

ABSTRACT

Customers are the hearts of any industry. Telecommunication being a service oriented industry always puts priority to find ways of making customers happy and satisfied. Sensing this importance, this study was conducted to determine what makes customers of Telecommunication Industry satisfied. Researchers confined the study in Myanmar. A structured questionnaire developed based on previous works was distributed among 160 customers of **government-owned Myanmar Post and Telecommunications (MPT)**, **Norway's Telenor** and **Qatar's Ooredoo** which were selected conveniently for the study. Only 100 completed questionnaire properly thus used for analysis.

A customer satisfaction model was developed including variables taken from the extensive review of previous literature. Those variables are customer service, personal and market factors, perceived quality, perceived value, technological advancement and company image. Model was tested using statistical software package, and found personal and market factor, perceived quality, perceived value and company image statistically significant. The survey report shows that MPT is still market leader in this industry but it is becoming more competitive day by day with Telenor and Ooredoo because the mobile phone sector and internet services Sector will be different. MPT can't compete with Telenor and Ooredoo in this environment. It is working with a government budget, so it can't compete. The study was done to find out the customer satisfaction level in mobile service provider players in Myanmar especially in Yangon City and to know the customer perception towards other mobile service providers. This survey was done in Yangon and Mandalay Cities.

Myanmar is one of the least connected countries in the world and one of the poorest countries in the world, certainly poorest in South East Asia with an estimated Internet penetration at just over one per cent. The isolated Southeast Asian country, which is also known as Burma and was for decades under military rule, has the region's least-developed telecommunications infrastructure. In 2011, in a surprise move, a process of reform and a transition towards democracy began under the leadership of President Thein Sein. So, Billions of

dollars in foreign investment have begun to pour into Myanmar, igniting what some people predict to be the world's fastest-ever deployment of mobile services.

Myanmar, with a population of nearly 60 million, is considered one of the last frontiers for growth in Asian region with immense business potential in various segments including energy, telecommunications and infrastructure to name a few. Myanmar, a green field telecommunications market, has been the focus of many international players for the last two years. The government has recently awarded two new mobile telecommunications licenses to international mobile operators, namely Ooredoo and Telenor, to bring competition and efficiencies in order increase access to affordable communications services to the people of Myanmar, and drive towards achieving universal access to mobile communications. This case study is that in order to realize the full potential of Myanmar telecommunication market, large-scale investment and a favorable operating environment are crucial. I made some interview and discussion with some of them for this thesis within 3 weeks in Myanmar.

The research concludes that the major challenges facing Internet freedom in Myanmar are a deficit legal framework and the absence of digital literacy, which has contributed to irresponsible practices of hate speech in the online environment. Both Ooredoo and Telenor demonstrate an awareness of the complexities in Myanmar, whilst Telenor has a stronger formal commitment to respecting human rights. There were still signs of 'old behavior' in the market place reminiscent of the days under full military rule; this is certain to challenge the new regulatory environment.

Keyword

Customer satisfaction, relationship commitment, customer retention, telecommunications