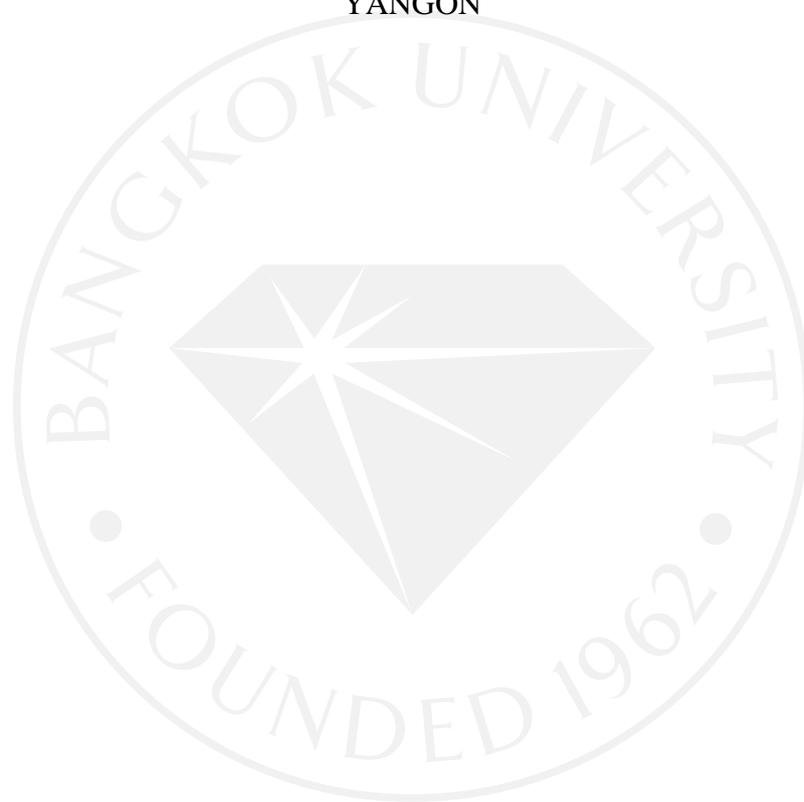
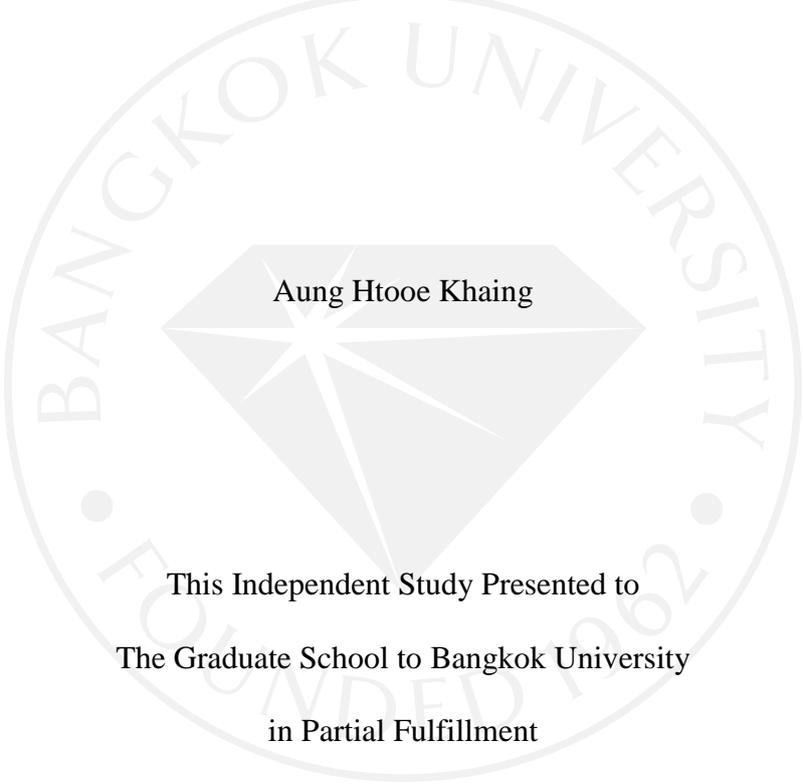


THE RELATIONSHIPS BETWEEN PERCEIVED SERVICE QUALITY, PERCEIVED  
VALUE, PERCEIVED EXPECTATION AND CUSTOMER SATISFACTION AND  
MYANMAR PEOPLE IS SATISFACTION ON THE PUBLIC TRANSPORTATION IN  
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YANGON



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This Independent Study Presented to  
The Graduate School to Bangkok University  
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**This Independent Study has been approved by  
the Graduate School  
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**Title: THE RELATIONSHIPS BETWEEN PERCEIVED SERVICE QUALITY,  
PERCEIVED VALUE, PERCEIVED EXPECTATION AND CUSTOMER  
SATISFACTION AND MYANMAR PEOPLE'S SATISFACTION ON THE  
PUBLIC TRANSPORTATION IN YANGON**

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The Relationships between Perceived Service Quality, Perceived Value, Perceived Expectation and Customer Satisfaction and Myanmar People is satisfaction on the public transportation in Yangon (51pp.)

Advisor: Asst. Prof. Kasemson Pipatsirisak, D.B.A

### **ABSTRACT**

The purpose of this study were (1) To explore the Myanmar people's in Yangon, such as service quality, value and expectation on the public transportation. (2) To explore the impact of (Independent variables) perceived service quality, perceived value, perceived expectation (Dependent variable) on customer satisfaction towards to the public transportation. The research was based on primary data collected by using questionnaires. The 232 samples were randomly selected. The mean, standard deviation, and multiple regression analysis in the used for data analysis and hypothesis testing. It was found that the factors which influenced the customer satisfaction on the transportation service in Yangon were value and expectation.

*Keywords: service quality, value, expectation, customer satisfaction, Yangon Bus Service(YBS).*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Research Problem

Myanmar is located in the South East Asia and is neighbor country of Thailand. Myanmar's economy had not grown as rapidly as the economies of its neighbors like Thailand, China and India because of poor economic under the Military government for a long time, policies and economic sanctions enforced by the United States and Europe countries. In 2011, Myanmar has been undergoing a fundamental political, economic and social transformation at unusual speed and scope. The economy in 2013 and 2014 grew at an average of 8.5 percent per year, as reforms opened up the space for private investment and some foreign investment. In 2015-2016, economic growth in Myanmar reduced to 7 percent, a slowdown in new investment flows during an election year and Myanmar is facing more competition from cheaper imports, which affects its ability to create new employment (Myanmar Economic Monitor, 2016).

The current government has tried to get a good connection with other countries to build up the country's economy and change the trend of economic system and open the foreign investment into the country. Yangon City, the largest economic center of Myanmar, is a main city for economic of Myanmar for several reasons, has about 5.2 million populations (2016). Yangon has been Myanmar's commercial capital until 2005. Yangon is an attractive and relatively livable city like a business zone. If the government of Myanmar continues its recent program of economic and

political reform, the economy of the country is likely to take off, and much of the growth will be concentrated in Yangon.

A majority of the city's 2.8 million are using public bus transportation every day. There have two main public transportations in Yangon for a long time, public bus system and train system. Water Bus system was operated in June 2017. There has two bus systems people called Ma Hta Tha and BRT till early 2017, was operated by the Yangon Motor Vehicle Supervisory Committee. Train transportation is not popular in Yangon because train are very slow on her way and train users have to wait to get the train long and it is operated by old train and not repeated. The bus transportation in Yangon is poor maintenance standard, misconduct by bus staff and most of the bus drivers are careless in traffic rules (Tin Htet Paing, 2016).

The bus conductors were poor attitude and sometimes they asked overcharging from commuters like for night time. And most of the drivers were avoided the rules it made the big traffic jam in the city (Aye Nyein Win, 2017). In February 2016, Yangon Bus Public Company Limited operated Yangon BRT system and introducing the first e-payment system (Tin Htet Paing, 2016). Commuters were willing to use BTR but the problem of BRT is only 25 bus routes in the city (Coconuts Yangon, 2016). People in Yangon want to get a good transportation service and the Chief Minister of Yangon brought the issue of public transport reforms into the spotlight. The changes are aimed to reduce traffic and saving commuter's time of some 2.8 million commuters who are faced every day the problems of the bus overcrowded, driving unsafe and schedules unpredictable (Wa Lone, 2017). This is a very big new service innovation changing in the city. Yangon Bus Service (YBS) started operations on 16 January 2017, operated by the Yangon Region Transport Authority (YRTA).

There has 71 routes in the service area and 8 private operators operate under YRTA. The new system brings down and coordinates the number of bus lines to 61 from 300 nowadays (Wa Lone, 2017). The problems of the new service system are payment system, insufficient bus, routes and service hours. Government tries to solve the problems by ordering more new buses and was trying to change e-payment system. Government gave a promise to the commuters to solve routes problem and extended the bus service time from 8:30 PM to till 10:00PM. Government open the call center for YBS and commuter can complain by phone as well to get the commuters' feedback and try to get commuters satisfaction.

However, many researcher disclosed about how to make the user satisfy the product/service such as positive customer experiences are very important, because a positive experience will cause the customer to wish to return and recommend to others to use that product/service (Nasution & Mavondo, 2008), perceived quality is one of the most important factors, the greatest advantage can be reached by understanding the customer's perception of the quality (Konstantinos Stylidisa, 2015) explain that perceived quality of product/service can make the users satisfy and make them come back to buy and use such product and service again. Regarding to perceived quality, customer's perception of the overall quality, superiority of a product or service with respect to its intended purpose and relative to alternatives found that perceived product and service quality would be what the users had some experiences on these products/services and remember on satisfy them in terms of user satisfaction.

Moreover, besides the product or service quality, there are many researchers that studied about the other factions influencing the customer satisfaction. (Patricia

Coutelle-Brillet, 2014) According to Zeithaml (1988), perceived value is defined as the customer's overall satisfaction of a product/service, based on perceptions of what customer receive and what provider give, perceived value in experiential consumption is about 'value-in-use' because the customer is personally present in the situation in which the experience value is co-created. (Gronroos & Ravald, 2011) found that perceived value which means the different between a prospective customers' evaluation of the benefits and costs of one product when compared with others and the service that familiar and easy to use for users, it can effect customer satisfaction as well. These findings were shown that perceived value by customer included better understanding the intention to adopt service innovation in a business, a better understanding of how consumers perceive product value, which enables them to create and deliver value.

### **1.2 Statement of the Problem**

Regarding the previous studies, the researcher would like to know that all factors which were studied could be applied for transportation development for their purpose of the present study or not. That means the researcher would like to understand how perceived service quality, perceived value and perceived expectation can effect Myanmar customer satisfaction on transportation in Yangon.

### **1.3 Summary**

As mentioned, the researcher would like to conduct this issues as the research title "The Relationships Between Perceived Service Quality, Perceived Value, Perceived Expectation and Customer Satisfaction and Myanmar People is satisfaction

on the public transportation in Yangon”, the researcher expected that the finding of this present research will enhance the understanding about how perceived service quality, perceived value, perceived expectation affect Myanmar customer satisfaction who use the transportation. Essentially the finding of this research will be applied for the organization that has direct responsibility to develop the transportation in Myanmar in the right perceptions and needs of Myanmar people’s expectations and satisfaction in the near future.

#### **1.4 Purposes of Study**

The purposes of this present study are demonstrated as follows:

1. To investigate the customer’s attitude toward perceived service quality, perceived value, perceived expectation and customer satisfaction.
2. To investigate the impact of perceived service quality, perceived value, perceived expectation on customer satisfaction.
3. To recommend the way for developing the transportation in Yangon that will enhance the Myanmar people satisfy in the future.

#### **1.5 Contribution of Study**

The findings of this present study can be contributed to the individuals and the related organizations in terms of academic performance and business managerial implication as follows:

According to the academic performance, the findings of this research can enhance the knowledge about the new factors perceived service quality, perceived value and perceived expectation that influence customers’ satisfactions.

## **CHAPTER 2**

### **LITERATURE REVIEW**

The researchers have conducted the documentary reviews from the related issues including the theories and previous researches in order to describe the characteristics of the research variables, and investigate the relationship among variables. Regarding these concerns, the contents of questionnaire, the research hypothesis and the conceptual framework were generated from this review.

#### **2.1 Perceived Service Quality**

The services sector is becoming more and more important in the world economy and service quality is one of the topics that is often discussed in the service management literature (Yusoff & Ismail, 2008; Alrubaiee & Alkaa'ida, 2011). (Kavaliauskienė, Aranskisa & Litvinenko, 2014) According to (Xie, 2013; Xie, Wang, Amp & Lai, 2011; Rahman, 2008; Tapiero, Amp & Kogan, 2007; Hays, Amp & Hill 2006; Balachandran, Amp & Radhakrishnan, 2005) service quality is the basis for the functioning of the service sector and one of the main tasks of the rapidly growing service sector is to provide the quality of service to the customers. Customer's perception about the quality of service is one of the important variables that need manager's attention. Parasuraman (1988) defined perceived service quality as "global judgment, or attitude, relating to the superiority of the service" (Kheng, Mahamad, Ramayah & Mosahab, 2010). Hazen, Boone, Wang & Khor (2017) Perceived service quality refers to one's judgment about the superiority or excellence

of a given product or service, this differs from objective quality, which refers to verifiable superiority of a product with regard to predetermined ideal standards (Zeithaml, 1988). Marakanon & Panjakajornsak (2017) Perceived service quality is defined as the consumers' judgment about an entity's services containing overall excellence or superiority (Snoj, 2004; Chen & Chang, 2013).

Guirao, Pastor & Lambas (2016) Service Quality is importance for both public transport authorities and operators, as the increase in service quality in public transport has been shown to play a key role in attracting new passengers from private cars to the public transport system and in reducing traffic pollution as a result (Transportation Research Board, 1999). In the context of public transport services, some researchers have tried to propose service quality model that is considered in accordance with the characteristics of the services. Therefore, public bus transportation service quality represents the evaluation of public transport users on the overall performance of public transport services.

When the people get the public transportation with good service quality, people willing to use public transportation service more than using their private car because like BTS and MRT in Bangkok, they are very easy to use and public transportation can save the time. In the public transport sector, the term service attribute is commonly used to refer to cleanliness, on-time performance, availability, comfort or security, constituting the criteria applied to assess customer service quality. In the public services, quality is very important thing and all the users' satisfaction is depends on the quality. Perceived service quality is awareness by customers. Therefore service quality is one of the important things for the public transportation and it can effect on customers satisfaction.

## **2.2 Perceived Value**

Perceived value is the difference between the highest price that customers are willing to pay for a product or a service and the amount practically paid (Kuo, Wu & Deng, 2009). Customer perceived value explains the motivation of customer behavior from the perspective of rational cognition (Abdullah, Jayaraman & Kamal, 2016). Customer perceived value is an interactive, relative and preferential experience; all products can create value through the customer experience.

The value that actually cares about is not the service itself but the satisfaction from the customer experience. This is the value that customers pursue to meet their standards. Customers experience activities is crucial to their perception of value (Sandström, Edvardsson, Kristensson & Magnusson, 2008). Prebensen & Xie (2017) is now centered in the experiences of customers (Prahalad & Ramaswamy, 2004) rather than embedded in goods and services. In services where the service encounter is critical to how the customer experiences the service offering, the service employee has the potential to influence the value-creating experience by interacting with the customer. So in the public transportation service, the service provider and bus driver need to give a good service to the user and user experiences and feedback will be depend on the value that they get from service and it will be show how they satisfy on that service.

## **2.3 Perceived Expectation**

Rasheed & Abadi (2014) The expectation is categorized by the gap between customers' desires or wants, firms' offerings, and customer's post-purchase feelings (Parasuraman, Zeithaml & Berry, 1988). Expectations are conceptually defined as the

level of service that customers expect to receive from a given service provider in a given situation (Hamer, 2006). Olkkonen & Luoma-aho (2014) Expectations are beliefs about the level of service that will be delivered by a service provider, and they are assumed to provide standards of reference against which the delivered service is compared (Zeithaml, Berry & Parasuraman, 1993). Although service quality researchers originally viewed expectations as strictly a normative standard (Parasuraman, Zeithaml & Berry, 1988). Experienced customers are likely to use a reference point between the endpoints of the scale (e.g. predictive expectations) because their experience allows a more entrenched idea of the service they are likely to receive.

Most service quality studies use respondents who have experience with the service category being studied and find predictive expectations to be more highly correlated with perceived quality than other levels of expectations (Hamer, 1999). User expectation is quite high for sometimes and it can be difficult for service provider but all the thing that they expect and that they get is related with their satisfaction on the service. Service provider should try to understand the user expectation and need to try to improve their service to get a good satisfaction for the user.

## **2.4 Customer Satisfaction**

Kasiria, Chengb, Sambasivanc & Sidin (2017) Effectively managing customer service satisfaction has been addressed by marketing practitioners and researchers (Blut, 2015; Rust & Chung, 2006; Zeithaml, 1996). Various studies have

found that higher level of customer satisfaction ultimately leads to a greater customer loyalty and word of mouth recommendations (Yoo, 2015; Guo, 2009; Lai, 2009).

Kavaliauskienė, Aranskisa & Litvinenko (2014) Customer satisfaction depends on various factors such as the perceived quality of service, customer mood, emotion, social interaction, customers' associates' experience and other specific subjective factors. In addition, it is necessary to keep in mind that customer satisfaction with the quality of service is not the objective assessment of the real situation, but an element of emotional nature. A customer-focused strategy meets better the needs of the customer. Juga, Juntunen & Grant (2010) believes that customer-oriented service or product need to use users' data and information to develop new services and to understand how the customers assess the services; they are more focused on their customers and believe that their businesses exist primarily to serve their customers and customers' needs are always on the first place.

Users were satisfied with basic services and the availability of routes and the location of service (Rohania, Wijeyesekeraa & Karima, 2013). Bus quality services may be defined using various attributes that cover items such as service coverage, frequency of services, hours of services, and service reliability. Customer satisfaction is a key factor in assessing the quality of a service (Kavaliauskienė, Aranskisa & Litvinenko, 2014). If it is difficult to define the quality of service; it is even harder to determine the level of customer satisfaction. Customer satisfaction survey and expectation surveys in particular are the best methods conducted to measure bus quality service.

## 2.5 The Relationship between (among) Variables

Service quality and customer satisfaction are very closely related and sometimes even identified concepts (Figure 2.1). Martinsa, Carvalhoa, Ramosa & Faelb (2015) The link between service quality and customer satisfaction has been established long ago (Cronin & Taylor, 1992). The service quality is good and users like the service quality and they are willing to use the service and their expectation also high and the business will gain very easily on this. Kavaliauskienė, Aranskisa & Litvinenko (2014); Caceres & Paparoidamis (2007), Gorla, Somers & Wong (2010) argue that service quality is the predecessor of customer satisfaction. It can therefore be assumed that the quality of service leads to customer satisfaction. However, there is no doubt that both of these elements – service quality and customer satisfaction – are generally recognized as the major decisive factors in maintaining long-term and successful business relationships (Jayawardhena, 2010; Hoang, Igel & Laosirihongthong, 2010; Rahman, 2008).

The main tools for analyzing service quality in public transport are based on customer satisfaction survey; the design of the questionnaire is absolutely crucial and depends strongly on the service attributes to be considered and on the approach used to estimate the relative importance of the attributes to the customers.

Rasheed & Abadi (2014) Value can be defined as the assessment of the difference in perception between actual service performed and customers' expectations (Cronin, 1990; Zeithaml, 1988). This relative importance is another key point, as once a group of attributes is selected for a specific survey, public transport operators and service industries need to know not only how the users' rate the service in terms of detailed service attributes, but also the relative importance of these

attributes to their customers. Kuo, Wu & Deng (2009) In the research of the relationships between perceived value and customer satisfaction, empirical studies of the conventional retailers discovered that perceived value positively influences customer satisfaction in most cases (Cronin, 2000).

The main definitions of quality of service focus on the fact that the service has to meet the customer's needs and expectations (Liu & Xie, 2013; Breja, Banwet, & Iyer, 2011; Carmignani, 2009) and is interpreted as a difference of terms of service provision and customers' expectations of perceived service. If the customer's expectations are higher than the result of the service process, then customer perceived service quality is not satisfactory (Huang, Wang, & Xue, 2012). Service quality as a customer's perception that is produced by comparing customer's expectation on the service with the performance service provided after the service (Bakti & Sumaedi, 2015). According to the perspective, customer will perceive the quality of service that the performance of the service equals or exceeds their expectation (Cronin & Taylor, 1992, 1994). Guirao, Pastor & Lambas (2016) Service quality is applied only to customer perception surveys, although a number of authors (Grönroos, 1988) differentiate between customer expectations and perception of service during the trip, and maintain that the perception of service quality is the result of the comparison of customer expectations with actual service performance.

Other authors such as Hu (2010) define service quality in terms of the difference between perceived and tolerable quality. The level of quality desired (expected) by passengers and citizens in general may be different from the perceived quality observed with varying degrees of objectivity – by the passengers during their journeys. It is the relationship between the independent variable perceived service

quality and perceived expectation. Farooqa, Salamb, Fayollec, Jaafard & Ayuppd (2018) According to Tsoukatos & Mastrojianni (2010) customers compare actual service delivery with their own expectations, which are shaped by their prior experience, memories and/or word of mouth. Customer expectations' satisfaction is generally seen as a positive opinion of the client about the service after the service is performed. In other words, this is evaluation of the results of the process. Jaiswal (2008) generally defines customer satisfaction as a customer assessment in terms of whether the service meets the customer's needs and expectations.

## **2.6 Hypothesis**

Regarding the references above, the hypothesis of this present research are as follows:

H1: Perceived service quality will positively affect customer satisfaction for the using YBS in Myanmar, Yangon, (Parasurman, Zeithaml & Leonard , 1988; Hoffman & Beteson, 2011).

H2: Perceived value will positively affect customer satisfaction for the using YBS in Myanmar, Yangon, (Cronin, 2000; Eggert & Ulaga, 2002 )

H3: Perceived expectation will positively affect customer satisfaction for the using YBS in Myanmar, Yangon, (Tsoukatos & Mastrojianni, 2010)

The relationships among those factors which are perceived service quality, perceived value, perceived expectation and customer satisfaction are those in figure as follows:

## 2.7 Conceptual Framework

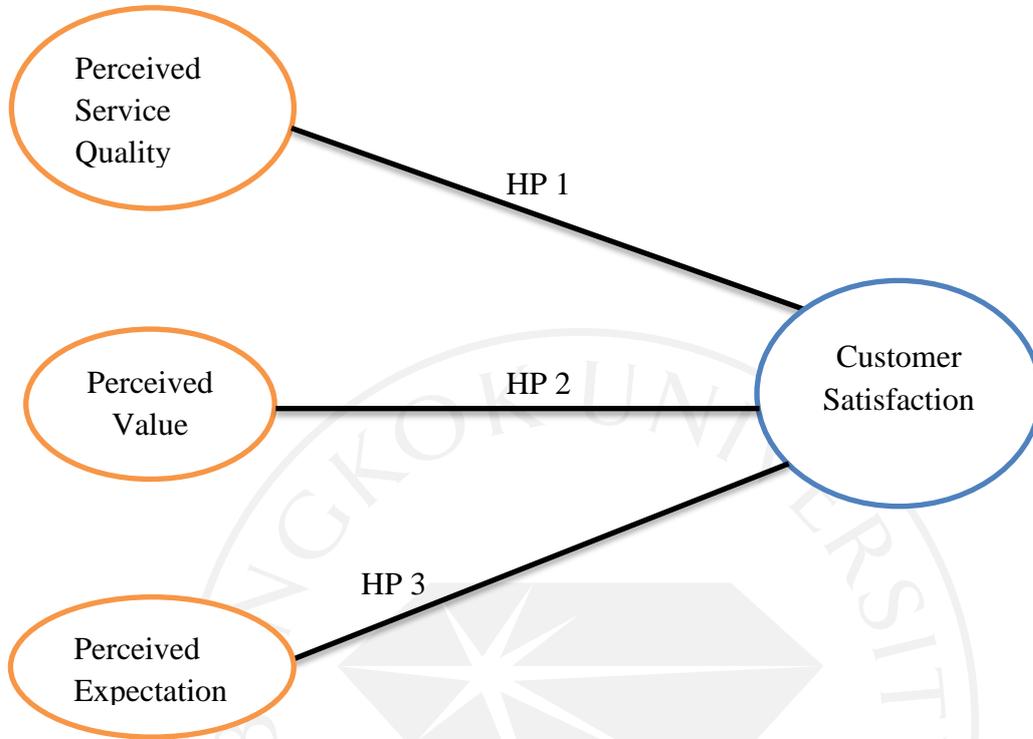


Figure 2.1: The relationship between independent variables and dependent variable

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The present research has applied the technique of quantitative research to attain the purposes of the study. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The samples of the research were selected from the population which included the people who had the direct experiences of using or well understanding of the product/series specified by this study. Moreover, the samples were randomly selected regarding convenience/ purposive sampling method. The statistical techniques used for data analysis and interpretation included descriptive and inferential statistics. The details as mentioned above were described as these followings:

#### **3.2 Research Instrument**

The researcher designed the questionnaire as the research instrument by applying the explanations and evidences of the related theories and the precious research findings. The questionnaire which consisted of four parts was as follows:

**Part 1:** The close-ended demographic questions consisted of gender, age, income, occupation, frequency of using transportation in a week, period/time of using in a day and purpose of using transportation.

**Part 2:** The close-ended questions about IV/DV consisted of (Perceived Service Quality) statements and were divided into (6) headings as follows:

- 2.1 The schedule of arrival time should be informed to passengers.
- 2.2 The officers on the bus should pay attention to take care all passengers.
- 2.3 The driver should recognize about the safety for all passengers.
- 2.4 The officers of the bus should have sincere willingness to service all passengers.
- 2.5 The officers should be able to suggest the information to all passengers.
- 2.6 The service should be on time.

**Part 3:** The close-ended questions about IV/DV consisted of (Perceived Value) statements and were divided into (7) headings as follows:

- 3.1 I feel comfortable to go some places with the bus.
- 3.2 I could save time when I use the bus.
- 3.3 I could save my money when I use the bus.
- 3.4 I prefer to pay money for the good service of the bus I take.
- 3.5 I feel delightful when sitting in the bus.
- 3.6 I feel that my quality of life is better if I have good transportation.
- 3.7 I think that the good transportation can change the social life to be better.

**Part 4:** The close-ended questions about IV/DV consisted of (Perceived Expectation) statements and were divided into (7) headings as follows:

- 4.1 I expect for the good service transportation.
- 4.2 I expect the reasonable fee for using the service.

- 4.3 The bus should be available enough for passengers.
- 4.4 The bus station should be located in convenient places.
- 4.5 The bus should be clean.
- 4.6 The bus should have enough seats for passengers.
- 4.7 The bus should have special seats for specific groups such as monk, handicap and old people.
- 4.8 The air-condition should be provided inside of the bus.

**Part 5:** The close-ended questions about IV/DV consisted of (Customer Satisfaction) statements and were divided into (6) headings as follows:

- 5.1 I satisfy with the high service quality of transportation.
- 5.2 I satisfy with the equal services among passengers.
- 5.3 I satisfy with the warm services sincerely provided by the officers.
- 5.4 I satisfy with the continuous services with friendly respond from the officers.
- 5.5 I satisfy with the new developed system of services from the transportation management.
- 5.6 I have still used the transportation services when I satisfy with them.

Regarding part 2 to part 5, the researcher exercised on the liker's 5-point scale for measuring the statistical mean range for mean interpretation as follows:

$$\begin{aligned} \text{Range} &= \frac{\text{Maximum-Minimum}}{\text{Scale level}} \\ &= \frac{5 - 1}{5} = 0.80 \end{aligned}$$

Table 3.1: The range of mean interpretation

Range	Interpretation
1.00 – 1.80	Strongly disagree
1.81 - 2.61	Rather disagree
2.62 - 3.42	Moderate
3.43 - 4.23	Rather agree
4.24 - 5.00	Strongly agree

### 3.3 Measurement of Instrument

#### 1. Content Validity

The researcher has measured the content validly by considering the comments of experts specialized in the fields of this study toward each statement of questionnaire. The statements of questions in the questionnaire were developed according to those comments.

#### 2. Reliability

The value of Cronbach's alpha coefficient was conducted for measuring the reliability of the questionnaire. Consequently, the questionnaire would be approved when the alpha value must be 0.7-1.00 (Reference). The researcher conducted a pilot kept for these concerns by using 40 qualified people who were not in the group of samples of this study.

Table 3.2 illustrated that each part of the questionnaire had accepted value of the Cronbach's alpha coefficient. The results indicated that the questionnaire had an acceptable reliability value which was equal to or more than 0.7 (Reference)

Table 3.2: The reliability value of each part of the questionnaire

Statements of each part	Alpha coefficient	Accepted/ Not
Perceived Service Quality	.899	accepted
Perceived Value	.929	accepted
Perceived Expectation	.983	accepted
Customer Satisfaction	.978	accepted
Total value	.980	accepted

### 3.4 Population and Sample

#### 1. Population

Population included the individuals who had the direct experience of using or well understanding of the product/services specified by this of study.

#### 2. Sample and Sampling Method

The (232) of samples were assigned by using the G\*Power method (Cohen, 1977). All of samples who had the direct experience of using or well understanding of the product/services specified by this study. The specific locations where the research chose were randomly selected form each location according to the convenience/sampling method. The specific locations where the researcher chose were illustrated in Table 3.3

Table 3.3: The locations of data collection

Locations	Quota (n = 5)
Place1 Sulay Bus Stop	50
Place 2 Mahabandula Park	50
Place 3 Hledan Bus Stop	44
Place 4 Inya Kan Baung	33
Place 5 Online	55
Total	232

### 3.5 Data Analysis

The statistical techniques applied for data analysis were as follows:

#### 1. Descriptive Statistics. It was used for analyzing the following data

1.1 Demographic data including gender, age, income, occupation, frequency of using transportation in a week, period/time of using in a day and purpose of using transportation would be measured by using percentage ratio and frequency counting.

1.2 Respondents' attitudes toward dependent and independent variables of this study which were measured by using the value of mean and standard deviation.

Table 3.4 illustrated the summary of descriptive statistics for data analysis of each variable.

Table 3.4: Summary of descriptive statistics for data analysis

Variable	Type of Variable	Descriptive Statistics
Demographic	Independent	Percentage / Frequency
Perceived Service Quality	Independent	Mean and Standard Deviation
Perceived Value	Independent	Mean and Standard Deviation
Perceived Expectation	Independent	Mean and Standard Deviation
Customer Satisfaction	Dependent	Mean and Standard Deviation

## 2. Inferential Statistics

Multiple Regression technique was used for analyzing the relationship between independent variables and dependent variable. The purpose of conducting this relationship analysis was to find out the degree of influence of the (3) independent variables on the dependent variable. However, such relationship was proposed in each hypothesis of this study. Moreover, the analysis was conducted at 0.05 level of statistical significance.

## CHAPTER 4

### RESEARCH FINDING

#### 4.1 Data Analysis

The research findings which derived from data analysis were presented in 6 parts as follows:

Part 1: Demographic data

Part 2: Attitude toward Perceived Service Quality

Part 3: Attitude toward Perceived Value

Part 4: Attitude toward Perceived Expectation

Part 5: Attitude toward Customer Satisfaction

Part 6: Relationship between Independent Variable and Dependent Variable

#### **Part 1: Demographic Data**

The research findings of this part presented the respondents' personal data including gender, age, income, occupation, frequency of using transportation in a week, period/time of using in a day and purpose of using transportation. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Summary of demographic data (n = 7)

Demographic Data	Frequency	Percent
Occupation:		
Student	61	26.3

(Continued)

Table 4.1(Continued) : Summary of demographic data (n = 7)

Officer for Private Companies	134	57.8
Officer for Government Office	16	6.9
Others	21	9.1
Frequency of using transportation in a week:		
Everyday	124	53.4
Every Week Days	53	22.8
Every Weekends	11	4.7
Less than 5 days	44	19.0
How many of time do you use in a day?:		
One time	51	22.0
Two times	96	41.4
Three times	12	5.2
Four times	56	24.1
More than four times	17	7.3
Purpose of using transportation:		
Work	85	36.6
Study	74	31.9
Visit	13	5.6
Personal Case	60	25.9
Others	-	-

(Continued)

Table 4.1(Continued) : Summary of demographic data (n = 7)

Age:		
Between 15 to 20	12	5.2
Between 21 to 25	58	25.0
Between 26 to 30	123	53.0
Between 31 to 35	23	9.9
Above 35	16	6.9
Gender:		
Male	82	35.3
Female	150	64.7
Income:		
Less than 50,000 MMK	26	11.2
Between 50,000 to 100,000 MMK	14	6.0
Between 100,001 to 150,00 MMK	15	6.5
Between 150,001 to 200,000MMK	45	19.4
Above 200,000 MMK	132	56.9

Table 4.1 illustrated that most respondents were female (64.73%), aging between 26 – 30 years (53%), having monthly income above 200,000 MMK (56%), working officer for Private Companies 134 persons (57.8%), everyday using transportation in a week 124 persons (53.4%), two times use in a day 96 persons (41.4%) and using transportation for work 85 persons (36.6%).

## Part 2: Attitude toward Perceived Service Quality

The research findings of this part presented the respondents' attitudes toward Perceived Service Quality. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.2 as follows:

Table 4.2: Mean and standard deviation of attitudes toward Perceived Service Quality

Statements	Mean $\bar{x}$	S.D.	Interpretation
The schedule of arrival time should be informed to passengers.	2.96	.97	Moderate
The officers on the bus should pay attention to take care all passengers.	3.65	1.06	Rather Agree
The driver should recognize about the safety for all passengers.	4.25	1.14	Strongly Agree
The officers of the bus should have sincere willingness to service all passengers.	3.79	.99	Rather Agree
The officers should be able to suggest the information to all passengers.	3.77	1.07	Rather Agree

(Continued)

Table 4.2 (Continued): Mean and standard deviation of attitudes toward Perceived Service Quality

The service should be on time.	4.06	1.18	Rather Agree
Total	3.75	.87	Rather Agree

Table showed that respondents strongly agreed that the driver should recognize about the safety for all passengers ( $\bar{x} = 4.25$ , S.D. = 1.14). Moreover, the most respondents rather agreed that the officers on the bus should pay attention to take care all passengers ( $\bar{x} = 3.65$ , S.D. = 1.06), the officers of the bus should have sincere willingness to service all passengers ( $\bar{x} = 3.79$ , S.D. = .99), the officers should be able to suggest the information to all passengers ( $\bar{x} = 3.77$ , S.D. = 1.07) and the service should be on time ( $\bar{x} = 4.06$ , S.D. = 1.18) respectively. The respondents moderate that the schedule of arrival time should be informed to passengers ( $\bar{x} = 2.96$ , S.D. = .97).

### Part 3: Attitude toward Perceived Value

The research findings of this part presented the respondents' attitudes toward Perceived Value. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.3as follows:

Table 4.3: Mean and standard deviation of attitudes toward Perceived Value

Statements	Mean $\bar{x}$	S.D.	Interpretation
I feel comfortable to go some places with the bus.	3.13	.94	Moderate
I could save time when I use the bus.	2.82	.90	Moderate
I could save my money when I use the bus.	3.90	1.00	Rather Agree
I prefer to pay money for the good service of the bus I take.	3.72	1.10	Rather Agree
I feel delightful when sitting in the bus.	3.26	.99	Moderate
I feel that my quality of life is better if I have good transportation.	3.57	.92	Rather Agree
I think that the good transportation can change the social life to be better.	3.90	1.01	Rather Agree
Total	3.47	.83	Rather Agree

Table showed that most respondents rather agreed that I could save my money when I use the bus ( $\bar{x} = 3.90$ , S.D. = 1.00), I prefer to pay money for the good service

of the bus I take ( $\bar{x} = 3.72$ , S.D. = 1.10), I feel that my quality of life is better if I have good transportation ( $\bar{x} = 3.57$ , S.D. = .92) and I think that the good transportation can change the social life to be better ( $\bar{x} = 3.90$ , S.D. = 1.01) respectively. The respondents moderate that I feel comfortable to go some places with the bus ( $\bar{x} = 3.13$ , S.D. = .94), I could save time when I use the bus ( $\bar{x} = 2.82$ , S.D. = .90) and I feel delightful when sitting in the bus ( $\bar{x} = 3.26$ , S.D. = .99).

#### Part 4: Attitude toward Perceived Expectation

The research findings of this part presented the respondents' attitudes toward Perceived Expectation. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.4 as follows:

Table 4.4: Mean and standard deviation of attitudes toward Perceived Expectation

Statements	Mean $\bar{x}$	S.D.	Interpretation
I expect for the good service transportation.	4.37	.98	Strongly Agree
I expect the reasonable fee for using the service.	4.04	1.06	Rather Agree
The bus should be availablely enough for passengers.	3.98	1.13	Rather Agree
The bus station should be located in convenient places.	3.98	1.14	Rather Agree

(Continued)

Table 4.4 (Continued) : Mean and standard deviation of attitudes toward Perceived

Expectation			
The bus should be clean.	4.07	1.14	Rather Agree
The bus should have enough seats for passengers.	4.06	1.11	Rather Agree
The bus should have special seats for specific groups such as monk, handicap and old people.	4.07	1.15	Rather Agree
The air-condition should be provided inside of the bus.	4.13	1.14	Rather Agree
Total	4.09	1.05	Rather Agree

Table showed that respondents strongly agreed that I expect for the good service transportation ( $\bar{x} = 4.37$ , S.D. = .99). The most respondents rather agree that I expect the reasonable fee for using the service ( $\bar{x} = 4.04$ , S.D. = 1.06), the bus should be available enough for passengers ( $\bar{x} = 3.98$ , S.D. = 1.13), the bus station should be located in convenient places ( $\bar{x} = 3.98$ , S.D. = 1.13), the bus should be clean ( $\bar{x} = 4.07$ , S.D. = 1.14), the bus should have enough seats for passengers ( $\bar{x} = 4.06$ , S.D. = 1.11), the bus should have special seats for specific groups such as monk, handicap

and old people ( $\bar{x} = 4.07$ , S.D. = 1.15) and the air-condition should be provided inside of the bus ( $\bar{x} = 4.13$ , S.D. = 1.14) respectively.

### Part 5: Attitude toward Customer Satisfaction

The research findings of this part presented the respondents' attitudes toward Customer Satisfaction. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.5 as follows:

Table 4.5: Mean and standard deviation of attitudes toward Customer Satisfaction

Statements	Mean $\bar{x}$	S.D.	Interpretation
I satisfy with the high service quality of transportation.	3.54	1.03	Rather Agree
I satisfy with the equal services among passengers.	3.60	1.12	Rather Agree
I satisfy with the warm services sincerely provided by the officers.	3.38	1.20	Rather Agree
I satisfy with the continuous services with friendly respond from the officers.	3.39	1.20	Rather Agree

(Continued)

Table 4.5 (Continued): Mean and standard deviation of attitudes toward Customer

	Satisfaction		
I satisfy with the new developed system of services from the transportation management.	3.40	1.19	Moderate
I have still used the transportation services when I satisfy with them.	3.63	1.02	Rather Agree
Total	3.49	1.08	Rather Agree

Table showed that most respondents rather agreed that I satisfy with the high service quality of transportation ( $\bar{x} = 3.54$ , S.D. = 1.03), I satisfy with the equal services among passengers ( $\bar{x} = 3.60$ , S.D. = 1.12), I satisfy with the warm services sincerely provided by the officers ( $\bar{x} = 3.38$ , S.D. = 1.20), I satisfy with the continuous services with friendly respond from the officers ( $\bar{x} = 3.39$ , S.D. = 1.20) and I have still used the transportation services when I satisfy with them ( $\bar{x} = 3.63$ , S.D. = 1.02) respectively. The respondents moderate that I satisfy with the new developed system of services from the transportation management ( $\bar{x} = 3.40$ , S.D. = 1.19).

### Part 6: Relationship between Independent Variable and Dependent Variable

The research findings of this part presented the relationship in terms of the degree of the effect of customer satisfaction on perceived service quality, perceived value and perceived expectation. The Multiple Regression Analysis was used for analyzing such relationship. The findings were presented in Table 4.6 as follows:

Table 4.6: The relationship between independent variable and dependent variable

Independent Variables	b	Beta	T	Sig
Perceived Service Quality	-.103	-.084	-1.562	.120* (not affected)
Perceived Value	.739	.567	8.668	.000* (affected)
Perceived Expectation	.411	.400	6.437	.000* (affected)
Adjusted R-square = .741 , F = 41.435 , *p≤0.05				

Table 4.6 showed that perceived value and perceived expectation affected customer satisfaction (Beta = .567 , Sig = 8.668 and Beta = .400, Sig = 6.437) at 0.05 level of statistical significance. This finding supported the research hypothesis which was proposed that perceived value and perceived expectation affected customer satisfaction. While it was found that perceived service quality did not affect customer satisfaction (Sig > 0.05). That was interpreted that the finding did not support the hypothesis which was proposed that perceived service quality did not affected customer satisfaction. The summary of the results of hypothesis testing was illustrated in Table 4.7

Table 4.7: Summary of hypothesis testing

Hypothesis	Result
Hypothesis 1: Attitudes towards perceived service quality were a strongly are not affected by customer satisfaction	Not Supported
Hypothesis 2: Attitudes towards perceived value were a rather are disagree by customer satisfaction	Supported
Hypothesis 3: Attitudes towards perceived expectation were a rather are disagree by customer satisfaction	Supported

Table 4.7 showed that both hypothesis 2 and 3 were supported while hypothesis 1 was not supported.

## **CHAPTER 5**

### **DISCUSSION**

#### **5.1 Conclusion and Discussion**

The purpose of this study was to explore the relationship in terms of the effect of the independent variables which were perceived service quality, perceived value and perceived expectation on the dependent variable which was customer satisfaction. As this study was a quantitative research, the close-ended questionnaires were designed to collect the data. The (232) samples were randomly selected from the customers in Myanmar who live in Yangon. Regarding the purpose of the study, Multiple Regression Analysis technique was used to analyze the data. Moreover, percentage ration, frequency, mean, and standard deviation were also applied to analyze the demographic data, and the samples' attitudes toward the independent and dependent variables. The research findings of the study were concluded in this chapter. Moreover, the discussion of research finding, the recommendation for managerial implication and future research were also included.

#### **5.2 Conclusion**

##### **1. Demographic Data**

According to statistics, the total target population 232 respondents, most respondents were female, aging between 26 – 30 years. Most of them were officer from private company and they use YBS every day for two times. They use the bus to go to their work and their average monthly income is above 200,000 MMK.

## **2. Attitudes towards variables**

2.1 Regarding the attitudes toward the perceived service quality, the driver must be strongly recognized about user safety.

2.2 Regarding the attitudes toward the perceived value, the bus transportation can change the quality of user life style.

2.3 Regarding the attitudes toward the perceived expectation, the bus provider and officer should give good service transportation to the user.

## **3. Hypothesis results of researcher summarized as follows:**

According to hypothesis result, three of independent variables are difference types. The relationship between variables are depends on the information that using the bus transportation service concerned on Yangon Bus Service in Yangon.

1). Perceived service quality did not support the affect positively customer satisfaction on YBS user in Yangon.

2). Perceived value was found the affect positively customer satisfaction on YBS user in Yangon.

3). Perceived expectation was found the affect positively customer satisfaction on YBS user in Yangon.

## **5.3 Discussion**

This paper is trying to find out factors positively influence customer satisfaction who use the YBS in Yangon, Myanmar. The user may consider factors such as service quality, value and expectation can positively contribute to customer satisfaction to a transportation service.

Overall, this paper found that service quality has no positive relationship with customer satisfaction. For the moment, Myanmar is a developing country and country economic grew up slowly. The normal people who live in Yangon can't spend a lot of money for daily transportation. If the service quality of transportation is higher than now, the user has to pay more service charges for that. It will be big problem for daily user such as worker and student.

Based on the analysis that hypothesis 2----perceived value has the positive relationship with customer satisfaction for the service transportation. This finding was related to the explanation of value is centered in the experiences of customers (Pralhad & Ramaswamy, 2004).

According to the hypothesis 3----perceived expectation has the positive relationship with customer satisfaction for the service transportation. This finding was related to the study of expectation is categorized by the gap between customers' desires or wants (Parasuraman, 1988).

#### **5.4 Recommendations for Managerial Implications**

Regarding the research findings, the recommendations for managerial implication were contributed as follows:

1. Regarding the findings which were found that value and expectation affected the customer satisfaction of YBS user while they use the transportation service, it means that the bus provider would consider about how to control the value and expectation to keep their customer satisfaction to use their bus transportation.
2. Regarding the value spotted by this present study, the bus provider should strongly focus on the bus image, the duration of trip and service charges.

3. According to the expectation, the bus provider must be careful on the cleanliness and air-condition on the bus. The good service and reasonable fee can make the user satisfaction. The bus provider should focus on the bus stop location, the enough seats for user and the special seats for specific groups.

4. Regarding the different levels of influence between the value and the expectation, the bus provider must consider to implement the value such as user feeling that they comfortable to go somewhere by bus. It will be more sustainable to the user. Moreover, there are some consideration about expectation such an availably enough for passengers. The bus provider must mostly focus on a good transportation service for user.

### **5.5 Recommendations for Future Research**

The researcher would like to recommend the additional interesting issues for future research in order to enhance the knowledge which was important to the academic concerns as follows:

1. Perceived service quality do not affect on YBS user's satisfaction. The further research will be recommended to find out the fact. It will be beneficial in enhancing the new knowledge for academic discovery in the new future.

2. It is very interesting to study the other factors which could affect to the YBS user in Yangon, Myanmar. This is became the factors studied for their present research has been effect on customer satisfaction. The further study of the new factors is useful for the bus provider in setting the appropriate strategies maintaining customer to use the service again eventually.

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## **APPENDIX A-QUESTIONNAIRE:**

### **Perceived Service Quality, Perceived Value, Perceived Expectation and Customer Satisfaction on the Yangon Bus Service (YBS) in Yangon**

This research is aimed to study the factors related to new service of public transportation in Yangon. This study is a part of BA715: Independent, Graduate School, Bangkok University. I would be appreciated if you could contribute any fact and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

#### **Part 1: Demographic Data**

Explanation: Please mark  into  that matches your information the most.

##### 1. Occupation

Student  Officer for Private Companies  Officer for Government Office

Others

##### 2. Frequency of using transportation in a week

Everyday  Every Week Days  Every Weekends  Less than 5 days

3. How many of time do you use in a day?

One time  Two times  Three times  Four times  More than Four times

4. Purpose of using transportation

Work  Study  Visit  Personal Case  Others

5. Age

Between 15 to 20  Between 21 to 25  Between 26 to 30

Between 31 to 35  Above 35

6. Gender

Male  Female

7. Income

Less than 50,000 MMK  Between 50,000 MMK to 100,000 MMK

Between 100,001 MMK to 150,000 MMK

Between 150,001 MMK to 200,000 MMK  Above 200,000 MMK

## Part 2: Customers' Feedback on Using YBS

Explanation: Please give a rate according to your opinions.

Indication of your opinion:

5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, and 1 = Strongly disagree

Feedback on using YBS	Level of Opinions				
	Strongly Agree	←	→	Strongly Disagree	
<b>1. Perceived Service Quality</b>					
1.1 The schedule of arrival time should be informed to passengers.	(5)	(4)	(3)	(2)	(1)
1.2 The officers on the bus should pay attention to take care all passengers.	(5)	(4)	(3)	(2)	(1)
1.3 The driver should recognize about the safety for all passengers.	(5)	(4)	(3)	(2)	(1)
1.4 The officers of the bus should have sincere willingness to service all passengers.	(5)	(4)	(3)	(2)	(1)
1.5 The officers should be able to suggest the information to all passengers.	(5)	(4)	(3)	(2)	(1)
1.6 The service should be on time.	(5)	(4)	(3)	(2)	(1)

Feedback on using YBS	Level of Opinions				
	Strongly Agree	←	→	Strongly Disagree	
<b>2. Perceived Value</b>					
2.1 I feel comfortable to go some places with the bus.	(5)	(4)	(3)	(2)	(1)
2.2 I could save time when I use the bus.	(5)	(4)	(3)	(2)	(1)
2.3 I could save my money when I use the bus.	(5)	(4)	(3)	(2)	(1)
2.4 I prefer to pay money for the good service of the bus I take.	(5)	(4)	(3)	(2)	(1)
2.5 I feel delightful when sitting in the bus.	(5)	(4)	(3)	(2)	(1)
2.6 I feel that my quality of life is better if I have good transportation.	(5)	(4)	(3)	(2)	(1)
2.7 I think that the good transportation can change the social life to be better.	(5)	(4)	(3)	(2)	(1)
<b>3. Perceived Expectation</b>					
3.1 I expect for the good service transportation.	(5)	(4)	(3)	(2)	(1)
3.2 I expect the reasonable fee for using the service.	(5)	(4)	(3)	(2)	(1)
3.3 The bus should be available enough for passengers.	(5)	(4)	(3)	(2)	(1)
3.4 The bus station should be located in convenient	(5)	(4)	(3)	(2)	(1)

Feedback on using YBS	Level of Opinions				
	Strongly Agree	←	→	Strongly Disagree	
places.					
3.5 The bus should be clean.	(5)	(4)	(3)	(2)	(1)
3.6 The bus should have enough seats for passengers.	(5)	(4)	(3)	(2)	(1)
3.7 The bus should have special seats for specific groups such as monk, handicap and old people.	(5)	(4)	(3)	(2)	(1)
3.8 The air-condition should be provided inside of the bus.	(5)	(4)	(3)	(2)	(1)
<b>4. Customer Satisfaction</b>					
4.1 I satisfy with the high service quality of transportation.	(5)	(4)	(3)	(2)	(1)
4.2 I satisfy with the equal services among passengers.	(5)	(4)	(3)	(2)	(1)
4.3 I satisfy with the warm services sincerely provided by the officers.	(5)	(4)	(3)	(2)	(1)
4.4 I satisfy with the continuous services with friendly respond from the officers.	(5)	(4)	(3)	(2)	(1)

Feedback on using YBS	Level of Opinions				
	Strongly Agree	←→			Strongly Disagree
4.5 I satisfy with the new developed system of services from the transportation management.	(5)	(4)	(3)	(2)	(1)
4.6 I have still used the transportation services when I satisfy with them.	(5)	(4)	(3)	(2)	(1)

\*\* Thank you for your kind cooperation\*\*

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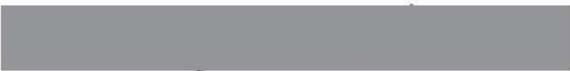
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