwairi and Ali (2022) is illustrated in Figure (2.5).

**Figure (2.5) Role of Trust and Satisfaction as Mediators on Users’
Continuous Intention to Use Mobile Payments**

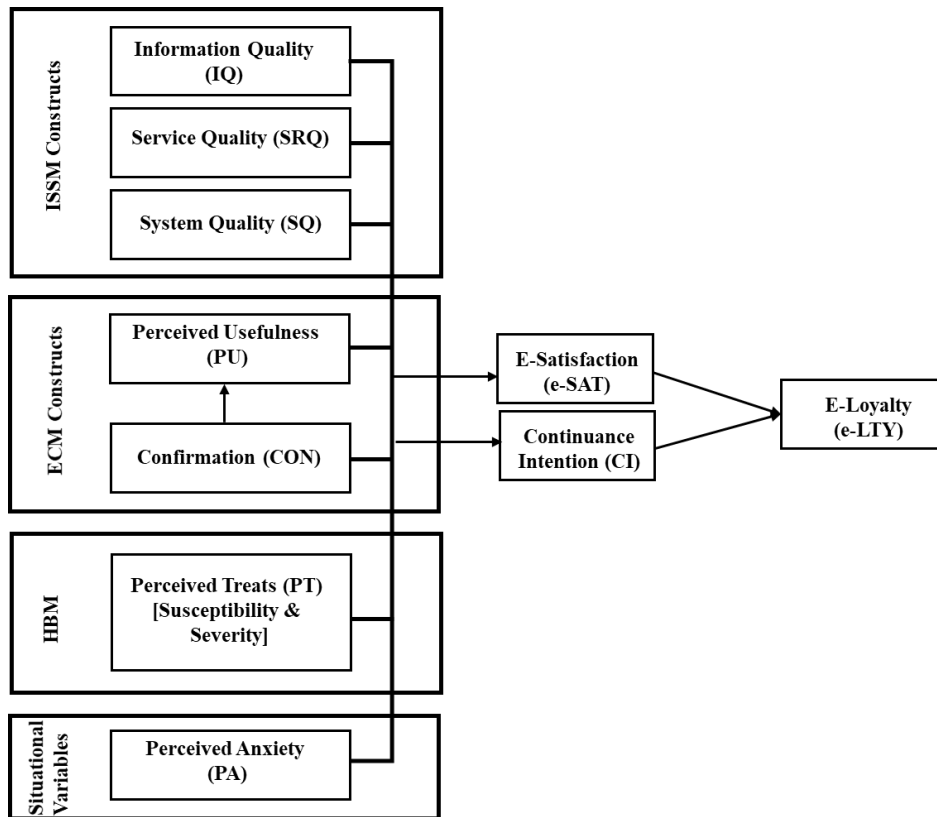


Source: Dwairi and Ali, 2022

According to the study's findings, trust and pleasure are directly influenced by elements including perceived security and privacy, confirmation, perceived usefulness, and perceived ease of use. This in turn has a significant effect on customers' continued intention to use mobile payments.

Amin (2023) looked at the variables that affect e-loyalty, e-satisfaction, and continuance intention in connection to using mobile payment applications (MPAs). Amin combined e-satisfaction, a situational factor (perceived anxiety), a psychological element (perceived risks), and quality parameters to establish and validate the electronic technology continuance model (e-TCM). By developing and validating the proposed electronic technology continuance model (e-TCM) based on the information system success model (ISSM), expectation-confirmation model (ECM), and health belief model (HBM), this work adds to the body of literature already in existence. 455 individuals completed a questionnaire to provide data, which was then subjected to structural equation modeling for analysis. The conceptual framework that Amin devised in 2023 is illustrated in Figure (2.6).

Figure (2.6) Relationship between Understanding E-satisfaction, Continuance Intention, and E-loyalty toward Mobile Payment Application



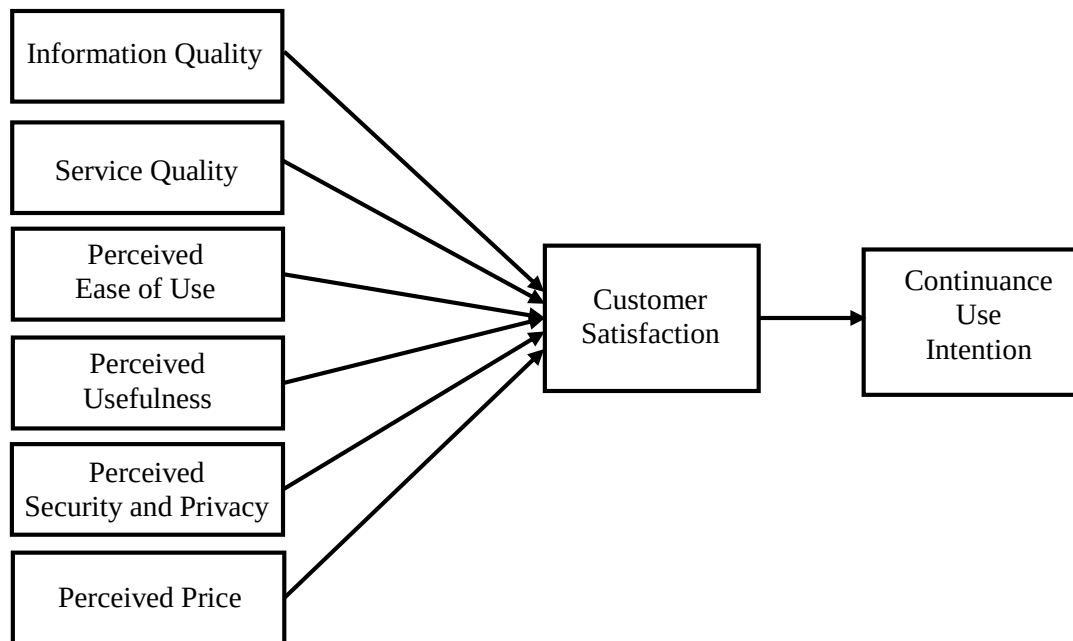
Source: Amin, 2023

Amin (2013) discovered that factors such as information quality, service quality, system quality, perceived utility, and confirmation all have a favorable impact on both e-satisfaction and continuance intention. While perceived dangers and felt worry do not have an impact on e-satisfaction, they do have an affect on continuance intention. Furthermore, e-satisfaction has a good effect on both continuance intention and e-loyalty. Additionally, continuance intention also has a beneficial impact on e-loyalty.

2.6 Conceptual Framework of the Study

The conceptual framework of the study is built by extensively referencing the three previous studies. The study's conceptual framework is depicted in Figure (2.7).

Figure (2.7) Conceptual Framework of the Study



Source: Own Compilation, 2024

In this conceptual framework, information quality, service quality, perceived simplicity of use, perceived usefulness, perceived security and privacy, and perceived price comprise the six independent variables. The objective of this investigation is to investigate the correlation between customer satisfaction and influencing factors. Furthermore, it will examine the correlation between customer satisfaction and the intention to continue using the service.

Working Definitions of the Study

Information Quality: Information quality in this study refers to the provision of comprehensive and up-to-date information, as well as easy access and timely mobile updates, about the credit card services offered by KBZ Bank.

Service Quality: In this study, service quality refers to the provision of prompt and error-free services that meet customers' needs with empathy, as well as the timely resolution of customer complaints by KBZ bank.

Perceived Ease of Use: The concept of Perceived Ease of Use in this study refers to the level of ease and understanding experienced when using the KBZ credit card, with minimal effort required.

Perceived Usefulness: The concept of Perceived Usefulness in this study pertains to the notion that KBZ credit card services are deemed valuable both locally and globally, in various corporate establishments as well as in Government agencies such as passport offices.

Perceived Security and Privacy: In this study, "perceived security and privacy" refers to the assurance that using the KBZ credit card is both secure and secret.

Perceived Price: Perceived Price in this study refers to charges that are considered acceptable, affordable, and provide good value for the use of a credit card from KBZ Bank.

CHAPTER III

PROFILE AND CREDIT CARD SERVICES OF KBZ BANK

This chapter provides an overview of the profile, vision, and objective of KBZ bank. Furthermore, it encompasses the range of services provided by KBZ bank. Lastly, it provides a description of the credit card services offered by KBZ bank.

3.1 Profile of KBZ Bank

Kanbawza Bank (KBZ Bank) was founded on July 1, 1994 in Taunggyi, situated in the southern region of Shan State. KBZ Bank has been actively involved in Myanmar's development for more than 20 years, dedicating significant efforts to enhance communities and institutions in the long run, with the ultimate goal of enhancing the overall quality of life for everyone. KBZ, being the largest privately-owned bank in Myanmar, holds a market share of around 40 percent in both retail and commercial banking. This dominance contributes to the development of entrepreneurs, enterprises, and communities in the country.

KBZ Bank is currently playing a significant role in accelerating Myanmar's progress in the digital era by fully embracing advanced banking methods. KBZ has capitalized on the benefits of mobile-first technology to enhance financial inclusion and facilitate connections between our clients and the people, opportunities, and places that they prioritize. KBZ bank has expanded its financial services to other villages by utilizing KBZPay, Myanmar's rapidly expanding mobile wallet.

KBZ is undergoing an internal transformation, utilizing cutting-edge technologies to enhance efficiency and provide improved service to its clients. Additionally, KBZ is focused on improving the skills and capabilities of its employees and future leaders. Myanmar's future will be constructed based on the robustness of its essential establishments, and KBZ Bank is in the forefront of this endeavor.

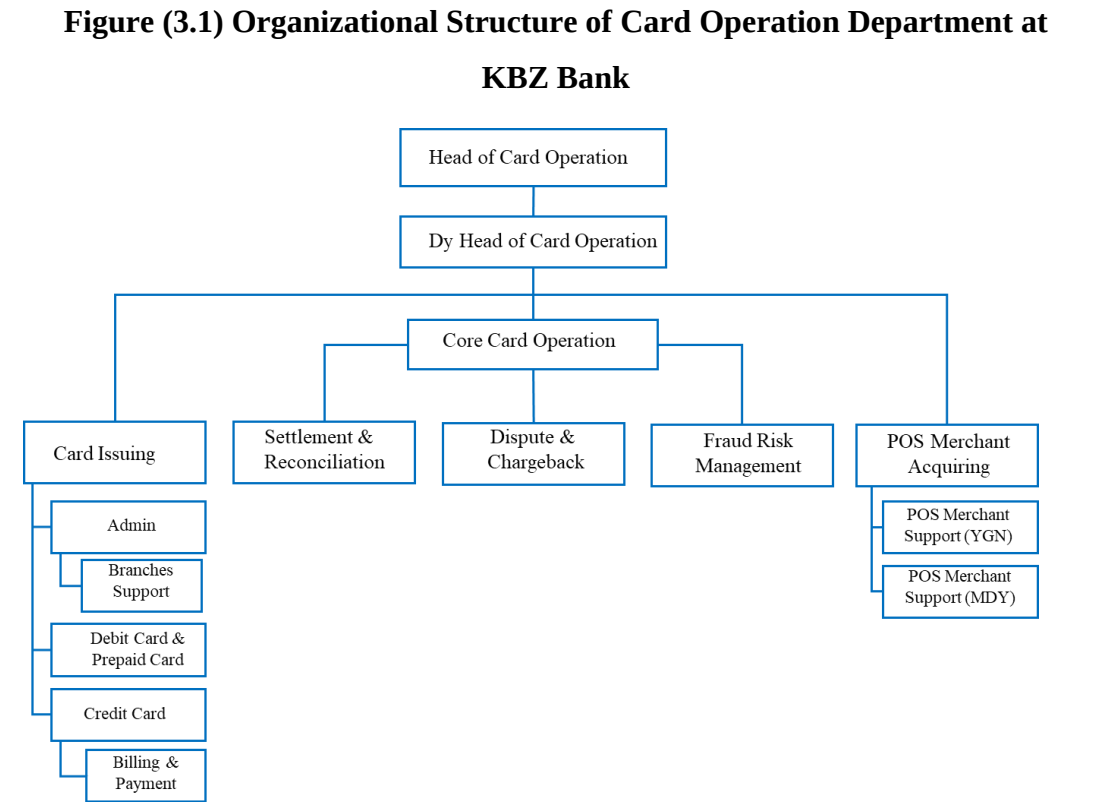
KBZ bank aspires to become the most efficiently run bank globally. Since 2017, it has undergone a comprehensive and ambitious restructuring, following international best practices as a reference. The core of its change is in the incorporation of innovative technologies and novel leadership strategies. KBZ, being the largest bank in the

country, is enhancing the current state of Myanmar and establishing the groundwork for its future.

KBZ's objective is to achieve complete financial inclusion in Myanmar and establish itself as a leader in service within the ASEAN region by 2024. KBZ bank is dedicated to providing outstanding banking services and unparalleled customer experience to all individuals in Myanmar, supported by robust expertise and infrastructure. Through a continuous commitment to excellence, KBZ will elevate the bank to become the foremost customer-focused financial services provider in the region.

3.2 Organization Structure of Card Operation Department at KBZ Bank

The Card Operation Department of KBZ has established a well-organized organizational structure to ensure the achievement of successful and efficient operations. Figure (3.1) displays the organizational structure of the Card Operation Department.



Source: KBZ Bank, 2024

The five main departments at KBZ Bank in charge of card operations are shown in Figure (3.1). The departments that make up this group are the ones that deal with issuing cards, settlement and reconciliation, chargebacks and disputes, fraud risk management, and POS merchant acquisition. The hierarchical job arrangement within a department that manages card-related activities, such as the issuance of different card goods like credit cards, debit cards, and prepaid cards, and the procurement of related services, is known as the card operation organization structure.

The main financial services and products provided by KBZ Bank are banking services and goods. The bank offers a wide range of services, including digital banking solutions, loans, credit and debit cards, remittance services, and several deposit account kinds. Payroll, cash management, and trade finance are just a few of the services that KBZ Bank offers to its company and individual clients.

3.3 Credit Card Services of KBZ Bank

Customers have the ability to utilize their KBZ credit card to promptly obtain cash for the purpose of settling payments for goods and services at point-of-sale (POS) establishments, as well as online, within their own country and abroad. KBZ will soon release the first genuine credit cards in over a decade. Kanbawza Bank, the top private lender in Myanmar, initially focused on providing credit cards to its affluent customers. KBZ Bank has issued 25,000 credit cards to its customers. KBZ Bank prioritizes perceived utility, perceived security and privacy, perceived simplicity of use, perceived service quality, and perceived price to provide excellent credit card services to its clients.

3.3.1 Information Quality

KBZ Bank is dedicated to offering extensive information regarding its credit card services on its website to guarantee transparency and lucidity for its customers. The availability of credit card-related information in both Burmese and English languages on KBZ Bank's website provides numerous advantages. KBZ Bank ensures inclusivity for a broader customer base by offering information in both Burmese and English, catering to individuals who may prefer reading in either language. Certain customers may possess a more comprehensive comprehension of financial terminology

and principles in one language as opposed to the other. KBZ Bank facilitates comprehensive understanding of its credit card services by providing information in both languages, therefore catering to all consumers.

KBZ Bank guarantees the prompt dissemination of information on their credit card services through multiple methods. KBZ Bank has a current website where it regularly posts information about their credit card services. This encompasses comprehensive information regarding several categories of credit cards, their distinctive attributes, the requirements for eligibility, associated charges, and the advantages they offer. Frequently updating the website guarantees that users may obtain the most up-to-date information. The notifications encompass reminders regarding payment deadlines, alerts concerning transactions, modifications to terms and conditions, and promotional propositions.

KBZ Bank is dedicated to providing timely information through a combination of digital platforms, client care, and proactive communication. To obtain further information on KBZ credit cards, clients can contact their customer service or visit the official website. Customers can conveniently obtain information regarding KBZ Bank's credit card services by visiting the bank's official website. KBZ Bank has the option to disseminate brochures, flyers, or other promotional materials that provide information about its credit card services in its branches or other physical locations.

KBZ Bank delivers notifications and alerts to credit cardholders through SMS, email, or mobile app for purchase and payment transactions. The notifications encompass reminders regarding payment deadlines, transaction notifications, modifications in terms and conditions, and promotional propositions.

KBZ Bank guarantees that customers will promptly get information regarding discounts, rewards, and advantages associated with their credit cards. KBZ Bank regularly sends email notifications to those who have credit cards. The emails feature specific information regarding current promotions, discounts, and exclusive offers. Customers are provided with notifications regarding their reward points, opportunity to collect cashback, and exclusive offers. The bank conducts targeted advertising programs periodically. Promotional campaigns encompass various incentives such as seasonal discounts (e.g., Christmas sales), double reward points for specified transactions, and additional cashback on designated spending categories. Information

regarding promotion campaigns for KBZ bank credit cards, rewards programs, and cashback programs can be obtained via customer email or social media platforms.

3.3.2 Service Quality

KBZ Bank offers round-the-clock customer support through a contact center dedicated to addressing credit card-related inquiries. Customers can contact the provided phone number (+95 9 951018555) at any time, irrespective of the time of day. However, some clients may face challenges in remembering the phone number or suffer linguistic barriers. KBZ provides prompt access to customer support for inquiries, card activation, reporting lost or stolen cards, and general assistance. However, during moments of heavy call demand, the waiting times may be extended, which reduces convenience. Some users may encounter challenges if their preferred language is not available.

KBZ Bank provides convenient options for consumers to verify their credit card balance and track transactions using both mobile banking and internet banking. KBZ mBanking is a mobile application that allows clients to easily and securely manage their financial matters at any time and from any place. Customers can browse their transaction history to view all credit card transactions. Additionally, they can scrutinize individual transactions to acquire knowledge about the specific places where their cards were used, and also verify the exact amounts and dates of these transactions.

Additionally, individuals can choose to file credit card grievances either at their closest branch or via online platforms. Individuals might choose to visit the local KBZ Bank branch during the specified banking hours and request help from a customer service professional or a bank officer. The bank representative will offer information to consumers regarding the process of resolving complaints and, if necessary, may escalate the issue to a manager. KBZ Bank's call center can be reached for online service by dialing the provided phone number. Usually, this numerical value can be located on the financial institution's official website or on the back of the customer's credit card. Customers can choose between following the automated prompts or having a conversation with a customer service professional.

KBZ bank offers extensive training to its staff, ensuring that they acquire the essential skills to be friendly and cooperative individuals that significantly improve the

overall client experience. There can be instances of miscommunication or misunderstanding between customers and employees when the staff lacks the necessary training to handle certain situations or is uninformed of the bank's policies and procedures. To ensure the long-lasting and efficient commitment of KBZ, employees are required to undergo specialized training programs and courses that are specifically designed for their respective roles.

KBZ Bank offers 24/7 customer support with a dedicated crew that has received specialized training to handle credit card inquiries and fix problems. These teams have the ability to provide timely customer service across many channels, including phone, email, live chat, and in-person assistance at branches.

3.3.3 Perceived Ease of Use

Customers can utilize the KBZ credit card alone without requiring assistance from others. The card is conveniently utilized for shopping, particularly at the Point of Sales (POS). The Visa credit card can conveniently be utilized for shopping by simply tapping it, thanks to its pay wave feature. KBZ Bank supplies Visa credit cards, specifically Platinum and Classic cards, which have the pay wave feature. KBZ Visa pay wave is a form of payment that allows for contactless transactions, representing the most recent advancement in Visa payments. The payment procedure is straightforward, secure, and efficient.

Customers can quickly acquire knowledge on how to utilize credit cards by referring to the instructions provided in the nearest bank branches, call centers, and KBZ bank booklets or leaflets. Withdrawing cash from a credit card at an ATM is typically uncomplicated as clients may conveniently obtain cash by visiting the local KBZ ATM, placing the credit card into the machine, and inputting their recorded PIN.

A self-service banking portal is a website that users can access using both desktop and mobile devices. This website gateway is specifically created to provide consumers with convenient access to various services. Consumers may easily provide their information, apply for bank accounts and credit cards of their choice, and track the status of their applications without the need to physically visit the bank. Customers must log in using the website www.kbzbank.com in order to utilize the self-service banking portal of KBZ Bank. Each consumer has the ability to effortlessly access their account and read content in two languages, specifically Burmese and English.

KBZ Bank provides an e-commerce service that enables clients to make purchases from websites using their visa, master (debit/credit), and MPU cards. The benefits of e-commerce include the ability for customers to make online purchases at any hour, resulting in reduced costs and time savings. Additionally, merchants may promote their items globally and enhance their sales.

3.3.4 Perceived Usefulness

KBZ Bank provides credit cards that are accepted for use both within the country and internationally. The existing VISA (Visa Credit Card) acceptance network spans over more than 200 nations. UnionPay International (UPI) is a prominent brand in the payment card industry. The UnionPay card (MPU-UPI) is rapidly emerging as a highly significant credit card in Asia, boasting a merchant acceptance network that spans over more than 178 countries. UnionPay offers its consumers the advantage of using their services in over 160 countries, including Myanmar, where they have a network of 7,000 merchants.

The KBZ credit card for merchants' business transactions provides numerous advantages and potential for enhancement. Integrating KBZ credit cards as a payment option can enhance the convenience of transactions for clients. The Visa Credit Card (KBZ Visa payWave) is a payment mechanism that allows cardholders to conduct transactions by just tapping their card on a contactless POS terminal. This technology eliminates the need to swipe or insert the card into the terminal. The transaction amount is determined by the acquiring bank of the retailer. Cardholders of the MPU-UPI Credit Card and MPU Credit Card can initiate transactions by just touching their card on a contactless point-of-sale (POS) terminal. Customers have the ability to utilize their credit card at any point of sale (POS) machine and any e-commerce platform that is connected to the MPU (Myanmar Payment Union).

KBZ Bank's credit cards have a high level of acceptance both within the country and outside. KBZ credit cardholders can utilize their card for purchases at various retail establishments such as clothes stores, supermarkets, and electronics shops. Additionally, they can use it to cover expenses for meals, drinks, and dining experiences at restaurants, cafés, and food stalls. In addition, they have the ability to verify the

expiration date of the card, the remaining credit limit, and any supplementary charges linked to specific transactions.

KBZ bank's MPU-UPI co-brand credit cards and MPU credit cards are accepted as payment methods at government offices, including passport offices and the Ministry of Commerce. However, the acceptance of these cards may vary depending on the individual policies and procedures of each government office. While many government offices may be amenable to credit card payments for specific services, others may exclusively require cash or alternate payment methods.

KBZ Bank credit cards are versatile and can be utilized for both online and offline transactions, subject to the card's specifications and the businesses' acceptance criteria. Online payment facilitates electronic transactions over the internet by utilizing a credit card or alternative digital payment methods. For example, users engage in transactions in an online store, such as purchasing clothing, electronics, or books, and paying for services like booking flights, hotel reservations, or subscription services, using a credit card or other digital payment methods. KBZ Bank credit cards are accepted for offline payments at brick-and-mortar retailers, restaurants, hotels, and other merchants that take credit cards. In order to complete a transaction without using an online payment method, customers are required to physically hand over their credit card to the merchant at the location where the purchase is being made. The merchant's payment processing system may necessitate the signing of a receipt or the input of a PIN (Personal Identification Number) by the customer to validate the transaction. Upon approval, the purchase amount will be subtracted from their credit card balance.

3.3.5 Perceived Security and Privacy

KBZ credit cards are protected by EMV chip technology, which stands for Europay, Mastercard, and Visa. This chip offers superior security in comparison to conventional magnetic stripe cards. When a user utilizes a card at a terminal equipped with chip technology, the chip produces a distinct code for every transaction, so impeding fraudsters from duplicating the user's card. KBZ Visa credit cards are equipped with PayWave capability. PayWave is a form of payment that uses contactless technology, allowing for speedy and safe transactions without the need to physically

swipe or insert the customer's card. When a customer engages in an online transaction using their credit card, the information is delivered through a secure and encrypted link.

KBZ Bank currently provides a two-factor authentication system. This enhances security by necessitating a secondary means of authentication (such as a unique code transmitted to the customer's mobile device) in conjunction with the customer's password. KBZ Bank prioritizes data privacy and confidentiality, particularly in regards to managing customers' personal information. KBZ Bank operates within legal and regulatory frameworks that mandate the protection of consumer information. The regulations encompass data protection legislation and standards established by the Central Bank of Myanmar.

KBZ offers extensive training to its workers on safely managing sensitive client information. This entails instructing employees on the significance of data privacy and security, as well as establishing protocols to thwart unlawful entry to client data. KBZ Bank limits access to customer data exclusively to authorized individuals. Staff members receive instruction on data protection and confidentiality. They are obligated by stringent policies and codes of conduct. KBZ Bank prioritizes data privacy and security and has implemented strong steps to safeguard clients' personal sensitive information.

The card blocking functionality in the mobile banking app enables users to temporarily suspend their credit card in case they detect any suspicious activity or unlawful transactions. Users have the ability to prevent any unauthorized use of their KBZ credit card by utilizing the KBZ Mobile Banking app in the event of suspected fraudulent activity or suspicious transactions. If a user suspects fraudulent activity on their credit card, they can promptly open the mobile banking application, identify the card blocking functionality, and initiate the blocking process. This measure serves to deter any additional illegal transactions while the user conducts an investigation into the matter. The KBZ Payment Gateway is employed to facilitate secure online transactions. Consumers have the ability to make purchases from websites that utilize the KBZ Payment Gateway by using VISA and Master Cards, including both debit and credit cards. The system utilizes 3D secure technology to enhance the security of payments.

3.3.6 Perceived Price

KBZ Bank's credit card registration cost enables it to maintain competitiveness and preferable offer lower fees compared to those provided by rival banks. Customers can obtain the latest and precise information about their credit card fees and charges by either accessing KBZ Bank or visiting KBZ's official website. KBZ Bank's credit card is notable for its policy of abstaining from imposing any penalty fees. This customer-centric strategy guarantees that cardholders are not encumbered with supplementary fees, fostering a more favorable and open banking encounter.

KBZ Bank offers a credit card interest rate that is significantly more favorable than the rates provided by other banks. KBZ's competitive rate exemplifies its dedication to delivering value to clients and enhancing the financial feasibility of credit card ownership. KBZ Bank imposes a late fee for late payments, which is calculated as 3% of the remaining balance or a minimum of 10,000 MMK each month. This fee is applicable if cardholders fail to make the full or minimum payment by the specified due date. Card issuers globally commonly impose late penalties on cardholders who fail to meet their payment deadlines. KBZ Bank imposes a late fee that is comparatively lower than the late fees levied by other prominent banks in Myanmar. Certain banks may own comparable or marginally distinct late charge frameworks.

KBZ Bank guarantees that its credit card ATM cash withdrawal fees are established at a reasonable rate. ATMs can be utilized by KBZ Bank credit card holders to withdraw cash. During the first launch phase, there are no charges for cash withdrawal transactions. KBZ bank now imposes the following withdrawal fees.

The cash advance fees for KBZ ATM transactions are 5% of the amount withdrawn, with a minimum fee of 5,000 MMK. The cash advance fees for using other ATMs are 5% of the transaction amount, with a minimum fee of 5,000 MMK. + Additional fees imposed by the bank

Customers who have a KBZ Visa Credit Card can avail themselves of a wide range of advantages, such as discounts and rewards. Cardholders, particularly those who use the KBZ bank credit card, can avail discounts at cosmetic stores, restaurants, and hotels. These discounts are applicable to a diverse array of items and services, encompassing dining, shopping, travel, and entertainment. Customers can enjoy privileged travel perks, including airline miles, hotel upgrades, complimentary travel insurance, and access to airport lounges, by using their KBZ credit card to make bookings for flights, hotels, or other travel-related charges.

CHAPTER IV

ANALYSIS OF CUSTOMER SATISFACTION AND CONTINUANCE USE INTENTION

This chapter expresses the analysis of customer satisfaction and continuance use intention towards of credit card services of KBZ Bank. This chapter is structured into three sections. First section presents research design and second section presents the profile of the respondents. Third section includes the analysis of customer satisfaction and continuance intention to use credit card services of KBZ Bank.

4.1 Research Design

The primary objective of this study is to examine customer satisfaction and their intention to continue using the credit card services provided by KBZ bank. Both main and secondary data are mentioned. In order to obtain the primary data, a structured questionnaire with a 5-point Likert scale is utilized.

As per the Yamane Formula (1973), a sample of 394 users has been picked from a total of 25,000 KBZ credit card customers using the basic random sampling approach. The Yamane sample size formula is presented as follows:

$$n = \frac{N}{1 + N * (e)^2} \quad , \text{ where } n = \text{the sample size}$$

N = the population of the study
e = the margin error in the calculation

$$n = \frac{25,000}{1 + 25,000 * (0.05)^2} = 394$$

A questionnaire with a well-organized format consisting of three distinct sections. Section A collects demographic data from the respondents. The customer's credit card use information is collected in section B. Section C of the survey assesses the quality of credit card services provided by KBZ bank through the use of a 5-point Likert scale.

The survey was conducted from May 10th, 2024 to May 30th, 2024 using a Google form. This study utilizes both descriptive and quantitative research approaches. Secondary data is obtained through a comprehensive literature analysis of KBZ Bank records, previously published papers, earlier research papers, relevant textbooks, and international studies available on internet portals. Regression analysis is utilized to examine the correlation between independent variables and a dependent variable.

4.2 Reliability Test

Reliability in research refers to the extent to which the findings of a particular study can be consistently reproduced or recreated under same circumstances. Reliability pertains to the degree of consistency and dependability with which a test examines a particular attribute. The Cronbach's Alpha reliability test result is displayed in Table (4.1).

Table (4.1) Reliability Test

Sr. No.	Variable	No. of Items	<u>Cronbach's Alpha</u>
1	Information Quality	6	.837
2	Service Quality	5	.782
3	Perceived Ease of Use	5	.808
4	Perceived Usefulness	6	.704
5	Perceived Security and Privacy	5	.789
6	Perceived Price	6	.738
7	Customer Satisfaction	8	.793
8	Continuance Use Intention	6	.722

Source: Survey Data, 2024

Based on the Reliability test, the variables studied in this study have Cronbach's Alpha values that above 0.7. Therefore, the structured questions in this study are consistently formulated, leading to the conclusion that the findings are both valid and reliable.

4.3 Profile of the Respondents

To gather primary data, standardized questionnaires are distributed to a total of 394 credit customers. An awareness of the respondents' profile is crucial in order to comprehend the features of KBZ bank's credit card users. Table (4.2) presents the demographic data of the participants who successfully filled out the structured survey.

Table (4.2) Demographic Data of the Respondents

Sr. No.	Category		No. of Respondents	Percent (%)
	Total			
1	Gender	Male	170	43
		Female	224	57
2	Marital Status	Single	202	51
		Married	192	49
3	Age (years)	Under 20	44	11
		21-30	60	15
		31-40	116	30
		41-50	79	20
		51-60	64	16
		above 61	31	8
4	Education Background	High School	11	3
		Undergraduate	63	16
		Post Graduate	46	12
		Graduate	192	49
		Master	82	20
5	Job Occupation	Local Company Staff	160	41
		Foreign Company Staff	42	11
		Government Staff	4	1
		NGO Staff	30	8
		Business Owner	134	34
		Other	24	5

Source: Survey Data, 2024

Based on the data shown in Table (4.2), the predominant gender among the respondents is female. Out of the 394 respondents, the majority are unmarried individuals. In terms of age, the majority of responses fall within the 31 to 40-year-old category, closely followed by a group of individuals aged 41 to 50. The data reveals that a significant proportion of the participants have completed their education and obtained a degree. The majority of individuals are employed as company staff in local businesses, while 34% are business owners. The subsequent section provides the credit

card usage data of customers by gathering a survey from 394 participants. Table (4.3) displays data on the utilization of credit cards by clients.

Table (4.3) Credit Card Usage Information of Respondents

Sr. No.	Item Category		No. of Respondents	Percent
	Total			
			394	100
1	Types of KBZ credit card used	VISA	319	53
		MPU-UPI	224	37
		MPU	59	10
2	Usage duration (years)	Less than 1	60	15
		1-2	30	8
		2-3	180	46
		3-4	37	9
		4-5	78	20
		above 5	9	2
3	Majority usage of credit card	Shopping	288	27
		Restaurants	270	26
		Hotel Reservation	195	18
		Hospital	146	14
		Money Transfer	52	5
		School Fees	41	4
		Online Ticket	63	6
4	Recommendation of using KBZ Credit Cards	Friends	217	55
		Relatives	125	32
		Colleagues	35	9
		Bank Staff	12	3
		Social Media	5	1
5	Reasons for using KBZ Credit Cards	Ease of Use	201	51
		Reasonable Price	72	18
		Usefulness	63	16
		Bank Image	47	12
		Customer Service	11	3

Source: Survey Data, 2024

Based on the data shown in Table (4.3), the majority of respondents primarily utilize VISA cards, followed by MPU-UPI and MPU cards. Furthermore, the majority of participants had been utilizing KBZ credit cards for a duration ranging from 2 to 3 years. The primary usage of credit cards was observed at shopping establishments, followed by restaurants, hotel reservations, and hospitals. Respondents are influenced

to utilize KBZ credit cards by acquaintances, as well as family, coworkers, bank personnel, and social media. The majority of respondents prefer KBZ credit cards due to their user-friendly nature, followed by their fair pricing, utility, positive bank image, and quality customer service.

4.4 Factors Influencing Customer Satisfaction and Continuance Use Intention

This section provides a description of customer perception regarding six influential factors: information quality, service quality, perceived ease of use, perceived utility, perceived security and privacy, and perceived price. It also covers customer satisfaction and the intention to continue using the product or service. Google form is used to collect a structured questionnaire from credit card clients of KBZ Bank. The collection of primary data used the use of structured questions with a Five-point Likert scale (ranging from 1=Strongly Disagree to 5=Strongly Agree) to determine the elements that influence customer sentiment. This study utilized the mean rating scale developed by Best (1977). The average rating scale is displayed in Table (4.4) according to the research conducted by Best (1977).

Table (4.4) Mean Rating Scale

No.	Score Range	Mean Rating
1	1.00 -1.80	Very Low
2	1.81 -2.60	Low
3	2.61-3.40	Average
4	3.41- 4.20	High
5	4.21-5.00	Very High

Source: Best, 1977

Table (4.4) indicates that Best (1977) established a mean rating scale for the purpose of interpreting the survey data. He categorized the mean score level and mean rating into five ranges.

4.4.1 Information Quality

The information quality of the KBZ credit card service is assessed based on its ability to deliver comprehensive, up-to-date, easily comprehensible information, as well as timely notifications on credit card transactions. Table (4.5) displays the

opinions of the participants regarding the level of information quality provided by KBZ credit card service.

Table (4.5) Information Quality

No.	Information Quality	Mean Score	Std. Deviation
1.	Always providing complete information of credit card service at website	4.37	0.60
2.	Useful credit card-related information available in Burmese and English languages on the bank's website	4.40	0.59
3.	Providing timely information of credit card service	4.32	0.60
4.	Being easily accessible to information of credit card service	4.27	0.64
5.	Sending SMS information relating to credit card transactions	4.30	0.60
6.	Emailing to customers about benefits for using credit card	4.41	0.60
	Overall Mean	4.34	

Source: Survey Data, 2024

Based on the highest mean score of 4.41, the majority of respondents strongly agree that customers receive emails from KBZ bank offering discounts, promotions, and incentives for using their credit card. With a mean score of 4.40, users strongly agree that they may get valuable credit card information in both Burmese and English languages on the bank's website. In addition, the respondents expressed a high level of satisfaction with the comprehensive information provided on KBZ bank's website on its credit card services. Based on the overall mean score of 4.34, the respondents hold a positive view regarding the information quality of KBZ credit card service.

4.4.2 Service Quality

The service quality of KBZ credit card service is assessed based on the availability of the call center, the ability to check balances through mobile and internet platforms, the handling of credit card complaints at nearby branches, and the level of friendliness and cooperation exhibited by the staff. Table (4.6) displays the opinions of the participants regarding the quality of service provided by KBZ credit card service.

Table (4.6) Service Quality

No.	Service Quality	Mean Score	Std. Deviation
1.	Having 24/7 service Call Center for credit card service	4.29	0.56
2.	Being able to check credit card balance and transactions services through Mobile banking & Internet banking	4.36	0.58
3.	Being able to do the credit card complaints at nearest branch or online.	4.33	0.61
4.	Being very friendly and cooperative employees of KBZ bank	4.37	0.58
5.	Giving prompt service to credit card customers	4.31	0.68
	Overall Mean	4.33	

Source: Survey Data, 2024

Based on the highest mean score of 4.37, the majority of respondents strongly believe that KBZ bank staff are exceedingly courteous and cooperative when providing service for credit cards. With a mean score of 4.36, respondents strongly agree that they can access credit card balance and transaction services using both Mobile banking and Internet banking. Furthermore, customers have the option to lodge complaints regarding credit cards either at their nearest branch or through online channels. The respondents' impression towards the service quality of KBZ credit card service is favorable, as indicated by the overall mean score of 4.33.

4.4.3 Perceived Ease of Use

The perceived ease of use of the KBZ credit card service is assessed based on several factors, including independence from others, effortless learning, convenient cash withdrawal from the credit card, user-friendly self-service for registering the credit card service, and seamless usability at most point-of-sale terminals. Table (4.7) displays the respondents' opinions regarding the user-friendliness of the KBZ credit card service.

Table (4.7) Perceived Ease of Use

No.	Perceived Ease of Use	Mean Score	Std. Deviation
1.	Relying no one to use credit card service	4.37	0.61
2.	Learning to use credit card being easy	4.45	0.55
3.	Being able to easily withdrawal cash from credit card at any ATM	4.46	0.56
4.	Being able to use easily self-service banking portal card registering service of KBZ credit card	4.39	0.57
5.	Being able to easily use KBZ credit cards at most e-commerce & POS	4.38	0.60
	Overall Mean	4.39	

Source: Survey Data, 2024

Based on the highest average score (4.46), the majority strongly agree that they can effortlessly take cash from their credit card at any ATM without assistance from others. With a mean score of 4.45, respondents strongly believe that they can readily acquire the knowledge to use a credit card through KBZ bank's website or fliers. In addition, customers can conveniently utilize the self-service option available on the banking online to register for KBZ credit card services. Based on the overall mean score of 4.39, the respondents strongly agree that the KBZ credit card is user-friendly.

4.4.4 Perceived Usefulness

The perceived usefulness of the KBZ credit card service is assessed based on its potential to enhance business operations, improve the usage of credit cards both domestically and internationally, and provide value to businesses, merchants, and government offices. The table (4.8) displays the respondents' perceptions regarding the perceived usefulness of the KBZ credit card service.

Table (4.8) Perceived Usefulness

No.	Perceived Usefulness	Mean Score	Std. Deviation
1.	Improving business	4.30	0.57
2.	Being able to use KBZ credit card at domestic /overseas	4.37	0.58
3.	Being able to use KBZ bank credit card in most Point of Sales	4.37	0.57
4.	Being able to use KBZ bank credit card in any business (or) every merchant	4.39	0.57
5.	Being able to use KBZ bank credit card for payment at Government offices such as passport	4.35	0.66
6.	Being able to use KBZ bank credit card for online/offline payments	4.02	0.12
Overall Mean		4.30	

Source: Survey Data, 2024

Based on the highest mean score of 4.39, the majority of respondents strongly agree that KBZ bank credit card is accepted by all merchants. With a mean score of 4.37, respondents strongly agree that they can utilize the KBZ bank credit card at the majority of Point of Sales. In addition, KBZ credit cards can be used both domestically and internationally. Based on the overall mean score of 4.30, the respondents strongly agree that the KBZ credit card is highly beneficial for people, merchants, and organizations.

4.4.5 Perceived Security and Privacy

The perceived security and privacy of the KBZ credit card service is evaluated based on its capacity to ensure secure transactions, prevent online fraud, maintain the confidentiality of customer information at the bank, and provide the option to block the card if needed. The table (4.9) displays the respondents' perceptions regarding the perceived security and privacy of the KBZ credit card service.

Table (4.9) Perceived Security and Privacy

No.	Perceived Security and Privacy	Mean Score	Std. Deviation
1.	Believing KBZ credit card being secure	4.32	0.55
2.	Experiencing no online credit card fraud	4.43	0.60
3.	Believing KBZ bank keeping personal confidential information of card users	4.44	0.53
4.	Believing KBZ bank keeping personal sensitive information from exposure	4.39	0.54
5.	Being able to block the card using Mobile banking for suspicious transaction or fraud	4.36	0.57
Overall Mean		4.39	

Source: Survey Data, 2024

Based on the highest mean score of 4.44, the majority of respondents strongly agree that KBZ bank will maintain the confidentiality of card users' information. With a mean score of 4.43, respondents strongly agree that they are not experiencing any instances of online credit card theft. Hence, the respondents hold the belief that KBZ credit cards possess a high level of security. Based on the overall mean score of 4.39, the respondents hold positive views regarding the security and privacy of KBZ credit card.

4.4.6 Perceived Price

The perceived price of KBZ credit card service is evaluated based on its affordability, absence of penalty fees, reasonable interest rate, reduced late fees, as well as the availability of discounts and advantages. Table (4.10) displays the opinions of the participants on their perception of the price of KBZ credit card service.

Table (4.10) Perceived Price

No.	Perceived Price	Mean Score	Std. Deviation
1.	Being Affordable registration fee	4.43	0.58
2.	Providing service with no penalty fees	4.47	0.55
3.	Being reasonable Credit card interest rate	4.37	0.54
4.	Offering lower late fee than that of other banks	4.34	0.61
5.	Being reasonable ATM cash withdrawals fees	4.34	0.57
6.	Getting discounts and rewards	4.63	0.57
Overall Mean		4.43	

Source: Survey Data, 2024

Based on the highest average score of 4.63, the majority of respondents strongly agree that they receive discounts, perks, and benefits for using KBZ credit cards. KBZ formerly sent promotional and benefit-related emails to credit card holders. With a mean score of 4.47, respondents strongly agree that they are not required to pay penalty fees. In addition, the respondents strongly concur that the KBZ credit card service is reasonably priced. Based on the average score of 4.43, the respondents hold positive views on the pricing of KBZ credit card services.

4.4.7 Customer Satisfaction

The customer satisfaction of KBZ credit card service is evaluated based on the timely provision of information, efficient service, availability of a 24/7 credit card call center, user-friendly interface, and high standards of safety and privacy. Table (4.11) displays the level of customer satisfaction among the respondents on the credit card service.

Table (4.11) Customer Satisfaction

No.	Customer Satisfaction	Mean Score	Std. Deviation
1.	Satisfied with update information of KBZ credit card service	4.32	0.55
2.	Satisfied with prompt service of KBZ staff	4.35	0.57
3.	Satisfied with 24/7 credit card call center of KBZ	4.37	0.61
4.	Satisfied with simplicity and ease of use of KBZ credit card	4.35	0.56
5.	Being enjoy using KBZ credit card at most places	4.37	0.57
6.	Satisfied with the safety and privacy offered by credit card of KBZ	4.42	0.57
7.	Satisfied with the fair charges of KBZ credit card	3.50	1.04
8.	Satisfied with discounts and rewards points got for using KBZ credit card	4.53	0.56
	Overall Mean	4.28	

Source: Survey Data, 2024

Based on the highest average score of 4.53, the majority of respondents strongly agree that they are satisfied with the discounts and rewards points they receive for using the KBZ credit card. With a mean score of 4.42, respondents strongly agree that they are satisfied with the safety and privacy arrangements of KBZ Bank, which is the second highest mean score. In addition, the respondents strongly believe that the KBZ credit card call center, which operates 24/7, is easily accessible. Consequently, individuals experience contentment when utilizing KBZ credit cards at the most of establishments. As indicated by the overall mean score of 4.28, the respondents have shown satisfaction with the overall services of KBZ credit card.

4.4.8 Continuance Use Intention

The measure of the intention to continue using the KBZ credit card service is based on factors such as not switching to credit cards from other banks, frequent usage, simplicity and convenience of use, as well as safety and privacy. The table (4.12) displays the consumers' view of their intention to continue using the KBZ credit card service.

Table (4.12) Continuance Use Intention

No.	Continuance Use Intention	Mean Score	Std. Deviation
1.	Going to continue to use KBZ credit card service as often	4.45	0.56
2.	Not going to use credit card services from other banks	4.48	0.53
3.	Going to utilize credit card as a tool to complete my transactions more frequently in the future.	4.39	0.53
4.	Asking to pay with KBZ credit card	4.35	0.60
5.	Going to consider to create additional credit card(s) from KBZ bank in the future	4.35	0.56
6.	Going to recommend friends and family to use KBZ credit card for their payments.	4.63	0.57
	Overall Mean	4.44	

Source: Survey Data, 2024

Based on the highest average score of 4.63, the majority of respondents strongly agree that they would suggest KBZ credit card to their friends and family for their payment needs, as they are satisfied with the card. With a mean score of 4.48, respondents strongly agree that they will not utilize credit card services offered by other banks, which is the second highest mean score. Furthermore, the respondents strongly indicate their intention to utilize the KBZ credit card service more frequently for making payments. Based on the overall mean score of 4.44, it can be concluded that KBZ credit card users exhibit a high level of loyalty towards the KBZ credit card.

4.5 Analysis of Influencing Factors on Customer Satisfaction

To ascertain the correlation between consumer satisfaction and influencing factors, a standardized questionnaire was administered to 394 respondents. The relationship between the dependent variable and independent variables is determined through the application of multiple regression, as illustrated in Table (4.13).

Table (4.13) Effect of Influencing Factors on Customers Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.
	B	Std. Error			
(Constant)	.973	.179		5.437	.000
Information Quality	.104**	.041	.128	2.506	.013
Service Quality	.050	.049	.061	1.016	.310
Perceived Ease of Use	.283***	.044	.336	6.442	.000
Perceived Usefulness	.211***	.071	.206	2.956	.003
Perceived Security and Privacy	.118**	.049	.133	2.431	.016
Perceived Price	-.008	.055	-.009	-.155	.877
R Square	.505				
Adjusted R Square	.497				
F Value	65.773***				

Source: Survey Data, 2024

*** Significant at 1% level, ** Significant at 5% level

The adjusted R square value of 0.497, as specified in Table (4.13), indicates that this model can account for 49.7% of the variation in the influencing factors predicted by customer satisfaction. The F value is highly significant at the 1% level, which indicates that the model is valid. Information quality, perceived convenience of use, perceived usefulness, and perceived security and privacy are positively correlated with customer satisfaction, as determined by a study of six influencing factors.

The quality of information is substantial, as evidenced by the 5% level of consumer satisfaction. The customer satisfaction will increase by .104 unit if the information quality of the KBZ credit card service is enhanced by 1 unit. More customers are satisfied when information is provided in a plain and comprehensive manner.

Customer satisfaction is significantly correlated with perceived simplicity of use at a 1% level. Customer satisfaction will increase by .283 units if the perceived convenience of use of the KBZ credit card service is enhanced by 1 unit. As customers perceive the convenience of use of the KBZ credit card, their satisfaction levels will increase.

At a 1% level, perceived usefulness is highly correlated with consumer satisfaction. Customer satisfaction will increase by .211 units if the perceived efficacy

of the KBZ credit card service is enhanced by 1 unit. The greater the perceived usefulness of the KBZ credit card, the more content their customers will be.

Customer satisfaction is significantly correlated with perceived security and privacy at a 5% level. Customer satisfaction will increase by .118 unit if the perceived efficacy of the KBZ credit card service is enhanced by 1 unit. As customers' perceptions of security and privacy regarding the KBZ credit card increase, their satisfaction levels may also increase.

Among the three significant explanatory variables, perceived simplicity of use has the highest value, as indicated by the standardized coefficient (Beta) score. The KBZ bank produces a website and flyer to provide a step-by-step guide to the use of KBZ credit cards. Customers are not required to depend on others to assist them in using KBZ credit cards, as they can readily acquire the necessary skills. Consequently, consumers can effortlessly withdraw cash from any ATM and conduct cashless transactions at the point of sale. Consequently, KBZ credit cards are both convenient and satisfactory for customers.

4.6 Analysis of Customer Satisfaction on Continuance Use Intention

Structured questionnaires are administered to 394 customers in order to ascertain the correlation between continuance use intention and customer satisfaction. In order to ascertain the correlation between independent and dependent variables, linear regression is implemented. Table (4.14) illustrates the outcome.

Table (4.14) Effect of Customer Satisfaction on Continuance Use Intention

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.
	B	Std. Error			
(Constant)	2.366	.187		12.660	.000
Customer Satisfaction	.485***	.044	.490	11.138	.000
R Square	.240				
F Value	124.053***				

Source: Survey Data, 2024

*** Significant at 1% level

The value of R square is 0.240, as specified in Table (4.14). Consequently, it can be inferred that this model can account for 24.0% of the variation in customer satisfaction that is predicted by continuance use intention. This implies that the correlations between predictors and outcomes are not particularly robust. The F value is highly significant at the 1% level, which indicates that the model is valid.

The regression results indicate that customer satisfaction is positively correlated with continuance use intention at a 1% level. The majority of respondents are satisfied with the KBZ bank credit card service due to their loyalty. Customers experience a sense of security and are eligible for promotions and benefits when they utilize their credit cards, as KBZ Bank consistently provides them with the most recent information regarding credit card service and security. In addition, KBZ credit cards are user-friendly and can be used at the majority of locations. Consequently, consumers find that KBZ credit cards are advantageous.

CHAPTER V

CONCLUSION

The findings and discussions are presented in this chapter. Suggestions and recommendations are proposed in accordance with the results. Ultimately, it is advised that additional research be conducted, as this investigation has certain constraints.

5.1 Findings and Discussions

This research endeavors to investigate the factors that contribute to customer satisfaction with KBZ Bank's credit card services and to evaluate the impact of customer satisfaction on the intention to continue using the credit card service. In addition to VISA, MPU-UPI, and MPU, KBZ Bank offers a variety of credit card services. Descriptive statistics in terms of mean values and standard deviation are employed to identify customer perceptions of six influencing factors: information quality, service quality, perceived simplicity of use, perceived usefulness, perceived security and privacy, and perceived price. Utilizing a structured questionnaire with a five-point Likert scale, data was gathered. The sample size consists of 394 credit card consumers who have acquired KBZ credit card services. They are chosen to represent the population of credit card users (25,000) through the simple random sampling procedure. Regression analysis is conducted to ascertain the influence of independent variables on dependent variables.

In terms of information quality, consumers were sent emails from KBZ bank regarding discounts, promotions, and benefits associated with the use of their credit card. The bank's website and flyers provide helpful credit card-related information in both Burmese and English for KBZ credit card users. Furthermore, the website of KBZ bank provides comprehensive information on the bank's credit card services. Consequently, the respondents believe that the information quality of the KBZ credit card service is satisfactory.

In terms of service quality, the personnel of KBZ bank are exceedingly cooperative and friendly when providing credit card services. Additionally, clients have the ability to monitor their credit card balances and transactions via Internet banking or

mobile banking. Furthermore, they have the option to file complaints regarding their credit cards at the nearest branch or online. Consequently, the respondents believe that the service quality of the KBZ credit card service is satisfactory.

Based on the perceived simplicity of use, it has been determined that KBZ credit card holders can effortlessly withdraw cash from any ATM without the need to rely on others. It has also been discovered that they can readily acquire the necessary skills to operate a credit card by consulting the website or flyers of KBZ bank. Additionally, they have the option to register for the KBZ credit card service through the banking portal's self-service feature. Consequently, the respondents believe that the KBZ credit card service is user-friendly.

In terms of utility, the KBZ bank credit card is applicable to any business or merchant. Customers may utilize their KBZ bank credit card at the majority of point-of-sale locations, according to the investigation. Additionally, consumers assert that KBZ credit cards are applicable for both domestic and international transactions. The majority of the respondents are utilizing KBZ bank credit cards at restaurants and retail centers, and they do not require a significant amount of cash. Consequently, customers believe that the KBZ credit card is highly beneficial for enterprises, merchants, and individuals.

Customers are of the opinion that KBZ bank will maintain the confidentiality of cardholder information with respect to perceived security and privacy. It has been determined that customers do not encounter any instances of online credit card fraud. Additionally, consumers are under the impression that KBZ credit cards are secure. Consequently, consumers believe that the KBZ credit card is secure.

The research indicates that customers receive discounts, rewards, and advantages when they utilize KBZ credit cards. Furthermore, consumers are not required to pay penalty fees. Additionally, it has been determined that the KBZ credit card service is reasonably priced. Consequently, consumers believe that the service fees associated with KBZ credit cards are reasonable and affordable.

In relation to the initial objective, it has been determined that among the six influencing factors, perceived security and privacy, perceived usefulness, perceived simplicity of use, and information quality have a positive impact on customer satisfaction. Perceived ease of use is the most influential factor on consumer

satisfaction, with the exception of perceived price and service quality, among six variables.

The regression result in relation to the second objective indicates that the continuance use intention of the KBZ credit card service is significantly influenced by customer satisfaction. Customers are content with the KBZ credit card service and plan to continue using it in the future. They also intend to recommend it to others. Nevertheless, the adjusted R share is less than 0.5. Consequently, the correlations between predictors and outcomes are not particularly robust.

5.2 Suggestions and Recommendations

KBZ Bank should prioritize the perception of credit card ease of use, as it is the most significant factor influencing consumer satisfaction. The current credit card service facilities offered by KBZ Bank should be maintained. Furthermore, it is recommended that the bank distribute brief instructional videos to assist users in the utilization of their credit cards. The videos should address all of the prevalent concerns associated with KBZ credit cards. Subsequently, customers may view those recordings and utilize the credit cards without the assistance of others. To increase the quantity of point-of-sale kiosks. To facilitate the acceptance of payments and optimize operations, it is recommended that KBZ Bank provide retailers and wholesalers with adaptable point-of-sale (POS) plans and hardware. Next, it will enhance the user-friendliness of KBZ credit cards, resulting in increased consumer satisfaction.

In order to enhance the utility of KBZ credit cards, KBZ Bank should provide expedited processing and faster access to funds. In addition, the bank is required to provide real-time alerts for all credit card transactions. This mitigates the likelihood of botched checks or insufficient funds and eliminates the waiting time associated with check clearance. Businesses can allocate resources more efficiently and maintain the seamless operation of their operations with the availability of funds at a faster pace. Additionally, the bank should permit users to restrict their credit card usage. I suggest that KBZ Bank collaborate with the government by providing software and hardware support for credit card payments at government offices. Then, the efficacy of KBZ credit cards will be enhanced, and customers will be more satisfied with them.

KBZ Bank must consistently update its system to comply with the Payment Card Industry Data Security Standard (PCI DSS) in order to safeguard cardholder data and maintain the perceived security and privacy of its credit card service. It should encompass four primary areas: encrypted data transmission, secure network systems, access control measures, and cardholder data protection. It is imperative that KBZ Bank establishes stringent privacy policies and provides comprehensive data security and privacy training to all employees. Consequently, the privacy and security of KBZ credit cards will be enhanced, and customers will be more satisfied with their credit cards.

In order to ensure the quality of information, it is imperative that KBZ Bank provides a variety of communication channels, including hotlines, email, Messenger, Viber, and Telegram. Furthermore, KBZ Bank should establish websites that are available in multiple languages and provide information in the primary local languages of the tribes in Myanmar. consumer FAQs (Frequently Asked Questions) should be included on the KBZ website to facilitate the identification of consumer issues. Consequently, consumers will receive information that is more comprehensible and beneficial.

Finally, in order to enhance customer contentment with its credit card services, KBZ Bank should solicit feedback from its customers. The bank should consistently monitor the credit card services of its competitors in order to maintain its market leadership.

5.3 Need for Further Study

This study exclusively examines consumer satisfaction and the intention to continue using credit card services provided by KBZ Bank. It does not address the level of client satisfaction and the intention to continue using credit card services from other banks. Hence, it is important to undertake more research on consumer satisfaction and the intention to continue using credit card services offered by other banks in order to encompass the entire banking sector. This study specifically examines six influencing elements that can impact customer happiness among credit card consumers. However, it is important to note that there may be more factors, such as incentives, process, and perceived risk that can also have an effect on customer satisfaction. Hence, the subsequent investigation should identify the aforementioned characteristics that have

the potential to influence customer satisfaction with credit card services provided by banks in Myanmar.

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APPENDIX A

STRUCTUED QUESTIONNAIRE

Dear Sir/Madam,

The purpose of this questionnaire is to collect data for the research titled **“CUSTOMER SATISFACTION AND CONTINUANCE USE INTENTION TOWARDS CREDIT CARD SERVICES OF KBZ BANK”** as part of my academic research study for the MBF at YUE. I appreciate your value and time in responding to the questions and assure you of confidentiality and privacy.

Yours Sincerely,
Aye Myat Thinzar

Section A: Demographic Information

1. Gender

☐ Male ☐ Female

2. Marital Status

☐ Single ☐ Married

3. Age (Years)

☐ Under 20 ☐ 21-30 ☐ 31-40
☐ 41-50 ☐ 51-60 ☐ above 61

4. Education Background

☐ High School ☐ Undergraduate ☐ Graduate
☐ Post Graduate ☐ Master

5. What is your Job?

- ☐ Local Company Staff ☐ Foreign Company Staff ☐ Government Staff
- ☐ NGO Staff ☐ Business Owner
- ☐ Other (Please Specify)

Section B: Credit Card Usage Information

1. Please choose the types of KBZ credit card products that you have been using. (Can tick more than 1 option)

- ☐ VISA ☐ MPU-UPI ☐ MPU
- ☐ Others.....

2. How long have you been using KBZ Credit Card?

- ☐ Less than 1 year ☐ 1-2 years ☐ 2-3years
- ☐ 3-4 years ☐ 4-5 years ☐ above 5 years

3. Majority usage of credit card (Can tick more than 1 option)

- ☐ Shopping ☐ Money Transfer ☐ Hotel Reservation
- ☐ School Fees ☐ Online Ticket ☐ Hospital
- ☐ Others.....

4. Who recommend you to use KBZ credit card?

- ☐ Friends ☐ Relatives
- ☐ Colleagues ☐ Bank Staff
- ☐ Social Media ☐ Others.....

5. Describe the most importance reasons for using credit cards?

- ☐ Ease of Use ☐ Usefulness everywhere
- ☐ Reasonable Price (Fees) ☐ Bank Image ☐ Bank Customer Service

Section C: Influencing Factors

Please state level of your agreement on each statement by providing the most relevant number.

1= Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Information Quality

No	Items	Scale				
		1	2	3	4	5
1	KBZ bank always provides complete information of credit card service at website.					
2	Credit card related information is written in Burmese & English 2 languages.					
3	KBZ bank always provides timely information of credit card service.					
4	Customer can easily access the information of KBZ credit card service.					
5	The purchase & payment transactions are also sent to the customer's mobile phone as SMS information.					
6	KBZ bank sends email to customers about discount, reward & benefits available during the period of using the card					

Service Quality

No	Items	Scale				
		1	2	3	4	5
1	KBZ bank has 24/7 service Call Center for credit card service.					
2	I can view card balances and used transactions through Mobile banking.					
3	I can do the credit card complaints at nearest branch or online.					
4	KBZ bank employee are very friendly and cooperative.					
5	KBZ bank gives prompt service to credit card customers.					

Perceived Ease of Use

No	Items	Scale				
		1	2	3	4	5
1	I do not need to rely on someone to use credit card service.					
2	Learning to use credit card has been easy for me.					
3	I can easily withdrawal cash from credit card at any ATM.					
4	I can use KBZ credit card without written instructions.					
5	I can easily use KBZ credit cards at most ecommerce and POS.					

Perceived Usefulness

No	Items	Scale				
		1	2	3	4	5
1	KBZ credit card improves my business.					
2	KBZ credit card can be used domestically/overseas.					
3	KBZ bank credit card service can be used in most Point of Sales.					
4	KBZ bank credit card can be used in any business (or) every shop.					
5	KBZ bank credit card can be used for payment at Government offices such as passport.					
6	KBZ bank credit card can be used for online/offline payments.					

Perceived Security and Privacy

No	Items	Scale				
		1	2	3	4	5
1	I believe KBZ credit card is secure.					
2	There is no online credit card fraud.					
3	I believe KBZ bank keeps my personal confidential information when using KBZ bank credit card.					
4	I believe that KBZ bank would keep my personal sensitive information from exposure.					
5	I can block the card using Mobile banking if there is suspicious transaction or fraud.					

Perceived Price

No	Items	Scale				
		1	2	3	4	5
1	KBZ credit card registration fee is affordable.					
2	KBZ credit card does not charge any penalty fees. (Remove-like other banks.					
3	Credit card interest rate of KBZ bank is reasonable.					
4	The late fee for credit card is lower than that of other banks.					
5	KBZ credit card ATM Cash Withdrawals fees are reasonable.					
6	I get discounts and rewards when making payments with KBZ bank credit card.					

Customer Satisfaction

No	Items	Scale				
		1	2	3	4	5
1	I am satisfied with update information of KBZ credit card service.					
2	I am satisfied with prompt service of KBZ staff.					
3	I am satisfied with 24/7 credit card call center of KBZ.					
4	I am satisfied with simplicity and ease of use of KBZ credit card.					
5	I enjoy using KBZ credit card at most places.					
6	I am satisfied with the safety and privacy offered by credit card of KBZ.					
7	I am satisfied with the fair charges of KBZ credit card.					
8	I am satisfied with discounts and rewards points got for using KBZ credit card.					

Continuance Use Intention

No	Items	Scale				
		1	2	3	4	5
1	I will continue to use KBZ credit card service as often as I do now for payment transactions.					
2	I will not use credit card services from other banks.					
3	I will utilize credit card as a tool to complete my transactions more frequently in the future.					
4	I will always ask to pay with KBZ credit card whenever I need to make the payment.					
5	I will consider to create additional credit card(s) from KBZ bank in the future.					
6	I will recommend my friends and family to use KBZ credit card for their payments.					

APPENDIX B

Effect of Influencing Factors on Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711 ^a	.505	.497	.25945

a. Predictors: (Constant), Perceived Price Mean, Service Quality Mean, Perceived Ease of Use Mean, Information Quality Mean, Perceived Security and Privacy Mean, Perceived Usefulness Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.565	6	4.427	65.773	.000 ^b
	Residual	26.050	387	.067		
	Total	52.615	393			

a. Dependent Variable: Customer Satisfaction Mean

b. Predictors: (Constant), Perceived Price Mean, Service Quality Mean, Perceived Ease of Use Mean, Information Quality Mean, Perceived Security and Privacy Mean, Perceived Usefulness Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.973	.179		5.437	.000
	Information Quality Mean	.104	.041	.128	2.506	.013
	Service Quality Mean	.050	.049	.061	1.016	.310
	Perceived Ease of Use Mean	.283	.044	.336	6.442	.000
	Perceived Usefulness Mean	.211	.071	.206	2.956	.003
	Perceived Security and Privacy Mean	.118	.049	.133	2.431	.016
	Perceived Price Mean	-.008	.055	-.009	-.155	.877

a. Dependent Variable: Customer Satisfaction Mean

Effect of Customer Satisfaction on Continuance Use Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490 ^a	.240	.238	.31579

a. Predictors: (Constant), Customer Satisfaction Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.371	1	12.371	124.053	.000 ^b
	Residual	39.092	392	.100		
	Total	51.463	393			

a. Dependent Variable: Continuance Intention Mean

b. Predictors: (Constant), Customer Satisfaction Mean

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.366	.187		12.660	.000
	Customer Satisfaction Mean	.485	.044	.490	11.138	.000

a. Dependent Variable: Continuance Intention Mean