FACTORS INFLUENCING PERCEPTION OF INTERNATIONAL
STUDENTS TOWARDS MOBILE OPERATORS

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ABSTRACT

Mobile phones often recognized as an invention technology that facilitate interaction among students. The number of international students studying in Malaysian institution of higher education is continuously growing. The vast numbers of international students in Malaysia has contributed not only to the country's education sector, but the telecommunication industry as well. This research examines the influence of international call rate, promotion and service quality on perception international students towards mobile service providers in Malaysia. This study focuses on international students in UUM. A total of 360 questionnaires was distributed to international students in UUM, Sintok. 271 completed questionnaires were to test the hypotheses listed in this research. The study has demonstrated that there exist a relationship between factors as international call rate, promotion, service quality and level of perception of international students. The findings offer this several implications on how managers of mobile phone service providers can target international students, as well as use it as feedback to improve strategy marketing programs.

Keywords: Perception, international students, international call rate, promotion, service quality
ABSTRAK


Kata kunci: Persepsi, pelajar antarabangsa, kadar panggilan antarabangsa, promosi, kualiti perkhidmatan

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TABLE OF CONTENTS

PERMISSION TO USE ................................................................................................. i
ABSTRACT .................................................................................................................. ii
ABSTRAK .................................................................................................................... iii
ACKNOWLEDGEMENT ............................................................................................. iii
TABLE OF CONTENTS ................................................................................................. v
LISTE OF TABLE ......................................................................................................... viii
LISTE OF FIGURES .................................................................................................... ix
CHAPTER ONE ........................................................................................................... 1
INTRODUCTION .......................................................................................................... 1
  1.1. Background of study ......................................................................................... 1
  1.2. Problem Statement ........................................................................................... 4
  1.3. Research questions ........................................................................................... 8
  1.4. Research objective ........................................................................................... 9
  1.5. Scope of the study ........................................................................................... 9
  1.6. Significant of the study ................................................................................... 9
  1.7 Organization of study ....................................................................................... 11
CHAPTER TWO ......................................................................................................... 12
LITERATURE REVIEW .............................................................................................. 12
  2.1 Introduction ....................................................................................................... 12
  2.2 Student as Customer ......................................................................................... 12
  2.3 Customer Perception ......................................................................................... 13
  2.4 Service quality .................................................................................................. 15
  2.5 International call rate ......................................................................................... 18
  2.6 Promotion ......................................................................................................... 23
  2.6 Summary .......................................................................................................... 25
CHAPTER THREE ....................................................................................................... 26
RESEARCH METHODOLOGY .................................................................................. 26
  3.1 Introduction ....................................................................................................... 26
  3.2 Theoretical Framework ..................................................................................... 26
<table>
<thead>
<tr>
<th>No</th>
<th>Table</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Source of Measurements</td>
<td>33</td>
</tr>
<tr>
<td>3.2</td>
<td>Items for Customer Perceptions Measures</td>
<td>33</td>
</tr>
<tr>
<td>3.3</td>
<td>Items for International Price Calls Measures</td>
<td>34</td>
</tr>
<tr>
<td>3.4</td>
<td>Items for Service Quality Measures</td>
<td>35</td>
</tr>
<tr>
<td>3.5</td>
<td>Items for promotion measure</td>
<td>35</td>
</tr>
<tr>
<td>3.6</td>
<td>Explain the Level of Acceptability of the Instrument Used</td>
<td>40</td>
</tr>
<tr>
<td>4.1</td>
<td>Questionnaires' Response Rate</td>
<td>42</td>
</tr>
<tr>
<td>4.2</td>
<td>Profile of Responders</td>
<td>43</td>
</tr>
<tr>
<td>4.3</td>
<td>Result of Missing Values Detecting/Replacing</td>
<td>46</td>
</tr>
<tr>
<td>4.4</td>
<td>Descriptive Statistics</td>
<td>47</td>
</tr>
<tr>
<td>4.5</td>
<td>Result of Reflective Measurement Model</td>
<td>55</td>
</tr>
<tr>
<td>4.6</td>
<td>Cross Loading</td>
<td>57</td>
</tr>
<tr>
<td>4.7</td>
<td>Hypothesis Testing</td>
<td>60</td>
</tr>
<tr>
<td>4.8</td>
<td>Summary of Hypotheses Testing</td>
<td>61</td>
</tr>
<tr>
<td>No</td>
<td>Figure Description</td>
<td>Page</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Figure 3.1</td>
<td>Research Framework</td>
<td>27</td>
</tr>
<tr>
<td>Figure 4.1</td>
<td>The Research Model</td>
<td>52</td>
</tr>
<tr>
<td>Figure 4.2</td>
<td>Result of Measurement model</td>
<td>54</td>
</tr>
<tr>
<td>Figure 4.3</td>
<td>Measurement model (PLS Algorithm Results)</td>
<td>56</td>
</tr>
<tr>
<td>Figure 4.4</td>
<td>PLS Bootstrapping Results</td>
<td>60</td>
</tr>
</tbody>
</table>
CHAPTER ONE

INTRODUCTION

1.1. Background of study

The services sector has witnessed great development in the last two decades, it has provided a direct contribution to national economies, and telecommunications sector is one of those sectors that have seen significant growth. Telecommunications is seen to be a social and economic enabler (Chowdhury, Parvin, Weitenberner, & Becker, 2010), which led to emergence of mobile phone service providers market as one of the developing industries in the world.

According to Haque, Rahman et al. (2010) mobile phone has an important role in exchanging information across the countries. For example, social interactions between and among individuals, groups, organizations, and the governments are provided by mobile phone and that consequently makes and operates an international environment broadly networked. Moreover, it considered as an alternative to fixed landline networks for many developing countries. However, Verbeke, Dejaeger, Martens, Hur, and Baesens (2012) pointed out that in the past decade has seen the rapid development of mobile phone users over the world Asia is constantly on the represent in the global broadband market in conditions of both fixed and mobile broadband services.

According to the survey that has been conducted in BuddeComm website (www.budde.com) Asia owns almost half of the world's mobile subscribers and a wide
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72


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