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**FACTORS INFLUENCING THE SATISFACTION OF INTERNATIONAL
STUDENTS IN UNIVERSITI UTARA MALAYSIA TOWARDS MOBILE
OPERATORS**



UUM

Universiti Utara Malaysia
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MASTER OF SCIENCE (MANAGEMENT)

UNIVERSITI UTARA MALAYSIA

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**FACTORS INFLUENCING THE SATISFACTION OF INTERNATIONAL
STUDENTS IN UNIVERSITI UTARA MALAYSIA TOWARDS MOBILE
OPERATORS**



BY
ISMAIL ALI YUSUF
Universiti Utara Malaysia

**Thesis Submitted to Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia, in Partial Fulfilment of the Requirement for the
Master of Science (Management)**



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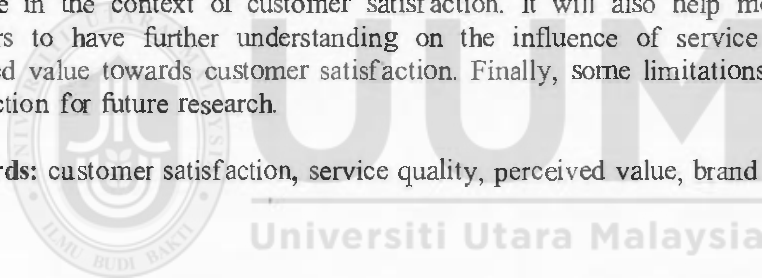
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ABSTRACT

The number of international students studying in Malaysian institution of higher education is constantly growing. The vast number of international students in Malaysia has supported not only to the country's education sector, but the telecommunication industry as well. Since, telecommunication market in Malaysia has been privatized, it has resulted in intense competition among market players and mobile service operators concern to retain their customer and attract new ones. Therefore, satisfying customer has been recognized as the best way to win the competition. Additionally, studies on international student satisfaction are still limited in number, although the issue is seen as important. The purpose of this study is to examine the relationship between service quality, perceived value, and brand awareness towards customer satisfaction in mobile service operators in Malaysia. The respondent of this study is the international students in UUM. A total of 340 questionnaires were distributed to international students in UUM, Sintok. Only 261 were useable for analysis. The data was analysed using SPSS 25 to achieve the objectives of the study. The finding of this study has revealed that service quality and perceived value have significantly positive relationship with customer satisfaction. However, the brand awareness has negative relationship with customer satisfaction. Furthermore, the research framework of this study will contribute the literature in the context of customer satisfaction. It will also help mobile service managers to have further understanding on the influence of service quality and perceived value towards customer satisfaction. Finally, some limitations have paved the direction for future research.

Keywords: customer satisfaction, service quality, perceived value, brand awareness



ABSTRAK

Bilangan pelajar antarabangsa yang belajar di institusi pengajian tinggi Malaysia sentiasa berkembang. Pertambahan besar pelajar antarabangsa ini bukan sahaja memberi sokongan kepada sektor pendidikan negara tetapi beberapa industri lain termasuk industri telekomunikasi. Memandangkan pasaran telekomunikasi di Malaysia telah diswastakan, ia telah mengwujudkan persaingan yang sengit di kalangan pemberi perkhidmatan. Syarikat telekomunikasi begitu memberi perhatian untuk mengekalkan pelanggan dan menarik pelanggan yang baru. Oleh yang demikian, kepuasan pelanggan telah diiktiraf sebagai cara terbaik untuk memenangi persaingan ini. Walau bagaimanapun, sehingga kini kajian ke atas kepuasan pelajar antarabangsa terhadap syarikat telekomunikasi masih terhad sungguhpun isu ini dilihat sebagai penting. Kajian ini mengkaji hubungan di antara kualiti perkhidmatan, persepsi nilai dan kesedaran jenamanya dengan kepuasan pelanggan pengendali perkhidmatan mudah alih di Malaysia. Responden kajian ini merupakan pelajar antarabangsa di UUM. Sejumlah 340 borang soal selidik telah diedarkan kepada pelajar antarabangsa di UUM, Sintok. Hanya 261 soal-selidik sahaja boleh digunakan bagi tujuan analisis data. Data dianalisis menggunakan SPSS 25 untuk mencapai objektif kajian. Dapatan kajian ini telah mendapati bahawa kualiti perkhidmatan dan persepsi nilai mempunyai hubungan yang positif dan signifikan dengan kepuasan pelanggan. Waiau bagaimanapun, kesedaran jenama mempunyai hubungan negatif dengan kepuasan pelanggan. Selain itu, kerangka kerja penyelidikan kajian ini memberi sumbangan kesusasteraan dalam konteks kepuasan pelanggan. Ia juga bakal membantu pengurus perkhidmatan mudah alih untuk mempunyai kefahaman yang lebih baik mengenai pengaruh persepsi nilai terhadap kepuasan pelanggan dan kualiti perkhidmatan. Akhirnya, beberapa limitasi telah membuka hala tuju penyelidikan pada masa hadapan.

Universiti Utara Malaysia

Kata kunci: kepuasan pelanggan, kualiti perkhidmatan, persepsi nilai, kesedaran jenama

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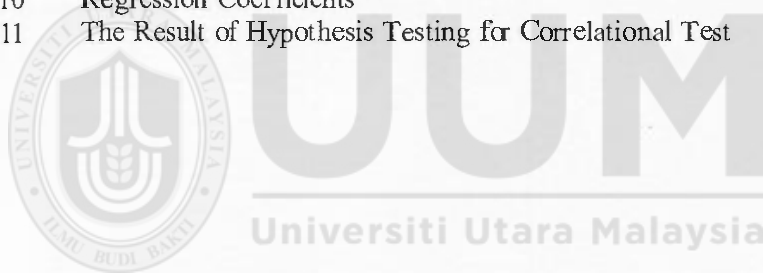
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UUM
Universiti Utara Malaysia

LIST OF ABBREVIATIONS

UUM	Universiti Utara Malaysia
SPSS	Statistical Procedure for Social Science
MCMC	Malaysian Communications and Multimedia Commission
HEA	Academic Affairs Department
CSI	Customer Satisfaction Indexes
SQ	Service Quality
PV	Perceived Value
BA	Brand Awareness
CS	Customer Satisfaction



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In the past few decades, the service sector has been made substantial development that contributed to national economic growth (Husain & Suchy, 2013). Telecommunication sector is part of those sectors that have been increasing extensively and providing social and economic benefits which made the mobile phone providers as one of the most significant growing industry in the world.

According to Husain and Suchy (2013), mobile service providers have been playing a crucial role in transmitting information around the world. The use of telecommunication service has made it easy the social interaction among individuals, organisation and community which in turn the international environment connected broadly. Additionally, mobile service providers not only perform calling service, but they perform basic service like internet service and multimedia. This advantage gives telecommunication service firms to become the growing industry in the worldwide market. Thus, telecommunication service is an inseparable part of our whole life.

A survey that has been employed in Budde Cornrn website indicates that Asia has half of the world's mobile users and many clients have accessed broadband services via their mobile telephone. For this reason, the number of telecommunication users is highly increasing (Haque & A.Rahman, 2010). On the other hand, the telecommunication service business in Malaysia is growing rapidly (Ramalingam, Karim, Piaralal, & Singh, 2015). The mobile phone has become attached to the people

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Appendices

Appendix 1: Questionnaire



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A SURVEY ON FACTORS INFLUENCING THE SATISFACTION OF INTERNATIONAL STUDENTS TOWARDS MOBIL SERVICE OPERATORS

Dear Sir/Madam,

I am a Masters student at Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia conducting a research on factors influencing the satisfaction of mobile service in international student in Universiti Utara Malaysia. This survey is for the purpose of academic exercise and part of the requirement for the award of Master's Degree. Therefore, this questionnaire is aim at obtaining your valuable opinion in order to obtain information needed for the success of the study. Your responses will be treated with ultimate confidence and used strictly for academic purpose. The questionnaire is expected to take only 10 minutes of your precious time to complete.

I greatly appreciate your participation in the study. Thank you for your cooperation and giving part of your time for the survey.

Best regards

Ismail Ali Yusuf
MSc. Students
Universiti Utara Malaysia
Email: Amangudel@gmail.com
Phone number +60189657181

SECTION A

Please provide the appropriate information by ticking [✓] in the box to show your answer

1 Gender

Male []

Female []

1. Age

18 – 25 years [] 26 – 35 years [] 36 – 45 years [] 46 – 55 years [] 56+ []

2. Marital status

Single []

Married []

Divorce []

Widow []

3. Education Level

Bachelor degree [] Master [] PHD []

5 Nationality

Please state: []

6 School

COB []

CAS []

COLGIS []

7 Mobile operator

Celcom []

DiGi []

Maxis []

U mobile []

others []



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SECTION B

1. Service Quality

Base on the following scale, Please circle the appropriate number that best described you in each statement. The numbers below has the following meaning respectively

No	The Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	My current mobile phone service provider has update equipment	1	2	3	4	5
2	When my current mobile phone service provider promises to do something by certain time , it keeps its promise	1	2	3	4	5
3	When I have problem, my service provider show sincere interest in solving it.	1	2	3	4	5
4	My current mobile phone service provider provides its service at time it promises to do so.	1	2	3	4	5
5	The staff at my current mobile phone service provider always willing to help customers	1	2	3	4	5
6	The staff at my current mobile phone service provider customers service are always ready to responds to customer requests promptly	1	2	3	4	5
7	The staff at my current mobile phone service provider are polite.	1	2	3	4	5

2. Perceived value

Base on the following scale, Please circle the appropriate number that best described you in each statement. Then numbers below has the following meaning respectively

No	The statements	Strongly disagree	disagree	neutral	agree	Strongly agree
1	Comparing what I pay to the service I receive I think my service provider provides me good value	1	2	3	4	5
2	This providers service is a better value for money	1	2	3	4	5
3	The provider charges a reasonable price for the service they provide	1	2	3	4	5
4	Compared to what I had to give up, the overall ability of the company to satisfy my wants and needs is high.	1	2	3	4	5
5	Overall, the value of company service to me is high	1	2	3	4	5

3. Brand Awareness

Base on the following scale, Please circle the appropriate number that best described you in each statement. The numbers below has the following meaning respectively.

No	statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I know how this mobile service provider brand looks like	1	2	3	4	5
2	I can quickly recall the logo of this mobile service provider.	1	2	3	4	5
3	When I think mobile service provider this mobile service provider come to my mind due to brand awareness	1	2	3	4	5
4	This mobile service provider that I am using had a well-known brands.	1	2	3	4	5
5	I am aware of this particular mobile service providers	1	2	3	4	5

4. Customer satisfaction

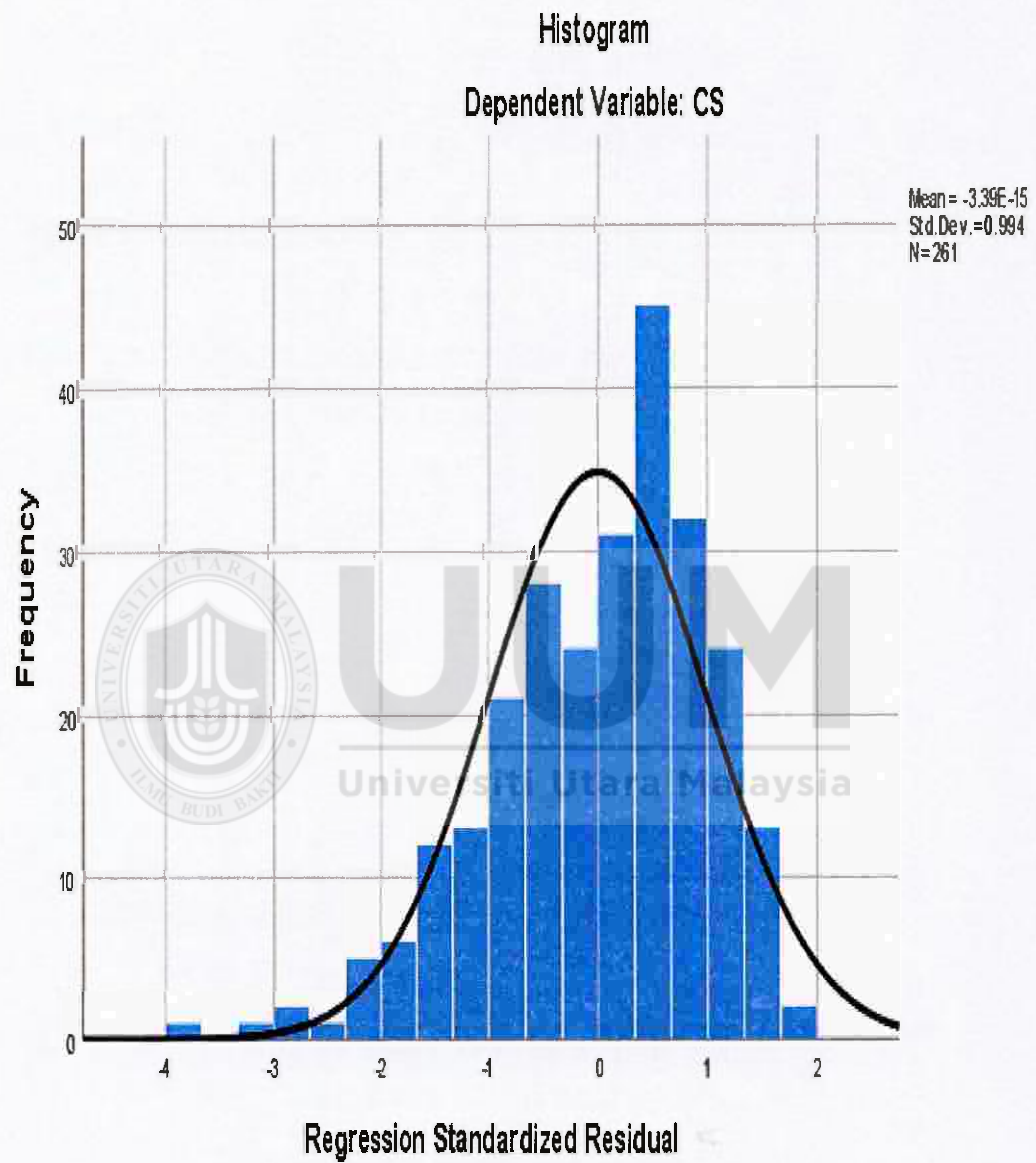
Base on the following scale, Please circle the appropriate number that best described you in each statement. The numbers below has the following meaning respectively.

No	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I am satisfied with my decision to choose mobile service	1	2	3	4	5
2	My choice to use this mobile operator is was nice one	1	2	3	4	5
3	I think I did the right thing when I chose this mobile service	1	2	3	4	5
4	I feel that my experience with this mobile service has been enjoyable	1	2	3	4	5
5	I am happy with my current service provider	1	2	3	4	5
6	I feel good about my decision to choose my current service provider	1	2	3	4	5
7	Overall, how much satisfied are you with your mobile service providers service	1	2	3	4	5

End
Thank you so much

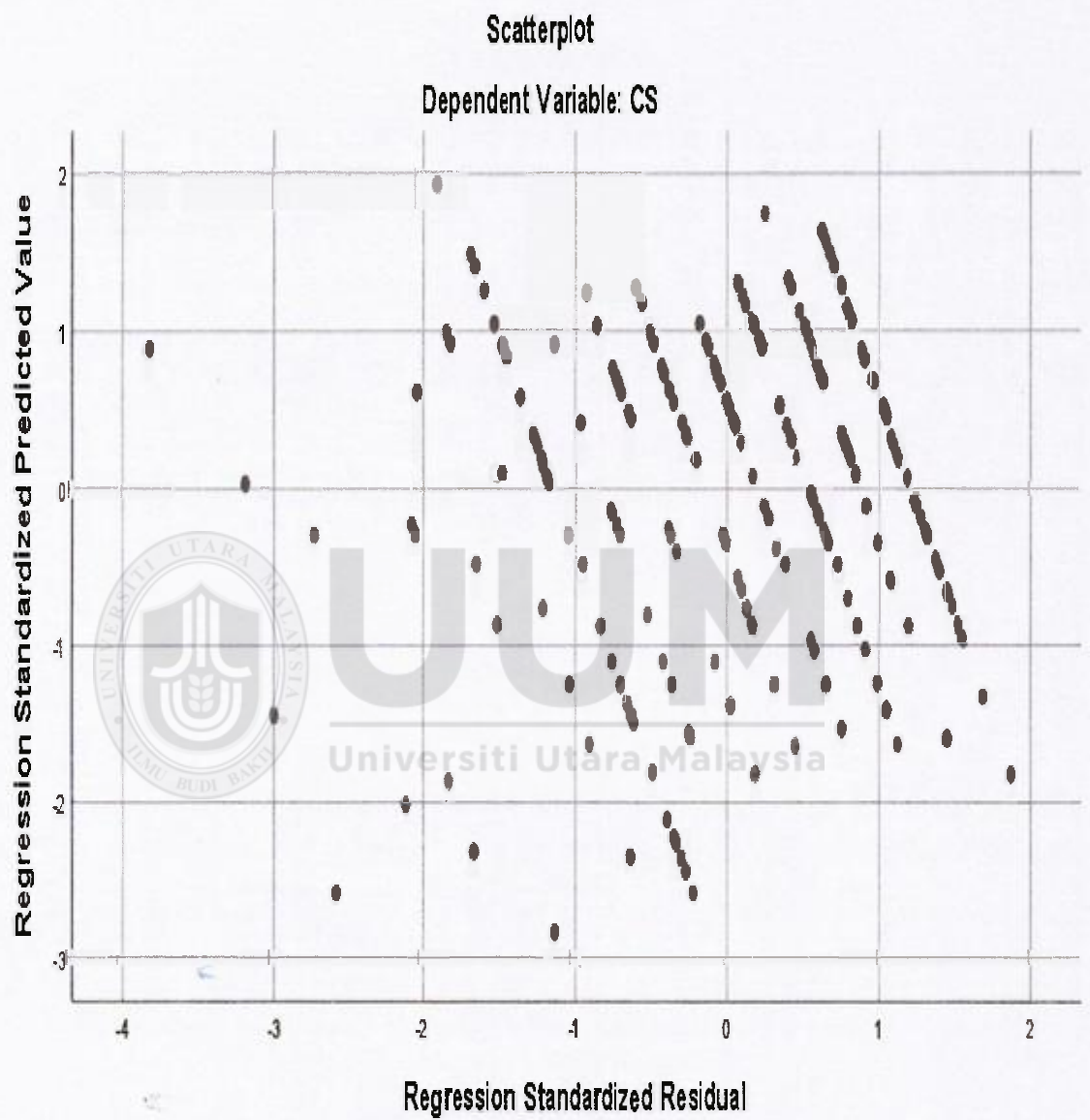
Appendix2

NORMALITY (GRAPHICAL METHOD)



Appendix 3

Residual Plots



Appendix 4

Sample Size

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Source: Krejcie & Morgan (1970).

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